

V-3

SOCIAL MEDIA REPORTS

OUTREACH SUMMARY

October 31, 2014

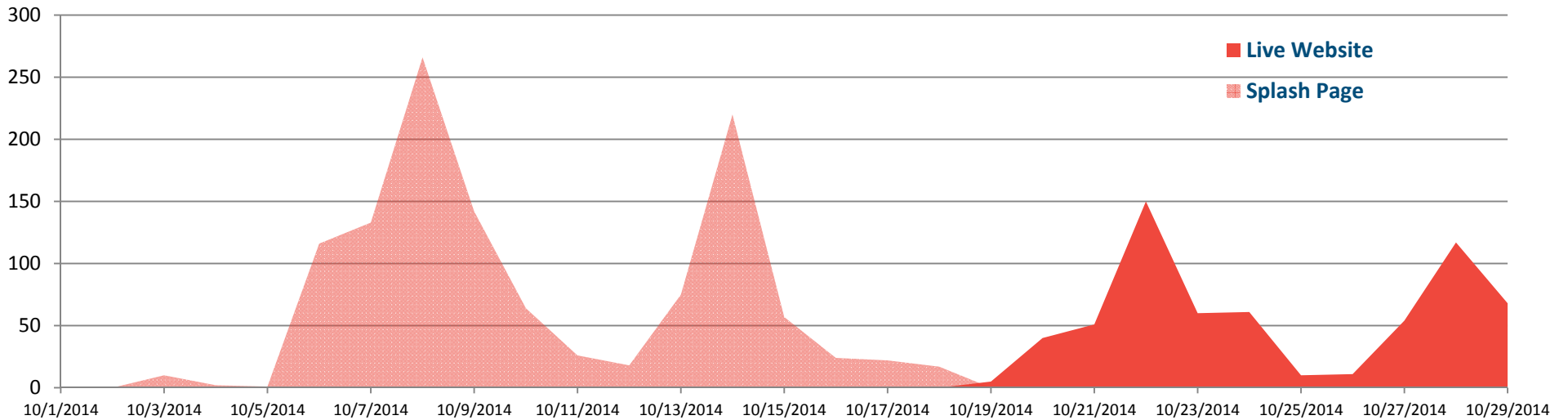
OUTREACH SUMMARY

Website/Online Meeting

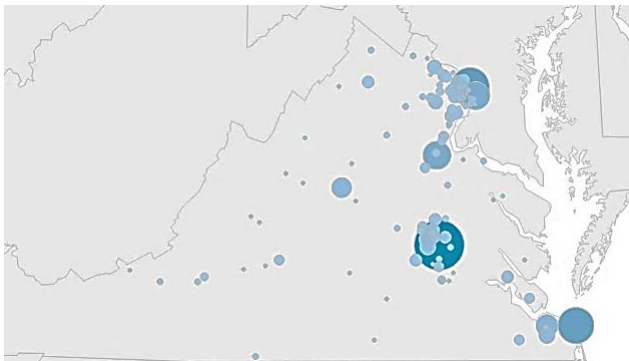
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1 – 29, 2014)



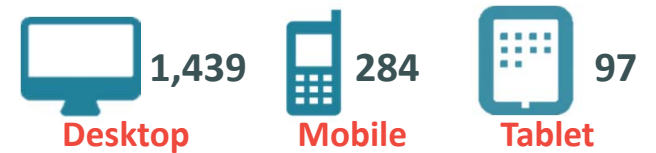
Concentration of Visits in Virginia



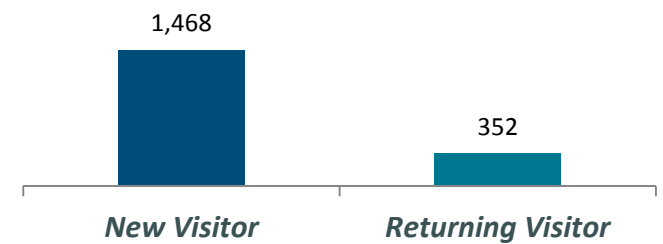
Totals

Total Visits	1,820
Total Users	1,467
Page views	3,954
Pages / Session	2.17
Avg. Session Duration	2:08

Visits by Sources



Sessions by Visitor Type



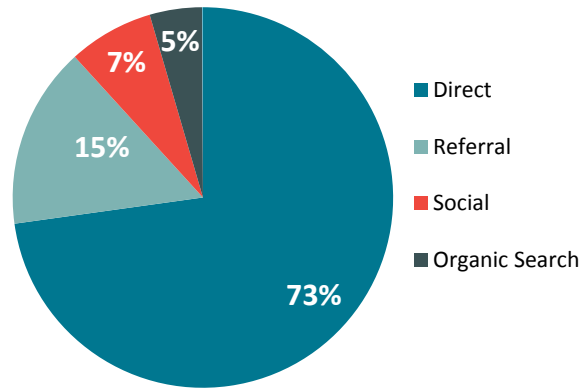
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1 – 29, 2014)

Top Pages Visited

Page	Views	Avg. Time on Page [seconds]
Homepage	2260	138.52
/commentform	267	76.51
/get-involved/attend-public-meeting/	219	86.42
/about/project-history/	169	113.15
/contact-us/	138	121.37
/about/	136	78.56
/resources/related-studies/	123	188.70
/~dctworva/	122	243.96
/newsroom/	107	47.33
/resources/	94	74.78

Web Traffic Sources



Organic = From an Internet Search
Referral = From a link to the website
Direct = User typed in specific website URL
Social = from a link on Facebook or Twitter

Top Referral Sources

Source	Sessions
facebook.com	96
nbc29.com	73
m.facebook.com	39
prtctransit.org	35
links.govdelivery.com	32
railroad.net	30
narprail.org	21
eenews.net	18
t.co	18
patch.com	13
augustafreepress.com	12

DC2RVArail.com Online Meeting Statistics (October 27 – 29, 2014)



685

Total Impressions from Email
Users who saw the link

3

Total Clicks from Email

Totals

Total Sessions	25
Total Users	23
Pageviews	56
Pages / Session	2.24
Avg. Session Duration	00:49



10 Clicks

*To Under Construction Page
 Before Online Meeting Was Live
 [Monday, October 27, 2014]*

Email Distribution

Statistics

OUTREACH SUMMARY

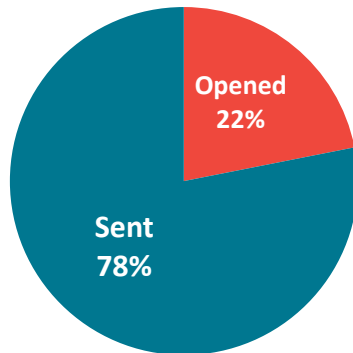
Email Distributions (October 1 – 30, 2014)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--	
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--	
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Project Website (17) <i>All links were under the "Helpful Links" sections</i>
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)
Monday October 20	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	38 (30.9%)	8 (6.5%)	Map to VHDA (4) Public Scoping Mtgs (3) Download a map (3)
Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
Tuesday October 7	Email to Public Information Officers	113			

OUTREACH SUMMARY

Email Distribution Statistics

Average Unique
Open Rate



Total Unique Recipients

4.9

Opens Per
Recipient

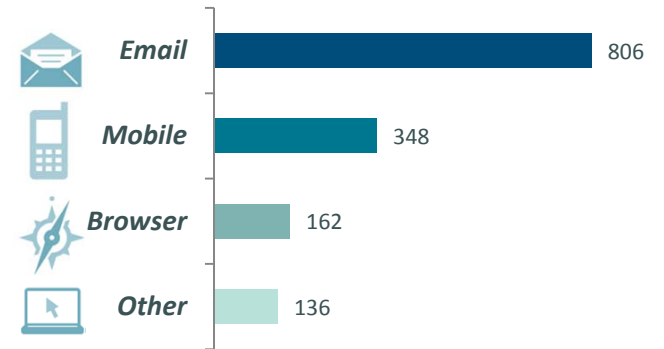
2.5

Clicks Per
Recipient

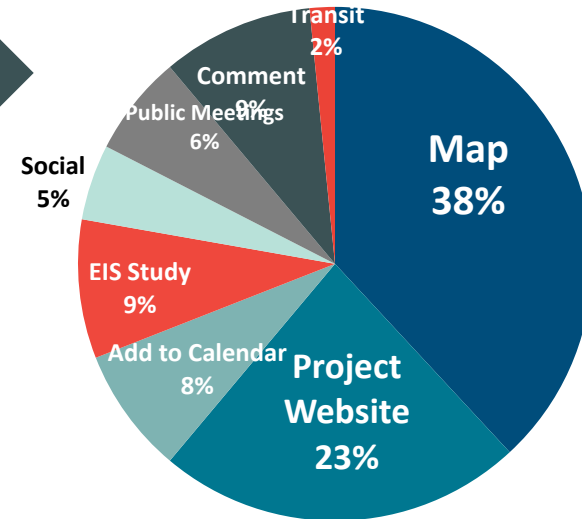
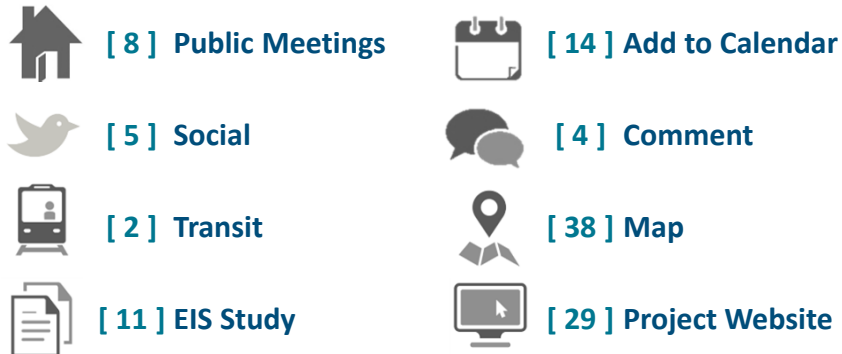
22.8%

Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics

Twitter @DC2RVARail



16
Tweets

Followers	37
Retweets	6

Traffic to Website

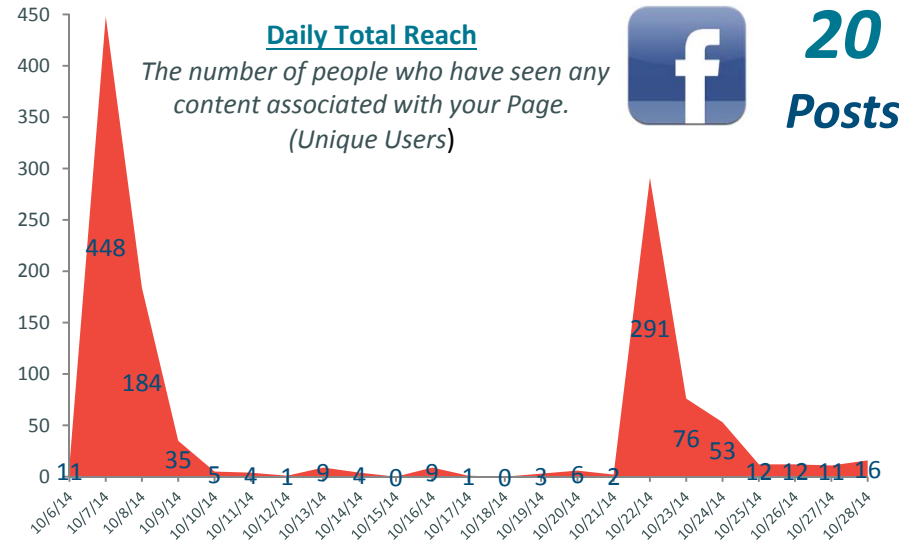


Source	Clicks
Twitter	37
Facebook	6

Facebook



20
Posts



Total Likes	31
Total Reach of Page Posts <i>People who saw any page post</i>	151
Total Clicks on Posts	2

Post with Most Impressions [33]



This project will provide the traveling public - particularly populations such as the elderly and disabled - with improved transportation choices, help ease existing and future congestion (air, highway, #passengerrail) within the corridor and improve safety and energy effectiveness within the transportation network.


Survey



Statistics

OUTREACH SUMMARY

Survey Statistics

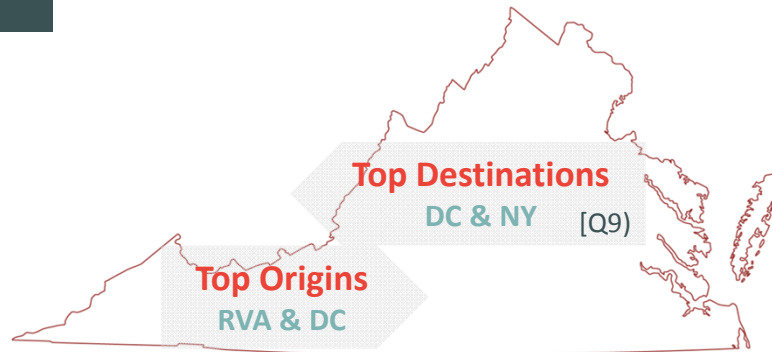
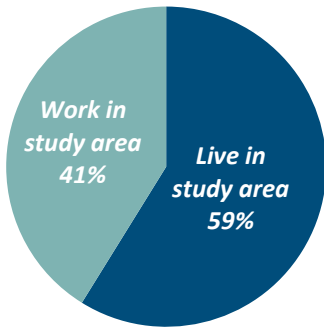
 **1,091**
Total Respondents

77% 
Prefer to Attend an Evening Public Meeting [Q5]

62%  
Use Intercity Passenger Rail Service [Q6]



66% Use for Leisure [Q7]
44% Use monthly [Q8]

Interest / Affiliation in the Corridor [Q3]






Length of Travel Time is the Most Important Consideration
When planning an intercity passenger rail system from D.C. to Richmond and NC. [Q10]

Top Ways to Get News & Information about Local Events and Projects [Q4]

 **Newspaper** [63.93%]
 **Website** [63.47%]

Best Reasons
for Implementing Higher Speed Intercity Passenger Rail between D.C. and Richmond [Q11]

 **1** Reduce Congestion on VA roadways. [39.49%]
 **2** Provide a reliable travel alternative. [23.25%]

OUTREACH SUMMARY

Survey Statistics (cont.)

Importance of Elements in Selecting an Intercity Passenger Rail Route [Q12]



Very Important
Train speed [61.17%]



Not Important
Impacts to built environment [25.89%]



Importance of Factors in Choosing Rail Over Other Modes of Travel [Q13]



Very Important
Travel times [78.4%]



Not Important
Opportunity for work and socializing [32.25%]



86%



Think there will be a positive economic impact on Virginia associated with improved intercity passenger rail service. [Q14]

94%



Support the establishment of improved higher speed intercity passenger rail service between D.C. and Richmond, connecting to further routes in the north and south and beyond. [Q15]

Top Respondent Demographics

Age Group [Q16] **40-65** [58.83%]

Ethnic Group [Q17] **White/Caucasian** [87.5%]

Household Income [Q18] **<\$100,00/year** [57.42%]

Media

Statistics

OUTREACH SUMMARY

Media Summary

Media Mentions



4
News Stories

October 6, 2014	NBC29	Charlottesville
October 12, 2014	Free Lance-Star	Fredericksburg
October 15, 2014	Village News	Chesterfield County
October 24, 2014	Richmond Times Dispatch	Richmond

Monitored through DRPT Media Clips.

Press Release Distribution



Type	Date	Outlets
Project Launch	October 6	108 to PIOs
Scoping Meeting Release		108 to PIOs

Paid Advertisements

Region	Newspaper	Run Date
Richmond	Richmond Times Dispatch	10/28/14
Richmond	Richmond Times Dispatch	11/3/2014
Richmond-African American	Richmond Free Press	10/30/2014
Richmond & Fredericksburg Hispanic	Nuevas Raices (translated)	10/28/2014
Fredericksburg	Free Lance Star	10/31/2014
Fredericksburg	Free Lance Star	11/7/2014
NOVA/DC - Hispanic	El Tiempo (translated)	10/31/2014
NOVA/DC - commuters	Post Express	10/28/2014
NOVA Region*	Virginia Press Association	10/26/2014

Other Outreach

Statistics

OUTREACH SUMMARY

Other Outreach

Flyer Distribution

Distribution by Type

Business Groups	17
Libraries	114
Community Centers	94
Title VI	21



Total Flyers Distributed

Other Comments

Comment Methods

Hotline	0
Email	1
Web Comment Form	4
Mailed Comment	0

Other:

Phone Call:

FRA – received a call from Michael Cole included in the PIO webinar.

Mailings

Type	Amount	Date
Elected Officials Project Notification Letter	359	October 24



+ 75 Join the Mailing List Requests

+ 12 Interagency Meeting RSVPs

OUTREACH SUMMARY

PIO Webinar Statistics



14 ATTENDEES

108 INVITED



24 *Phone calls or personal email follow-ups prior to the webinar*

3 *Follow up phone calls post-webinar*



109 Follow-Up Emails
Included Webinar Slides and Meeting Notification Release

November 14, 2014

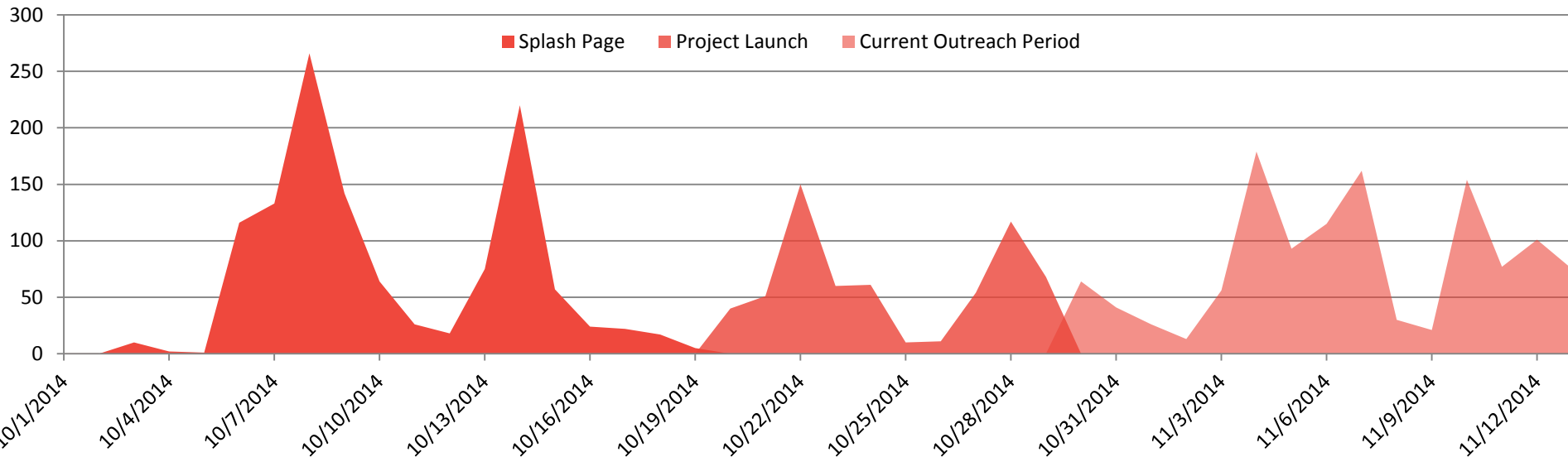
OUTREACH SUMMARY

Website/Online Meeting

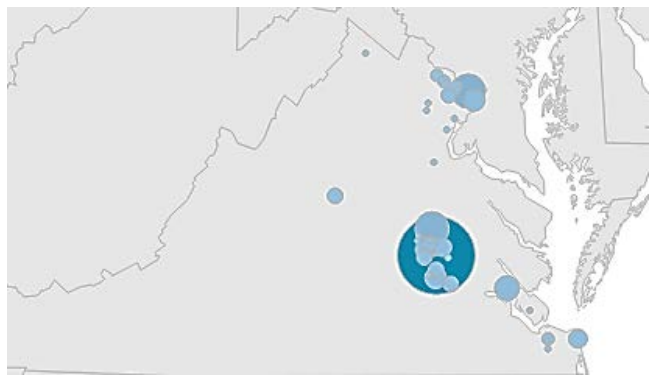
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1 – November 13, 2014)

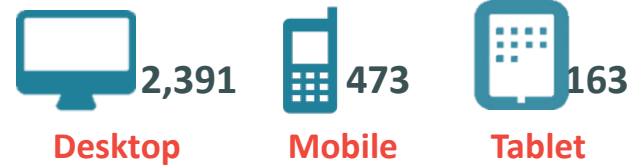


Concentration of Visits in Virginia

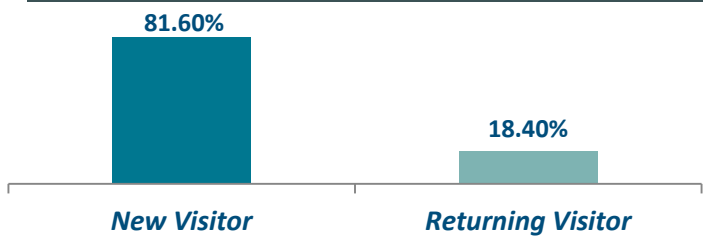


Totals	
Total Visits	3,027
Total Users	2,296
Page views	7,755
Pages / Session	2.56
Avg. Session Duration	2:31

Visits by Sources



Sessions by Visitor Type



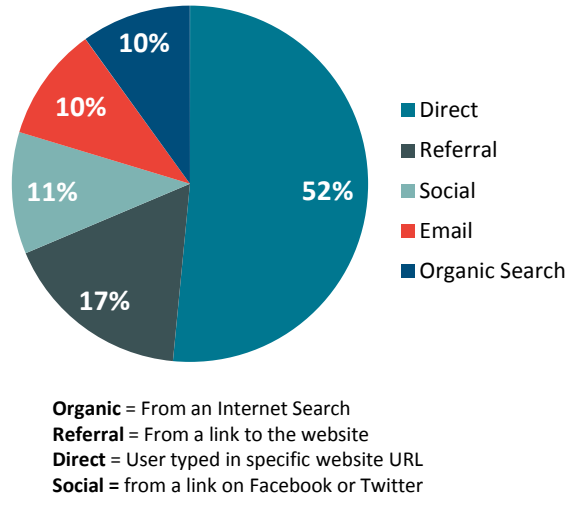
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 30-November 12, 2014)

Top Pages Visited

Page	Views	Avg. Time on Page [seconds]
Homepage	1165	81.41
/commentform	739	78.62
/attend-public-meeting/	343	97.18
/about/project-history/	208	122.78
/about/	173	106.10
/resources/related-studies/	158	237.27
/contact-us/	127	126.34
/resources/	124	81.65
/newsroom/	100	33.06
/public-meeting-archive/	85	41.13

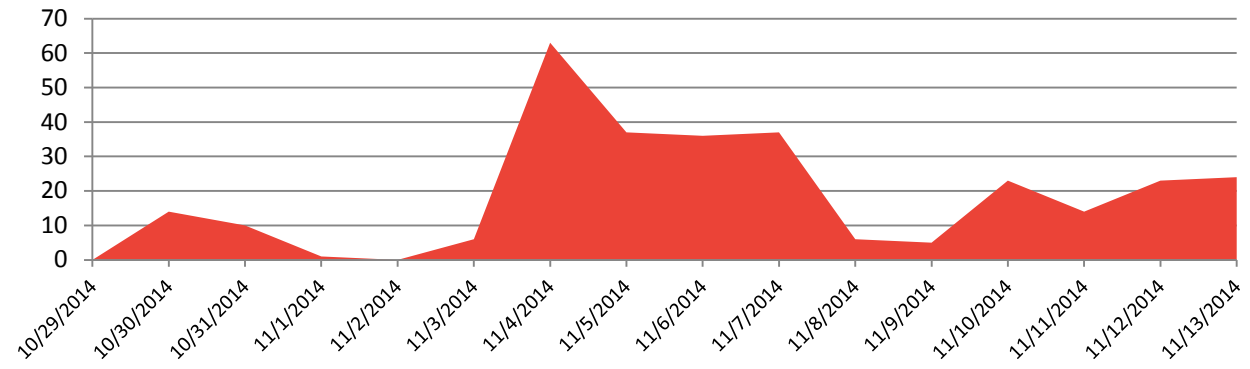
Web Traffic Sources



Top Referral Sources

Source	Sessions
progressiverailroading.com	93
nbc29.com	85
prtctransit.org	43
railroad.net	40
links.govdelivery.com	33
drpt.virginia.gov	26
narprail.org	22
eenews.net	18
patch.com	14
augustafreepress.com	12

DC2RVArail.com Online Meeting Statistics (October 29 – November 13, 2014)



Totals	
Total Sessions	299
Total Users	215
Page views	718
Pages / Session	2.40
Avg. Session Duration	01:06

Email Distribution

Statistics

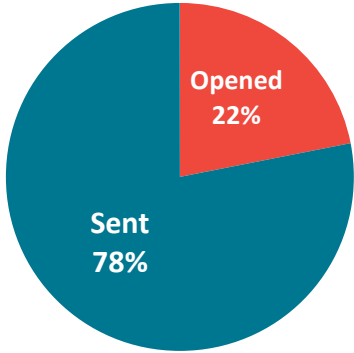
Email Distributions (October 1-November 13, 2014)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
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Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVARail.com (6)
Tuesday October 7	Email to Public Information Officers	113			

OUTREACH SUMMARY

Email Distribution Statistics (As of November 12, 2014)

Average Unique Open Rate



1,105

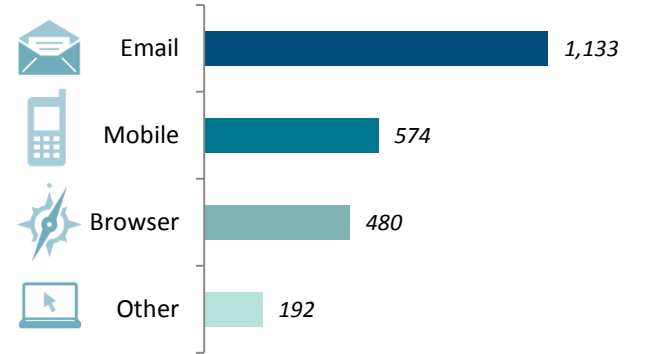
Total Unique Recipients

7.03
Opens Per Recipient

6.18
Clicks Per Recipient

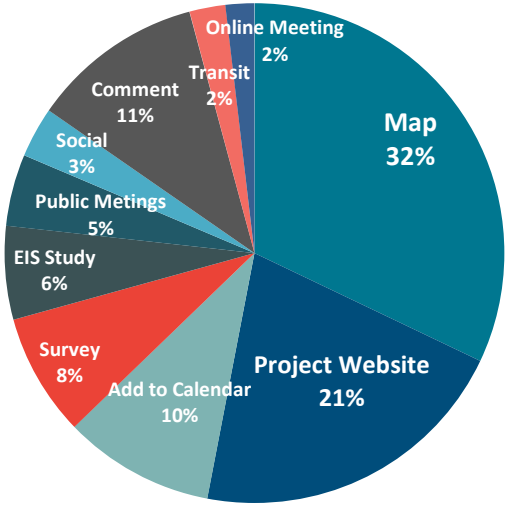
28.4% Click to Open Rate [CTOR] ↑ 5.5%

Open by Device Category



Unique Clicks by Link Type

- [9] Public Meetings
- [24] Add to Calendar
- [7] Social
- [46] Comment
- [5] Transit
- [66] Map
- [13] EIS Study
- [42] Project Website
- [17] Survey
- [4] Online Meeting



Note: statistics include data from stakeholder lists only Project study team recipients were excluded

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of November 14, 2014)

Twitter @DC2RVArail



53
Tweets

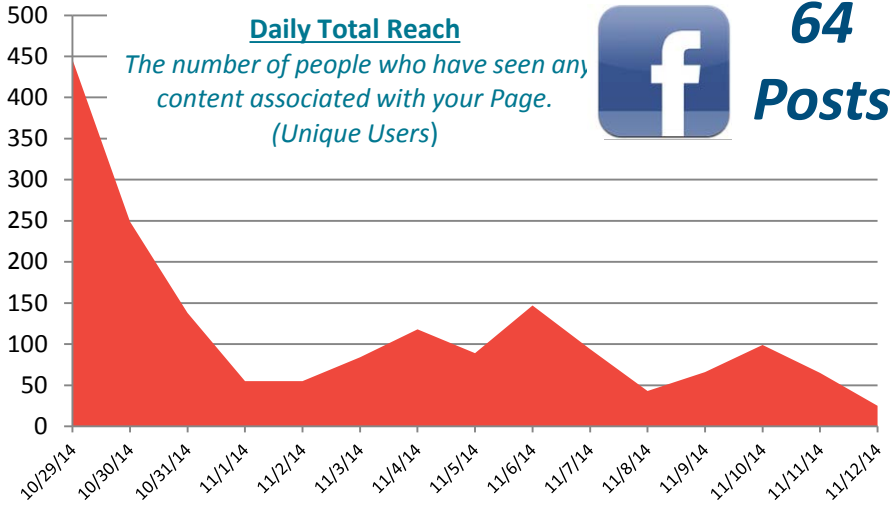
Followers	82 +52%
Following	193
Retweets	14

Traffic to Website



Source	Clicks
Twitter	41
Facebook	145
LinkedIn	17

Facebook



Total Posts	64
Fans	164 +7.3%
Likes Across Content	40

Top Post | Nov 11, 2014



Join us tomorrow at the Nat'l Marine Corps Museum for a scoping [#publicmeeting](#) to improve [#passengerrail](#) service i...
<http://t.co/lb2b7wQTVy>

Media

Statistics

Media Summary (October 25 - November 12, 2014)

Media Mentions



5

News Stories

**November 4,
2014**

Stafford County Sun

Area High Speed Rail Options
To Be Presented at Marine's
Museum

**November 5,
2014**

**TimesDispatch.com,
Richmond Times Dispatch**

High-Speed Rail Meetings
Planned in Virginia

**November 5,
2014**

WCVE, Richmond

Public Meetings On High
Speed Rail Begin in Ashland

**November 6,
2014**

Times Dispatch, Richmond

Public Meetings On High
Speed Rail Held in Richmond

**November 7,
2014**

Railway Age Magazine

Virginia DOT, FRA host
meetings on proposed D.C. –
Richmond High –Speed
Project

Press Release/Media Advisory Distribution



Type

Topic

Distribution

Media Advisory

Scoping Meetings

Fredericksburg and
NOVA Media

Paid Advertisements

Region	Newspaper	Run Date
Richmond	Richmond Times Dispatch	10/28/14
Richmond	Richmond Times Dispatch	11/3/2014
Richmond-African American	Richmond Free Press	10/30/2014
Richmond & Fredericksburg Hispanic	Nuevas Raices (translated)	10/28/2014
Fredericksburg	Free Lance Star	10/31/2014
Fredericksburg	Free Lance Star	11/7/2014
NOVA/DC - Hispanic	El Tiempo (translated)	10/31/2014
NOVA/DC - commuters	Post Express	10/28/2014
NOVA Region*	Virginia Press Association	10/26/2014

Monitored through DRPT Media Clips.

Other Outreach

Statistics

OUTREACH SUMMARY

Other Outreach (As of November 13, 2014)

Joined E-mailing List

1,032
Entries



Comment Statistics

Comment Methods	
Hotline	0
Email	9
Web Comment Form	21
Meeting Comment Form	26
Mailed Comment	1
Total	57



57
Comments

January 5, 2015

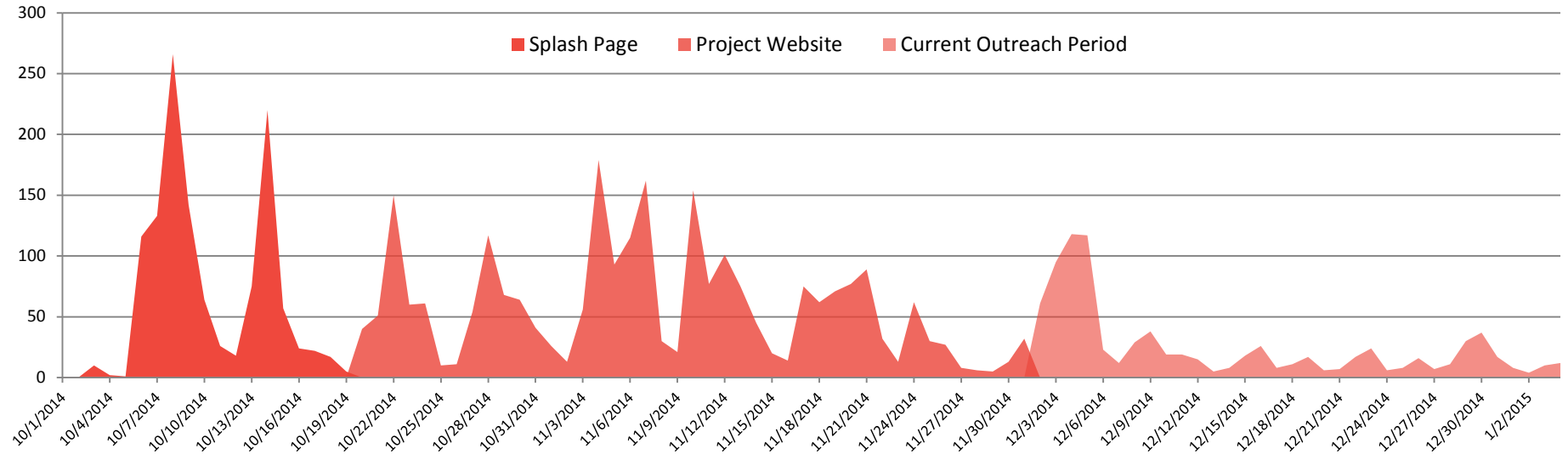
OUTREACH SUMMARY

Website/Online Meeting

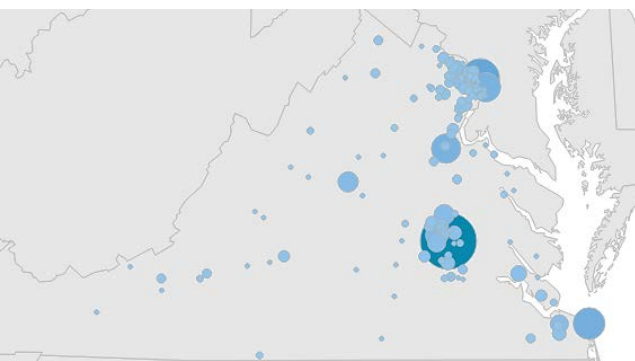
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – January 4, 2015)

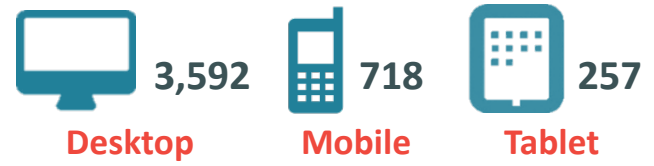


Concentration of Visits in Virginia

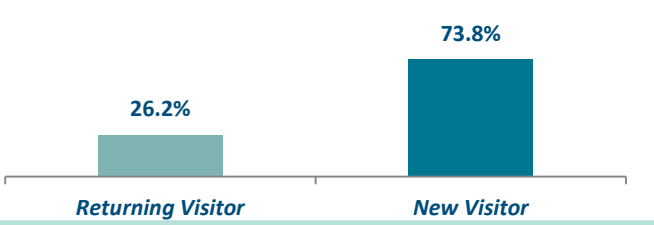


Totals △		
Total Visits	4,567	↑ 23.2%
Total Users	3,364	↑ 20.7%
Page views	13,100	↑ 30.6%
Pages / Session	2.87	↑ 5.9%
Avg. Session Duration	2:51	↑ :11

Visits by Sources



Sessions by Visitor Type



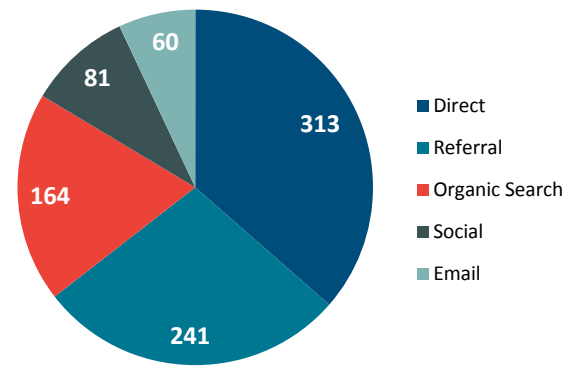
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (December 2, 2014 – January 4, 2015)

Top Pages Visited

Page	Page Views	Avg. Time on Page [minutes]
Homepage	653	0.95
/contact-us/	420	3.26
/comment-form	202	0.80
/about/project-history/	164	1.93
/about/project-maps/	164	2.50
/about/	137	2.29
/resources/	124	1.42
/contact-us/survey	119	1.62
/newsroom/	102	0.63
/get-involved/attend-public-meeting/	98	1.11

Web Traffic Sources

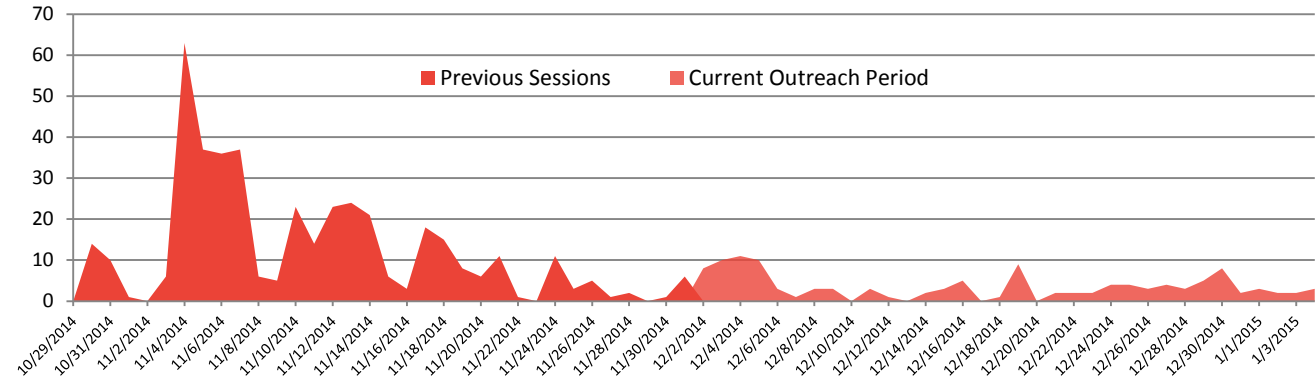


Organic = From an Internet Search
Referral = From a link to the website
Direct = User typed in specific website URL
Social = from a link on Facebook or Twitter

Top Referral Sources

Source	Sessions
greenway.org	86
drpt.virginia.gov	47
railroad.net	13
trainorders.com	11
umbraco.drpt.virginia.gov	10
progressiverailroading.com	7
richmondteaparty.com	5
nbc29.com	4
cms.fra.dot.gov	2
alexandriava.gov	1

DC2RVArail.com Online Meeting Statistics (October 29, 2014 – January 4, 2015)



Totals		△
Total Sessions	539	↑ 29.3%
Total Users	367	↑ 12.2%
Page views	1,272	↑ 24.2%
Pages / Session	2.36	↓ 4.1%
Avg. Session Duration	1:15	↓ :04

Email Distribution

Statistics

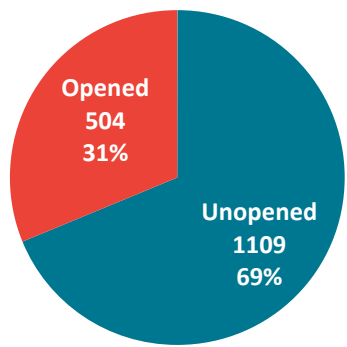
Email Distributions (October 7, 2014 – January 4, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)
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Tuesday October 7	Email to Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (As of January 4, 2015)

Average Unique Open Rate



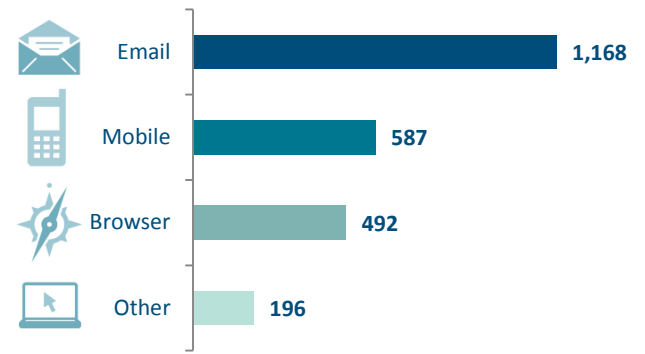
Total Unique Recipients

24.2% Click to Open Rate [CTOR]

5.82
Opens Per Recipient

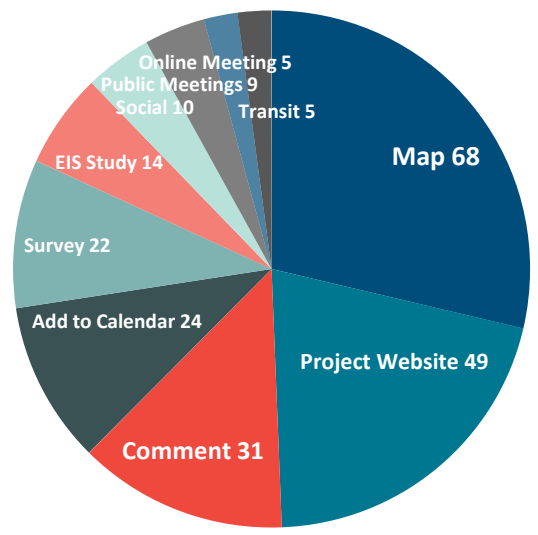
5.28
Clicks Per Recipient

Open by Device Category



Unique Clicks by Link Type

- [9] Public Meetings
- [24] Add to Calendar
- [10] Social
- [31] Comment
- [5] Transit
- [68] Map
- [14] EIS Study
- [49] Project Website
- [22] Survey
- [5] Online Meeting



*Note: statistics include data from stakeholder lists only
Project study team recipients were excluded*

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of January 4, 2015)

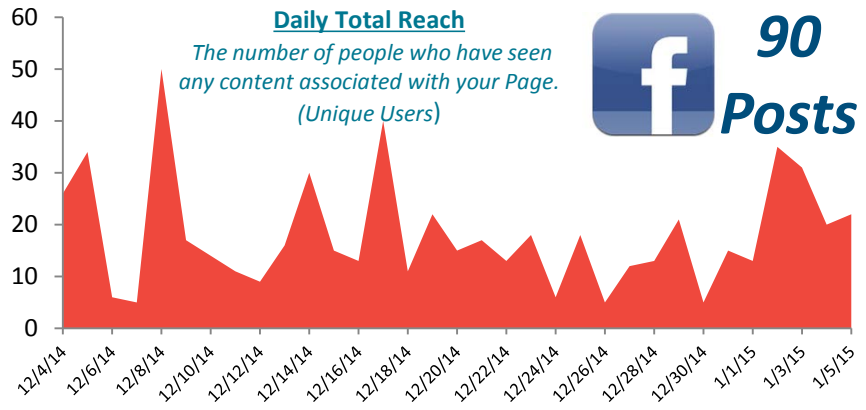
Twitter @DC2RVArail



103
Tweets

Followers	108 ↑ 12.5%
Following	213
Retweets	31
Klout Score	37 ↓ 7.5%

Facebook



Fans	180
Likes Across Content	44
Comment Across Content	4

Traffic to Website



Source	Clicks
Twitter	74
Facebook	272
LinkedIn	26

Top Post | December 29, 2014



Can you imagine #HighSpeedRail from #DC2RVA that extends service from Boston to DC and to cities southeast? Would you travel that route?

Media

Statistics

OUTREACH SUMMARY

Media Summary (December 2, 2014 – January 5, 2015)

Media Mentions



2
News Stories

December 22, 2014	RT&S Magazine	HDR selected for D.C. to Richmond HSR environmental impact statement
December 23, 2014	Progressive Railroading	Virginia rail department chooses HDR for environmental study

Press Release/Media Advisory Distribution



Type	Topic	Distribution
--	--	--

Paid Advertisements

Region	Newspaper	Run Date
--	--	--

Monitored through DRPT Media Clips.

Other Outreach

Statistics

OUTREACH SUMMARY

Other Outreach (As of January 5, 2015)

Database Contacts

3,724
Entries



Comment Methods

Top 5

Web Form	201
Email	121
Meeting Form	23
Mail	12
Hotline	0
Total	357*

Comment Topics

Top 8

Alternatives	202
Pedestrian / Bicycle	184
Parks/Rec/Public Lands	168
Land Use	158
Traffic / Safety	130
Stations	108
Economics	87
Service	61

357*

Comments

**Does Not Include Form Letter Count*

OUTREACH SUMMARY

February 9, 2015

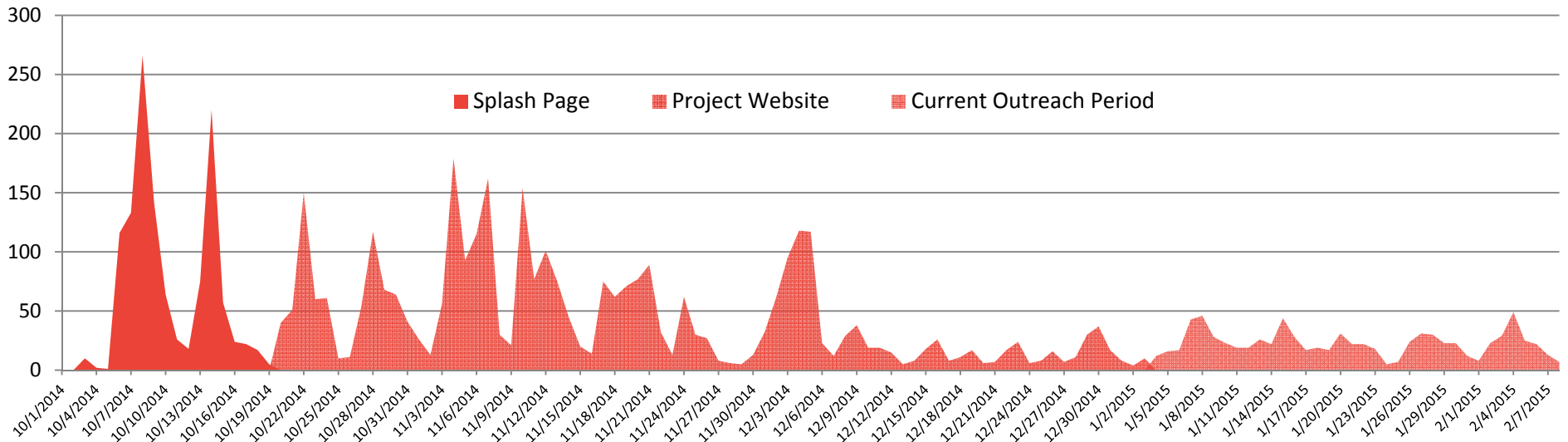
OUTREACH SUMMARY

Website/Online Meeting

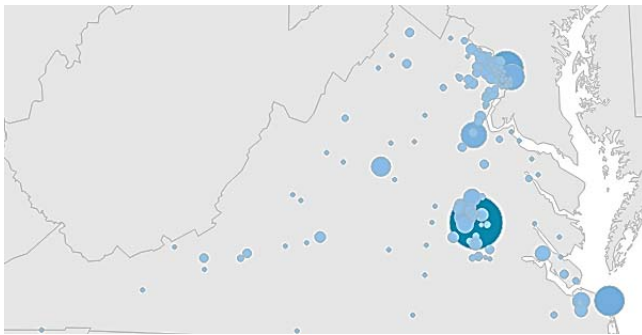
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – February 8, 2015)



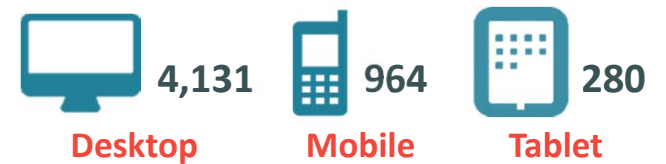
Concentration of Visits in Virginia



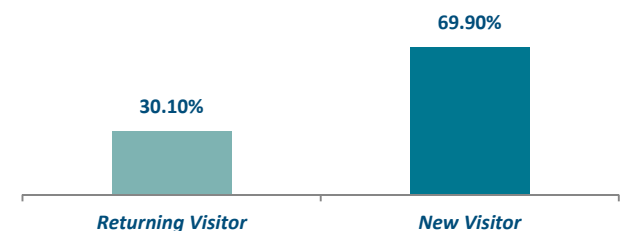
Totals △

Total Visits	5,375	↑ 17.6%
Total Users	3,753	↑ 11.6%
Page views	15,325	↑ 17.2%
Pages / Session	2.85	↓ .7%
Avg. Session Duration	3:06	↑ :15

Visits by Sources



Sessions by Visitor Type



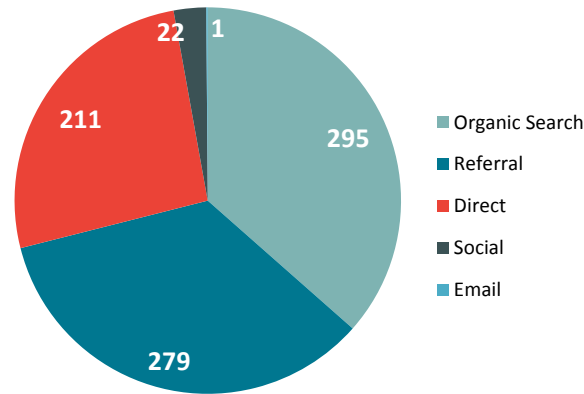
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (January 5, 2015 – February 8, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page [minutes]
Homepage	799	4.64
/resources/	194	1.43
/comment-form	188	1.85
/about/project-maps/	134	2.35
/about/project-history/	119	1.69
/newsroom/	71	0.92
/newsroom/news/passenger-rail-closer-becoming-reality/	56	0.90
/resources/public-meeting-archive/	52	2.50
/resources/digital-toolkit/	50	0.77
/contact-us/	46	2.23

Web Traffic Sources

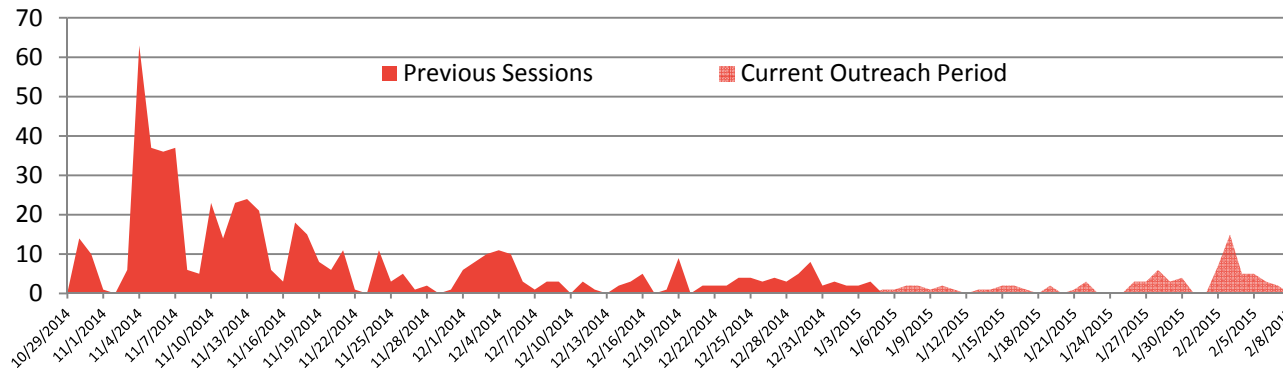


Organic = From an Internet Search
Referral = From a link to the website
Direct = User typed in specific website URL
Social = from a link on Facebook or Twitter

Top Referral Sources

Source	Sessions
drpt.virginia.gov	76
hulfingtonpost.com	29
umbraco.drpt.virginia.gov	14
greenway.org	5
nbc29.com	4
railroad.net	4
arlingtontransit.com	3
crystalcitycivic.org	2
fra.dot.gov	2
progressiverailroading.com	1

DC2RVArail.com Online Meeting Statistics (October 29, 2014 – January 4, 2015)



Totals		△
Total Sessions	618	↑ 14.7%
Total Users	386	↑ 5.2%
Page views	1,541	↑ 21.1%
Pages / Session	2.49	↓ 5.5%
Avg. Session Duration	1:36	↑ :21

Email Distribution

Statistics

OUTREACH SUMMARY

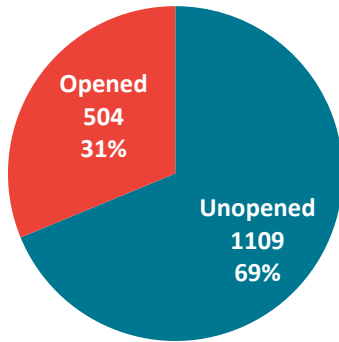
Email Distributions (October 1, 2014 – February 8, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form: (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--	
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--	
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Project Website (17) <i>All links were under the "Helpful Links" sections</i>
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)
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Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
Tuesday October 7	Email to Public Information Officers	113	--	--	

OUTREACH SUMMARY

Email Distribution Statistics (As of February 8, 2015)

Average Unique
Open Rate



Total Unique Recipients

5.82

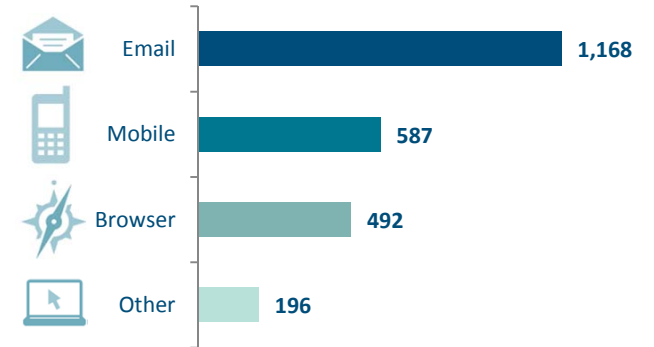
Opens Per Recipient

5.28

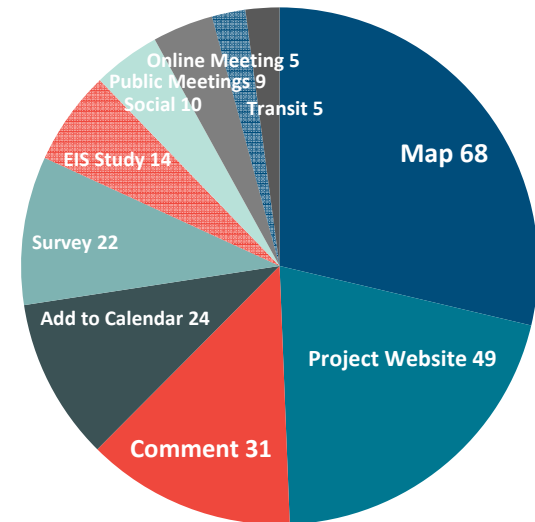
Clicks Per Recipient

24.2% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of February 8, 2015)

Twitter @DC2RVArail



123
Tweets

Followers	122 ↑ 13%
Following	221
Retweets	31
Klout Score	32 ↓ 15.6%

Facebook



118
Posts

Fans	183
Likes Across Content	64
Comment Across Content	5

Traffic to Website



Source	Clicks
Twitter	85
Facebook	281
LinkedIn	28
Reddit	4

Top Post | January 27, 2015



A key benefit of #HighSpeedRail? Decreased travel times w/ increased speeds up to 90 mph #DC2RVA

Media / PIO Outreach

Statistics

OUTREACH SUMMARY

Media Summary (January 5, 2015 – February 8, 2015)

Media Mentions



0
News Stories

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

Paid Advertisements



0
Paid Ads

PIO Meetings



March 2015
Planning In Progress

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (January 5, 2015 - February 8, 2015)

Letter Mailing Outreach



7
Letters

Telephone Outreach



17
*Phone Conversations /
Voicemails*

Email Outreach



13
Emails

To	Date
Notice of Entry – Hanover County	1/9/2015
Notice of Entry – Stafford County	1/7/2015
Section 106 Consulting Party Invitation	1/6/2015
TSA Air Space Request	1/21/2015
Notice of Entry – Rice Survey Update	1/23/2015
Mayfield Civic Association Letter	2/2/2015
Notice of Entry – Prince William County	2/5/2015

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (As of February 8, 2015)

Database Contacts

4,340
Entries



Comment Topics

Top 8

Alternatives	203
Pedestrian / Bicycle	184
Parks/Rec/Public Lands	168
Land Use	168
Traffic / Safety	130
Stations	108
Economics	87
Service	61

Comment Methods

Top 5

Web Form	201
Email	127
Meeting Form	23
Mail	12
Phone Call	1
Hotline	0
Total	364*



364*

Unique
Comments

**Does Not Include Form Letter Count*

OUTREACH SUMMARY

March 9, 2015

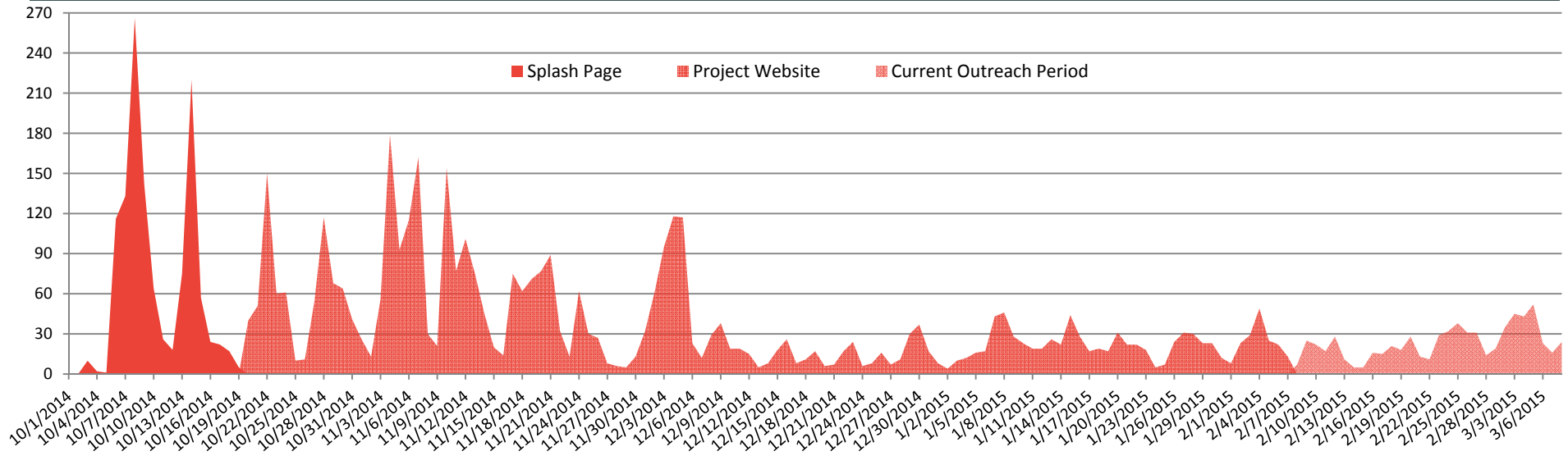
OUTREACH SUMMARY

Website/Online Meeting

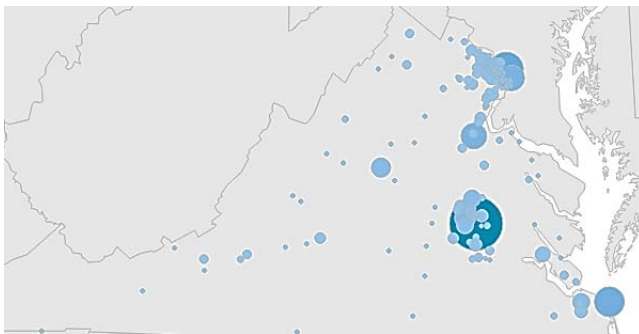
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – March 8, 2015)



Concentration of Visits in Virginia



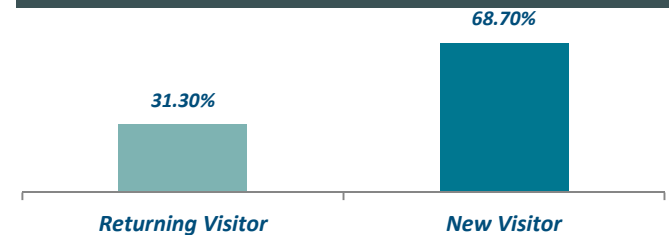
Totals

Total Visits	6,042	↑ 12.4%
Total Users	4,143	↑ 10.4%
Page views	17,407	↑ 13.6%
Pages / Session	2.88	↓ 1.1%
Avg. Session Duration	3:12	↑ :06

Visits by Sources



Sessions by Visitor Type



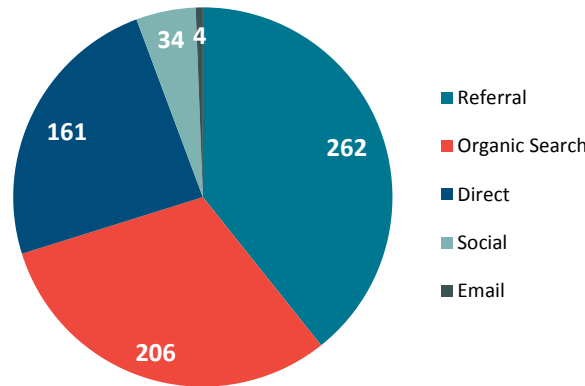
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (January 5, 2015 – March 8, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page [minutes]
Homepage	702	2.66
/resources/	208	1.65
/about/project-maps/	119	3.08
/about/project-history/	111	1.77
/about/	96	3.42
/contact-us/	64	2.25
/newsroom/	61	0.83
/resources/public-meeting-archive/	58	1.11
/newsroom/news/passenger-rail-closer-becoming-reality/	48	1.35
/resources/related-studies/	46	2.27

Web Traffic Sources

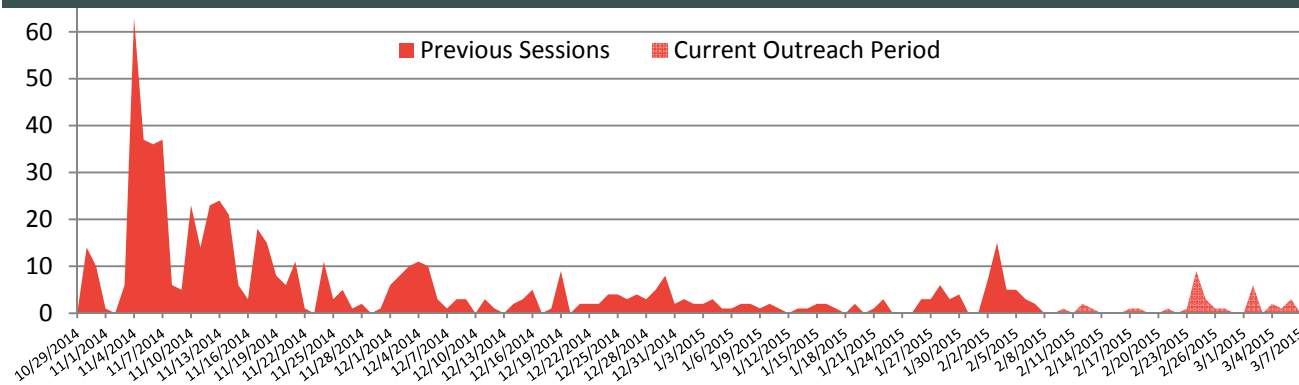


Organic = From an Internet Search
Referral = From a link to the website
Direct = User typed in specific website URL
Social = from a link on Facebook or Twitter

Top Referral Sources

Source	Sessions
drpt.virginia.gov	101
humanrightswatch.org	41
buttons-for-website.com	13
nbc29.com	6
alexandriava.gov	3
trainorders.com	3
fra.dot.gov	2
greenway.org	2
arlingtontransit.com	1
crystalcitycivic.org	1

DC2RVArail.com Online Meeting Statistics (October 29, 2014 – March 8, 2015)



Totals		△
Total Sessions	652	↑ 5.5%
Total Users	408	↑ 5.7%
Page views	1,617	↑ 4.9%
Pages / Session	2.48	↓ 0.55%
Avg. Session Duration	1:31	↓ :05

Email Distribution

Statistics

OUTREACH SUMMARY

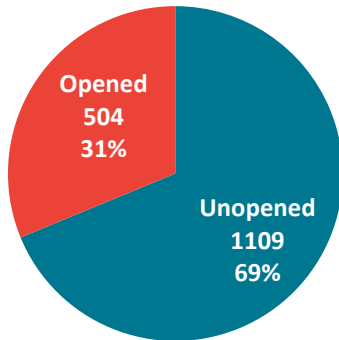
Email Distributions (October 1, 2014 – March 8, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
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Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--	
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--	
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Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
Tuesday October 7	Email to Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (As of March 8, 2015)

Average Unique Open Rate



Total Unique Recipients

5.82

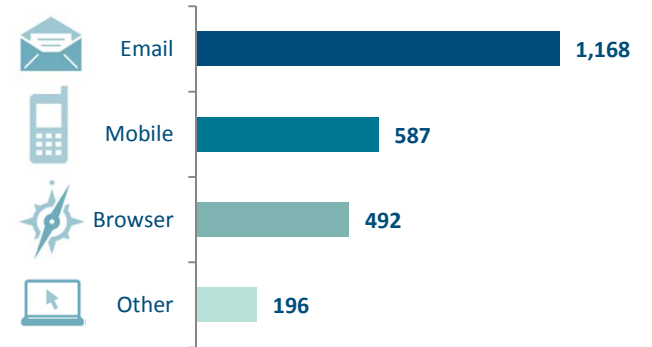
Opens Per Recipient

5.28

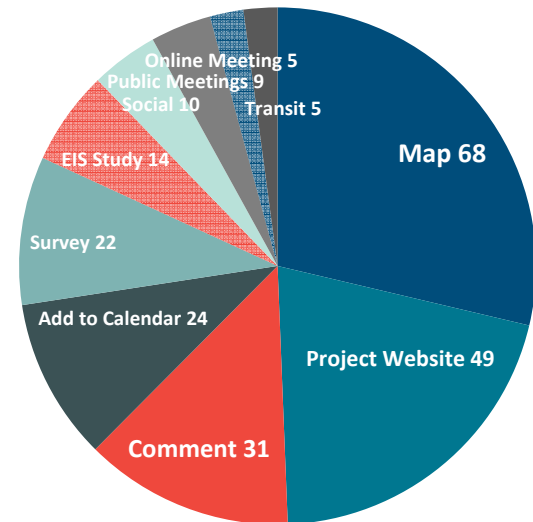
Clicks Per Recipient

24.2% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of March 5, 2015)

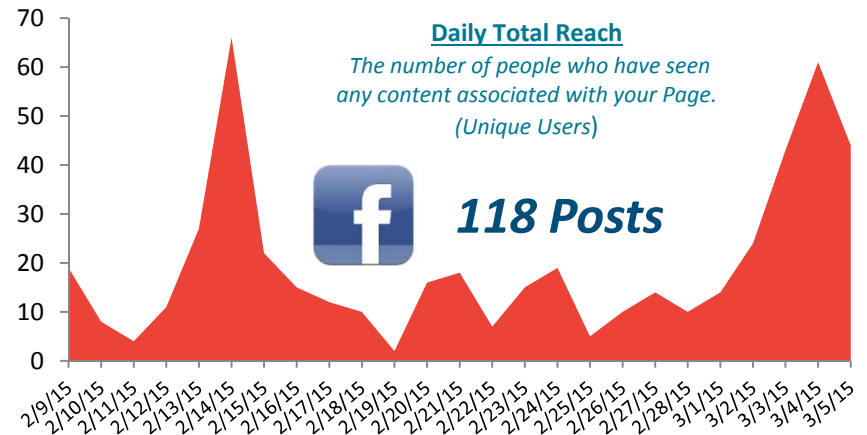
Twitter @DC2RVArail



149
Tweets

Followers	138 ↑ 13%
Following	221
Retweets	50
Klout Score	32

Facebook



Fans	184
Likes Across Content	71
Comment Across Content	5

Traffic to Website



Source	Clicks
Twitter	107
Facebook	292
LinkedIn	29
Reddit	4

Top Post | January 27, 2015



A key benefit of #HighSpeedRail? Decreased travel times w/ increased speeds up to 90 mph #DC2RVA

Media

Statistics

OUTREACH SUMMARY

Media (February 10, 2015 – March 6, 2015)

Media Mentions



0
News Stories

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

Paid Advertisements



0
Paid Ads

PIO Meetings



0
Meetings

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (February 10, 2015 – March 9, 2015)

Telephone Outreach



5
Phone Conversations

To	Date
Martha McClees, Va. Beach Vision	2/24
Barry Bishop, Greater Norfolk Corp.	3/5
Joe Vinsh, Crater PDC	3/3
John Skirven, Senior Services of Southeastern Va.	3/9

Email Outreach



4
Emails

Title VI Outreach



1 Email
John Skirven
Hampton Roads Agency on Aging
3/2

Hotline Calls



6 Calls
0 Voicemails
0 Join The Mailing List

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (As of March 9, 2015)

Database Contacts

4,374
Entries



Comment Topics

Top 10

Alternatives	204
Pedestrian / Bicycle	184
Parks/Rec/Public Lands	168
Land Use	173
Traffic / Safety	130
Stations	108
Economics	87
Air Quality	77
Service	61
Parking	56

Comment Methods

Top 5

Web Form	201
Email	131
Meeting Form	24
Agency Letter	24
Mail	13
Conversation	2
Phone Call	2
Hotline	0

Total



397*

Unique Comments

**Does Not Include Form Letter Count*

April 6, 2015

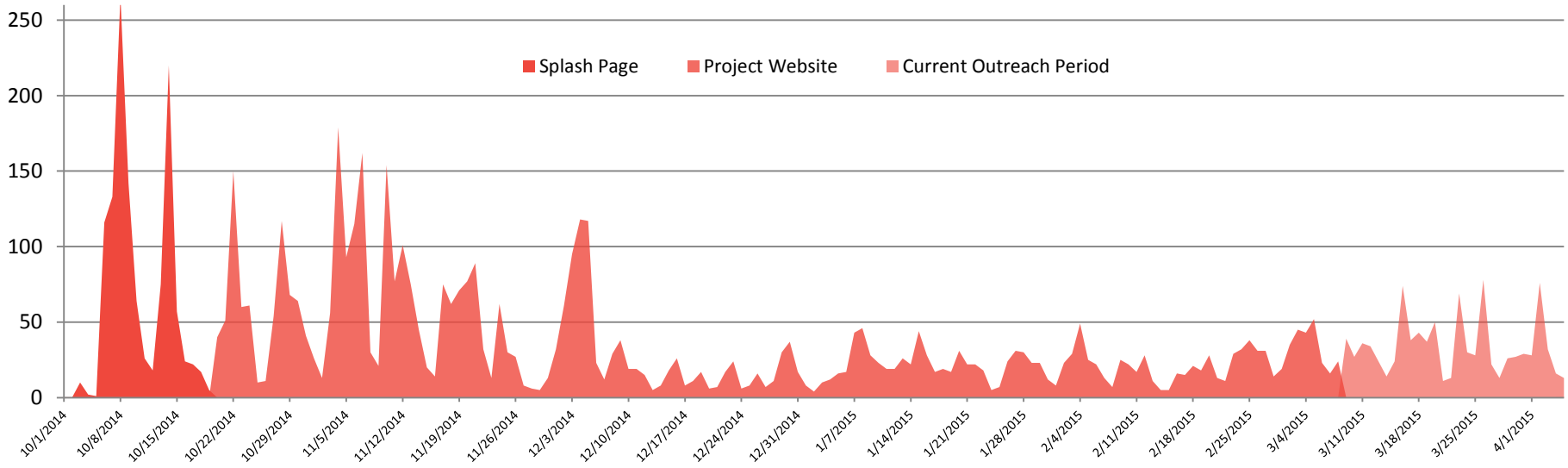
OUTREACH SUMMARY

Website/Online Meeting

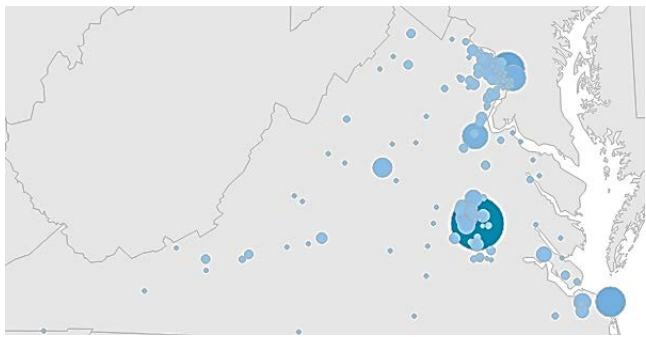
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – April 5, 2015)



Concentration of Visits in Virginia

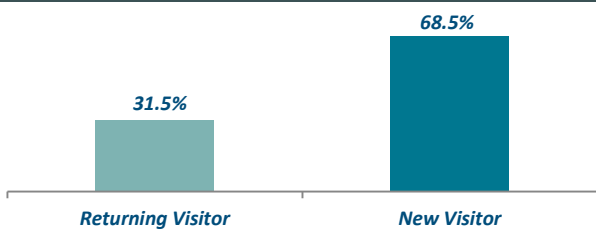


Totals △		
Total Visits	6,993	↑ 15.7%
Total Users	4,783	↑ 15.3%
Page views	20,502	↑ 17.8%
Pages / Session	2.93	↓ 1.7%
Avg. Session Duration	3:13	↑ :01

Visits by Sources



Sessions by Visitor Type



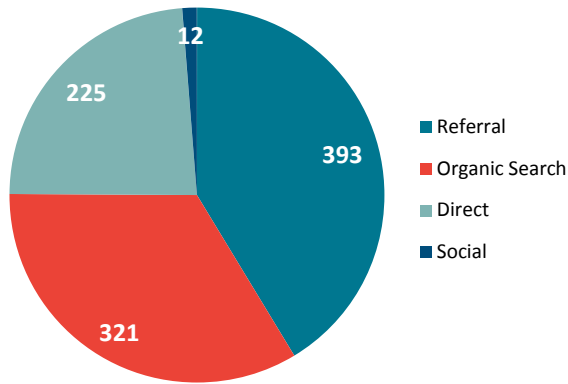
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (March 9 – April 5, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page [minutes]
Homepage	769	1.61
/resources/	245	1.71
/about/project-maps/	121	1.96
/about/	103	1.30
/about/project-history/	96	2.55
/contact-us/	65	1.88
/newsroom/	64	0.53
/newsroom/news/virginia-high-speed-rail-project-advances/	63	3.18
/resources/related-studies/	61	5.28
/resources/public-meeting-archive/	56	1.76

Web Traffic Sources

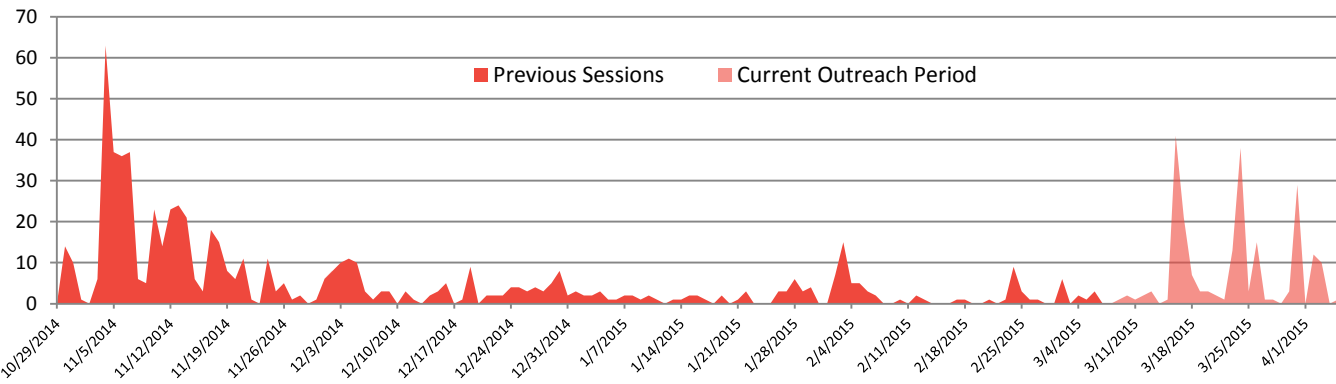


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Referral = From a link to the website
Direct = User typed in specific website URL
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Top Referral Sources

Source	Sessions
drpt.virginia.gov	88
semalt.semalt.com	13
nbc29.com	5
railroad.net	5
humanrightswatch.org	4
arlingtontransit.com	3
umbraco.drpt.virginia.gov	3
bing.com	2
fra.dot.gov	1
greenway.org	1

DC2RVArail.com Online Meeting Statistics (October 29, 2014 – April 5, 2015)



Totals		△
Total Sessions	866	↑ 32.8%
Total Users	587	↑ 43.9%
Page views	1,956	↑ 20.9%
Pages / Session	2.26	↓ 9.7%
Avg. Session Duration	1:15	↓ :16

Email Distribution

Statistics

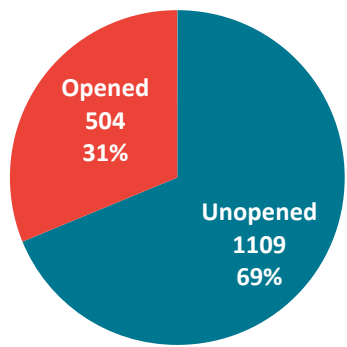
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Tuesday October 7	Email to Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (As of April 5, 2015)

Average Unique Open Rate



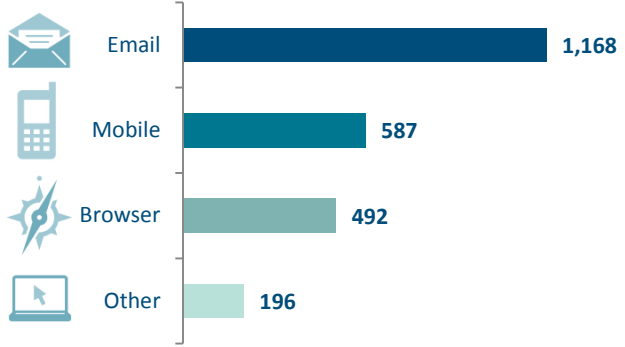
Total Unique Recipients

5.82
Opens Per Recipient

5.28
Clicks Per Recipient

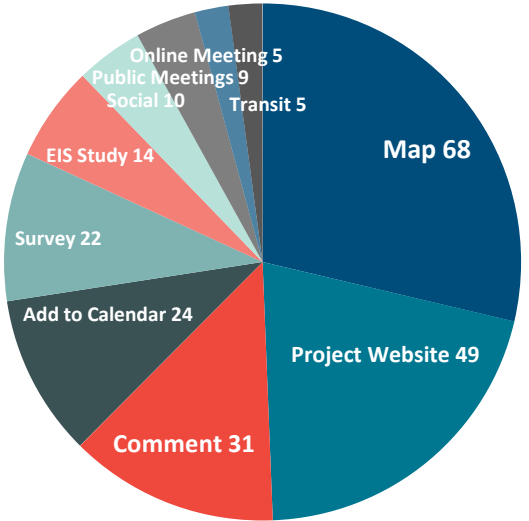
24.2% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [9] Public Meetings
- [24] Add to Calendar
- [10] Social
- [31] Comment
- [5] Transit
- [68] Map
- [14] EIS Study
- [49] Project Website
- [22] Survey
- [5] Online Meeting



*Note: statistics include data from stakeholder lists only
Project study team recipients were excluded*

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of April 5, 2015)

Twitter @DC2RVARail



183
Tweets

Followers	152 ↑ 10%
Following	264
Retweets	74
Klout Score	33

Facebook



Fans	189
Likes Across Content	81
Comment Across Content	18

Traffic to Website



Source	Clicks
Twitter	112
Facebook	299
LinkedIn	29
Reddit	4

Top Post | January 27, 2015



#DRPT's Rail Division supports freight and #PassengerRail initiatives thru funding/advocacy for railroad improvements

Media

Statistics

OUTREACH SUMMARY

Media (February 10, 2015 – April 5, 2015)

Media Mentions



0
News Stories

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

Paid Advertisements



0
Paid Ads

PIO Meetings



2
Meetings
RRPDC, 3/16
FAMPO, 3/16

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (February 10, 2015 – April 5, 2015)

Telephone Outreach



0
Phone Conversations

Title VI Outreach

3 Meetings
*Senior Connections, RideFinders, Virginia
Hispanic Chamber of Commerce, 3/12*
1 Email
RideFinders 3/16

Email Outreach



2
Emails
*Martha McClees, VA Beach Vision
Barry Bishop, Greater Norfolk Corp*

Hotline Calls



9 Calls
0 Voicemails
0 Join The Mailing List

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (As of April 5, 2015)

Database Contacts

5,334
Entries



Comment Topics

Top 10

Alternatives	205
Pedestrian / Bicycle	185
Parks/Rec/Public Lands	168
Land Use	168
Traffic / Safety	130
Stations	108
Economics	87
Air Quality	78
Service	61
Parking	57

Comment Methods

Top 5

Web Form	201
Email	137
Meeting Form	24
Agency Letter / Email	35
Mail	12
Conversation	2
Phone Call	9
Hotline	0

Total



420*

Unique Comments

**Does Not Include Form Letter Count*

May 11, 2015

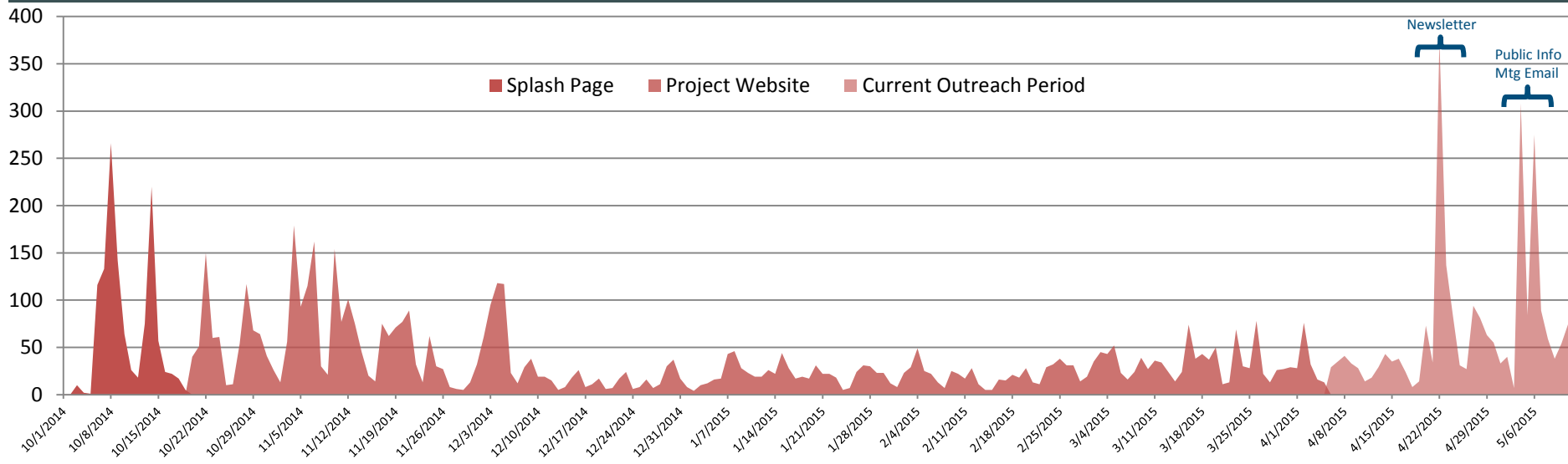
OUTREACH SUMMARY

Website/Online Meeting

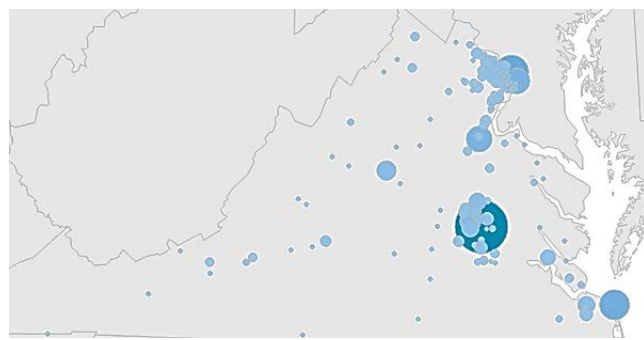
Statistics

OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – May 11, 2015)



Concentration of Visits in Virginia

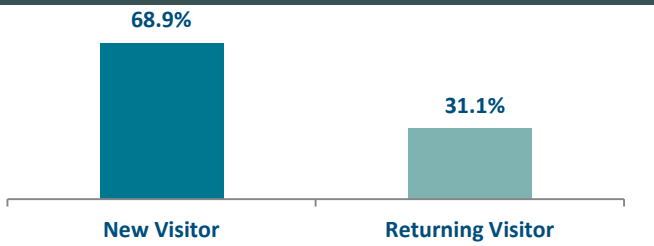


Totals △		
Total Visits	9,497	↑ 35.8%
Total Users	6,541	↑ 36.8%
Page views	25,692	↑ 25.3%
Pages / Session	2.71	↓ 8.1%
Avg. Session Duration	2:49	↑ :24

Visits by Sources



Sessions by Visitor Type



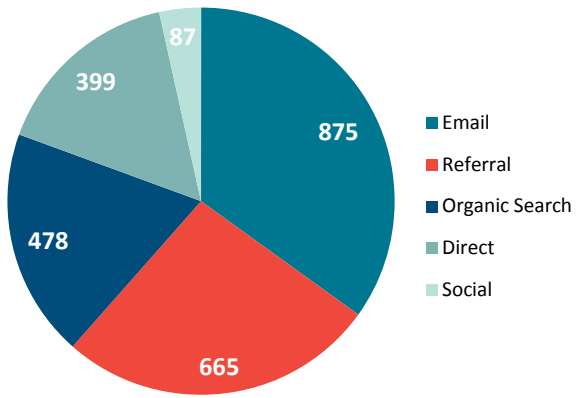
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (April 6 – May 11, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page [minutes]
Homepage	1332	1.73
/about/project-maps/	597	2.41
/resources/	416	1.40
/about/	364	2.16
/get-involved/attend-public-meeting/	217	1.48
/about/project-history/	210	1.71
/resources/documents/	170	1.25
/contact-us/	154	1.94
/newsroom/	105	0.98
/resources/ongoing-projects/	103	3.08

Web Traffic Sources

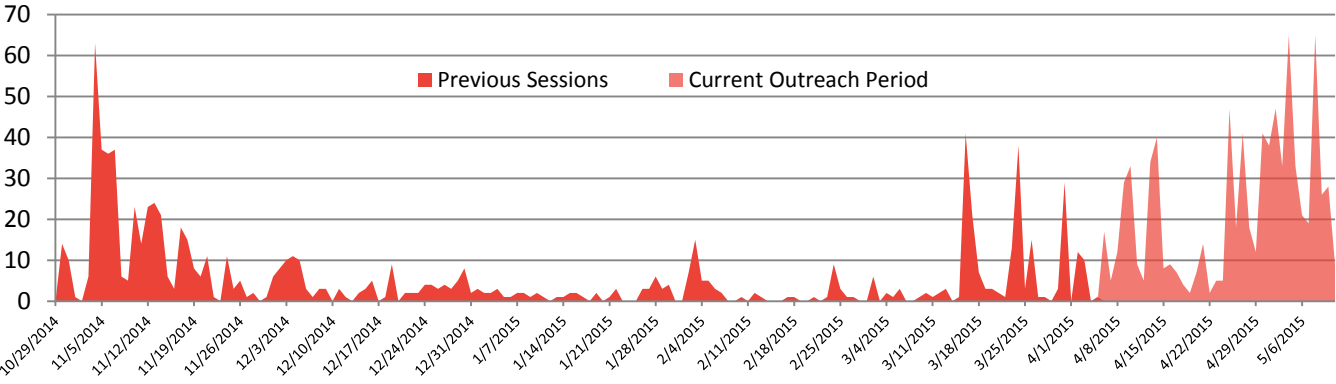


Organic = From an Internet Search
Referral = From a link to the website
Direct = User typed in specific website URL
Social = from a link on Facebook or Twitter

Top Referral Sources

Source	Sessions
guardlink.org	210
drpt.virginia.gov	101
facebook.com	71
theguardlan.com	32
news.richmond.edu	13
greenway.org	5
lnkd.in	2
nbc29.com	2
amazon.com	1
co.caroline.va.us	1

DC2RVArail.com Online Meeting Statistics (October 29, 2014 – May 11, 2015)



Totals		△
Total Sessions	1,674	↑ 51.7%
Total Users	1,283	↑ 45.7%
Page views	3,591	↑ 54.5%
Pages / Session	2.15	↓ 5.1%
Avg. Session Duration	1:25	↑ :10

Email Distribution

Statistics

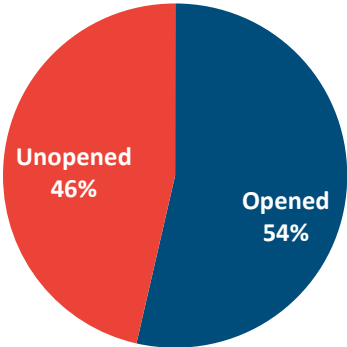
Email Distributions (October 1, 2014 – May 11, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--	
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--	
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Website (17) <i>All links were under "Helpful Links"</i>
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)
Monday October 20	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	38 (30.9%)	8 (6.5%)	Map to VHDA (4) Public Scoping Mtgs (3) Download a map (3)
Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
	Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (As of May 11, 2015)

Average Unique Open Rate



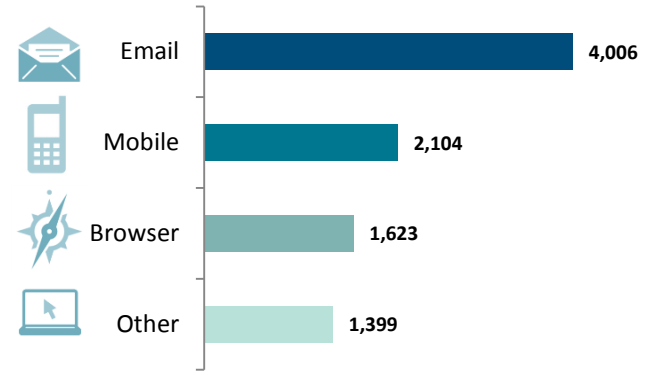
3,186

Total Unique Recipients

5.73 Opens Per Recipient	3.12 Clicks Per Recipient
------------------------------------	-------------------------------------

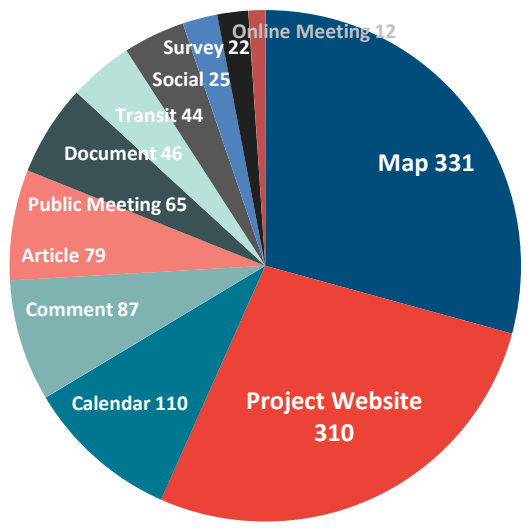
35.8% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [65] Public Meetings
- [110] Add to Calendar
- [25] Social
- [87] Comment
- [44] Transit
- [331] Map
- [46] Document
- [310] Project Website
- [12] Online Meeting
- [79] Newsletter Article



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (As of May 11, 2015)

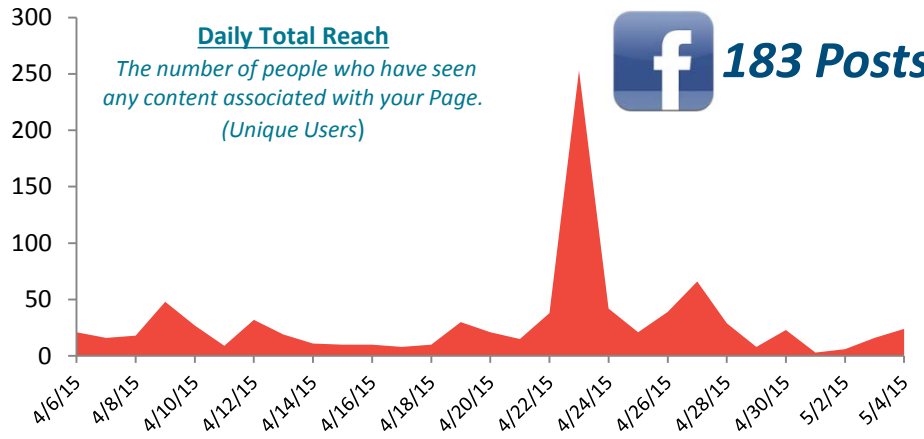
Twitter @DC2RVArail



214
Tweets

Followers	185 ↑ 22%
Following	311
Retweets	93
Klout Score	33

Facebook



Fans	206
Likes Across Content	89
Comment Across Content	18

Traffic to Website



Source	Clicks
Twitter	126
Facebook	370
LinkedIn	31
Reddit	4

Top Post | April 17, 2015



The #DC2RVA project team is preparing for summer public meetings. Stay tuned for meeting dates/times.locations.

Media

Statistics

OUTREACH SUMMARY

Media (April 6 – May 11, 2015)

Media Mentions



1
News Stories
RIDE Magazine 5/4

Paid Advertisements



0
Paid Ads

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

PIO Meetings



0
Meetings

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (April 6 – May 11, 2015)

Telephone Outreach



2
Phone Conversations

To	Date
Lynn, DRPT PIO	4/21
Barry Bishop, GNC & Martha McClees VA Beach Vision	4/23

Email Outreach



2 Emails

Title VI Outreach



0 Meetings



1 Email
To Title VI contacts & PIOs for PIO webinar (4/30)

Hotline Calls



2 Calls
0 Voicemails

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (As of May 11, 2015)

Database Contacts

5,907
Entries



Comment Topics

Top 10

Alternatives	206
Pedestrian / Bicycle	186
Parks/Rec/Public Lands	169
Land Use	173
Traffic / Safety	130
Stations	109
Economics	87
Air Quality	78
Service	62
Parking	58

Comment Methods

Top 5

Web Form	215
Email	144
Meeting Form	24
Agency Letter / Email	37
Mail	13
Conversation	2
Phone Call	22
Hotline	0
Total	



457*

Unique Comments

**Does Not Include Form Letter Count*

May 2015

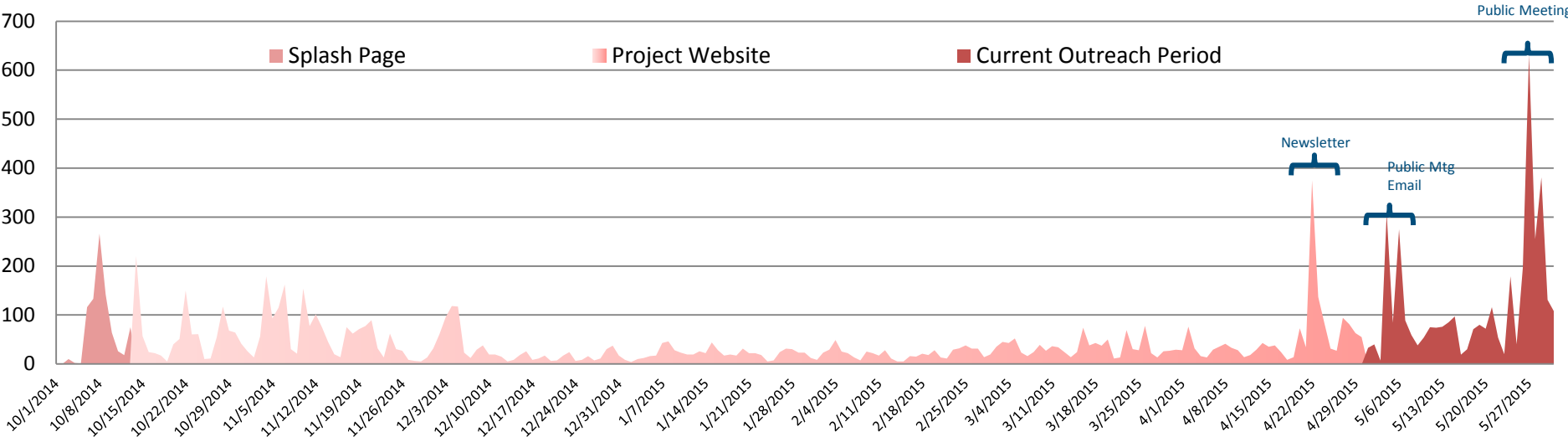
OUTREACH SUMMARY

Website/Online Meeting

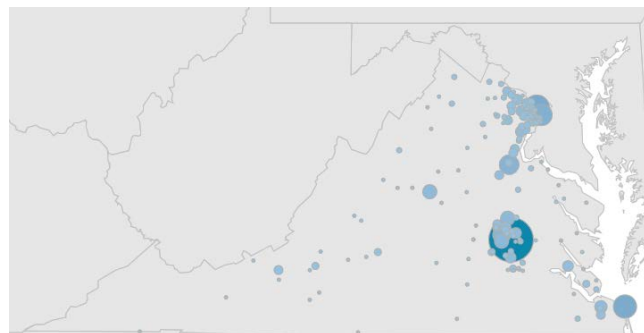
Statistics

OUTREACH SUMMARY

DC2RVARail.com Sessions (October 1, 2014 – May 31, 2015)



Concentration of Visits in Virginia

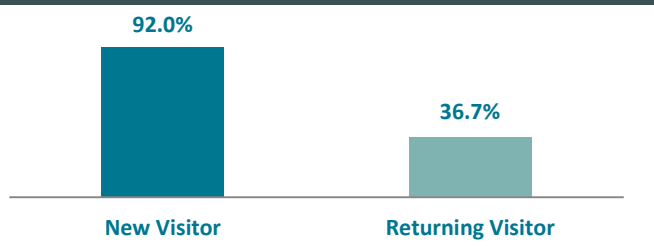


Totals △		
Total Visits	12,212	↑ 22.2%
Total Users	8,721	↑ 25%
Page views	26,830	↑ 4.25%
Pages / Session	2.63	↓ 3%
Avg. Session Duration	2:37	↓ :12

Visits by Sources



Sessions by Visitor Type



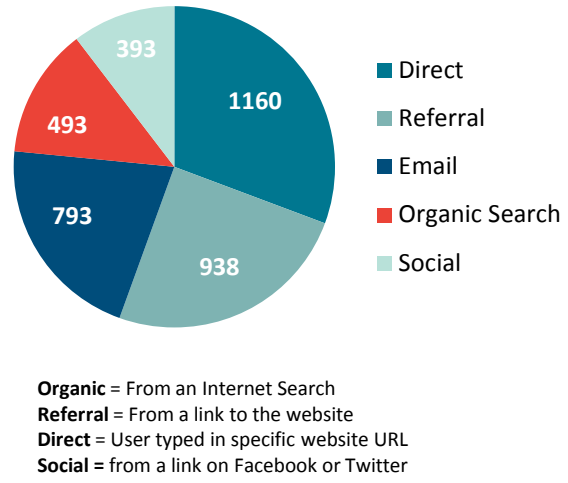
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (May 1 - 31, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page
Homepage	2,991	1:10
/get-involved/attend-public-meeting	1,088	1:39
/project-maps	656	2:00
/comment-form	531	1:35
/resources	387	1:17
/about/project-history/	305	1:27
/about	228	1:52
/resources/documents	215	1:45
/contact-us	164	2:22
/resources/public-meeting-archive	147	1:38

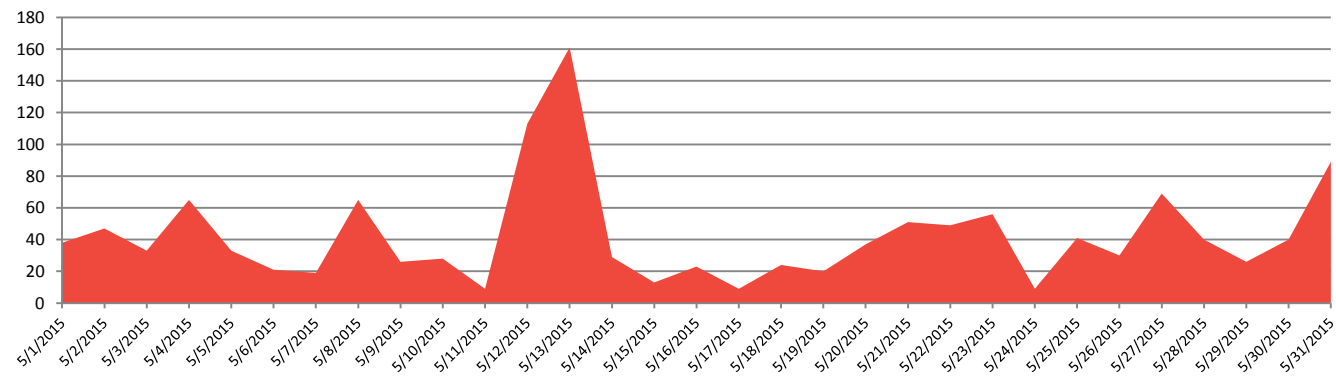
Web Traffic Sources



Top Referral Sources

Source	Sessions
reddit.com	240
drpt.virginia.gov	87
facebook.com	71
m.facebook.com	33
fredericksburg.com	20
ncdot.gov	7
search.yahoo.com	3
fra.dot.gov	2
lnkd.in	2
nbc29.com	2

DC2RVArail.com Online Meeting Statistics (May 1 - 31, 2015)



Totals		△
Total Sessions	1,313	↓21.6%
Total Users	1,186	↓7.6%
Page views	2,254	↓37.3%
Pages / Session	1.72	↓20%
Avg. Session Duration	1:26	↑:01
% New Sessions	89.5%	-

Email Distribution

Statistics

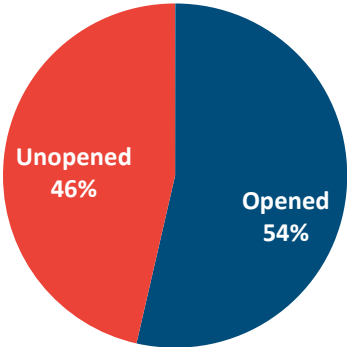
Project Email Distributions (October 1, 2014 – May 11, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
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Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
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Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
	Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Project Email Distribution Statistics (As of May 11, 2015)

Average Unique Open Rate

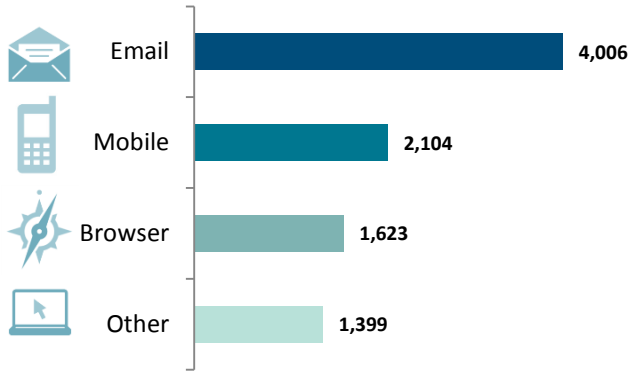


Total Unique Recipients

5.73 Opens Per Recipient	3.12 Clicks Per Recipient
------------------------------------	-------------------------------------

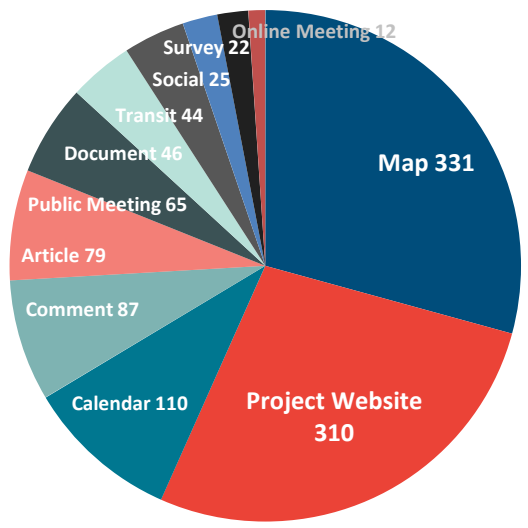
35.8% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [65] Public Meetings
- [110] Add to Calendar
- [25] Social
- [87] Comment
- [44] Transit
- [331] Map
- [46] Document
- [310] Project Website
- [22] Survey
- [12] Online Meeting
- [79] Newsletter Article



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (May 1 - 31, 2015)

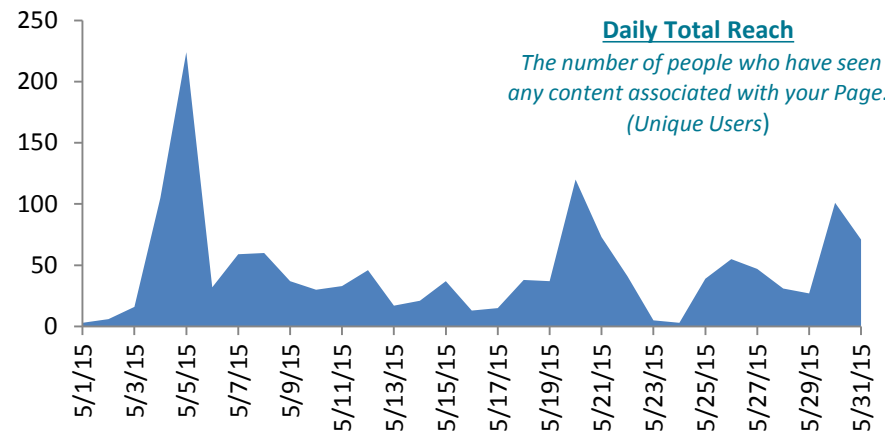
Twitter @DC2RVArail



214
Tweets

Followers	187
Following	314
Retweets	22
Klout Score	36

Facebook



Fans	218
Likes Across Content	14
Comment Across Content	1



37 Posts

Traffic to Website



Source	Clicks
Twitter	147
Facebook	499
LinkedIn	33
Reddit	245

Top Post | May 30, 2015



The #DC2RVA #PublicMeeting comes to you...ONLINE beginning June 1 <http://t.co/UoYnQLzXVD>

Media

Statistics

OUTREACH SUMMARY

Media (May 1 - 31, 2015)

Media Mentions



2

News Stories

[VRE Ride Magazine article](#), 5/4/15

[Inside NOVA](#), 5/22/15

Press Release/Media Advisory Distribution



Press Releases

79 Mainstream Media , 45 Specialty and Minority Media ,
5/18

NEC, Tanya Sheres, 5/27

Media Advisories

79 Mainstream Media , 45 Specialty and Minority Media ,
5/27

SEHSR, Marc Hamel, 5/27

Paid Advertisements



7 Newspaper Outlets

Virginia Press Association

Richmond Times Dispatch

Richmond Free Press

Nuevas Raices

Free Lance-Star

El Tiempo Latino

Washington Post Express

PIO Meetings



1

Webinar

Announcing Project Status/Alternative
Development Public Meetings, 5/13

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (May 1 - 31, 2015)

Telephone Outreach



12
Phone Conversations

To	Date
To media Contacts to pitch articles	ongoing

Email Outreach



4 Emails
Tanya Sheres, NEC Amtrak
Carlos Rivera, FAA
David Nelson, Citizen
Trip Pollard, Partnership for Smarter Growth

Hotline Calls



5 Calls
0 Voicemails

Title VI Outreach



0 Meetings



4 Emails / 368 contacts
Special Audience Emails, 5/20, 5/27
(Hispanic translated, Human Service, Transportation, Faith-Based)

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (As of May 11, 2015)

Database Contacts

5,907
Entries



Comment Topics

Top 10

Alternatives	206
Pedestrian / Bicycle	186
Parks/Rec/Public Lands	169
Land Use	173
Traffic / Safety	130
Stations	109
Economics	87
Air Quality	78
Service	62
Parking	58

Comment Methods

Top 5

Web Form	215
Email	144
Meeting Form	24
Agency Letter / Email	37
Mail	13
Conversation	2
Phone Call	22
Hotline	0

Total



457*

Unique Comments

**Does Not Include Form Letter Count*

July 2015

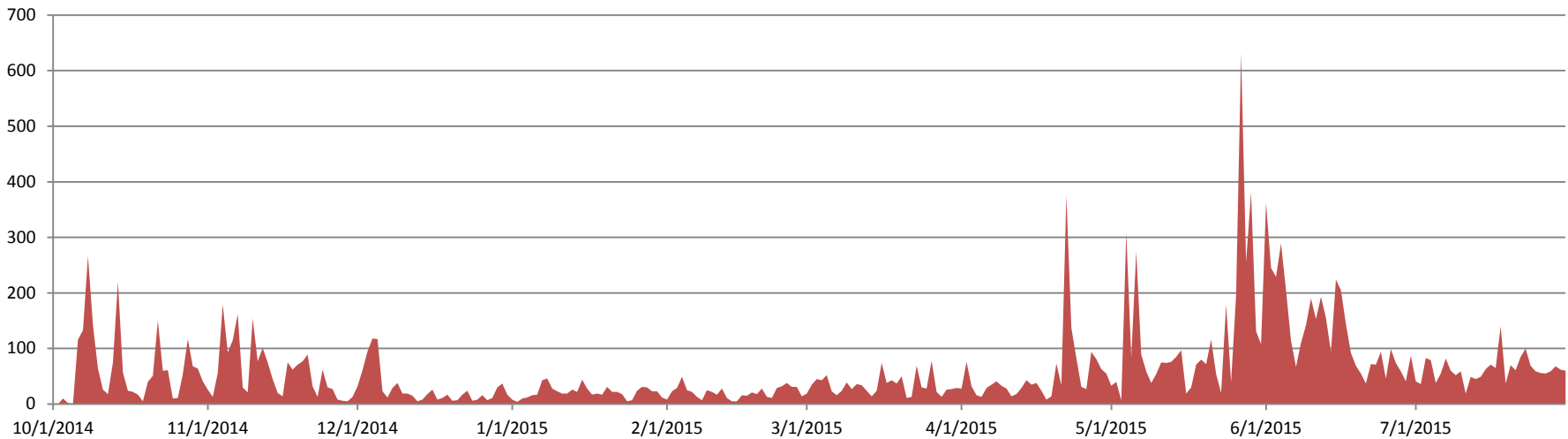
OUTREACH SUMMARY

Website/Online Meeting

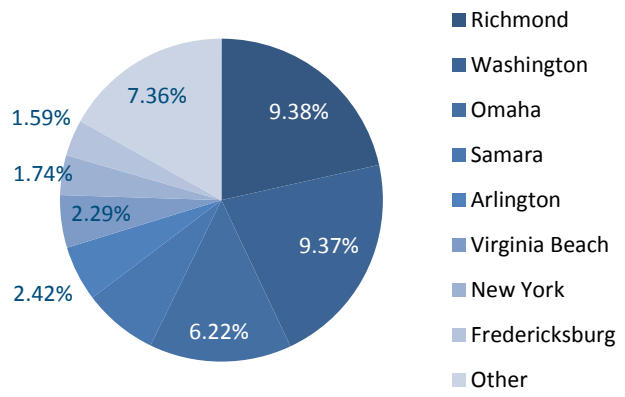
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (October 1, 2014 – July 31, 2015)



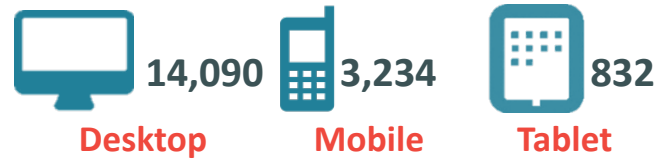
% Sessions by Location



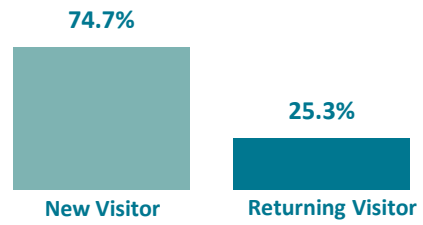
Totals

Total Sessions	18,156	↑ 1,927
Total Users	13,542	↑ 1,673
Page views	44,067	↑ 3,401
Pages / Session	2.43	↓ 0.08
Avg. Session Duration	2:16	↓ 0:06

Visits by Sources



Sessions by Visitor Type



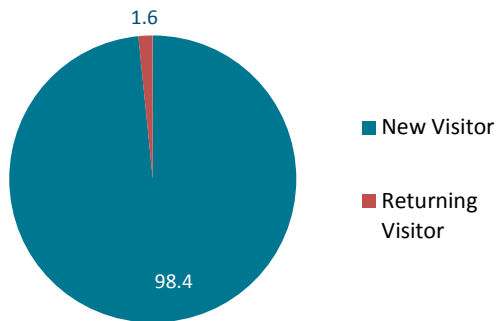
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (July 1 - 31, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page
Homepage	3,931	1:03
/about/project-maps	741	2:13
/resources	515	1:13
/attend-public-meeting	377	2:24
/contact-us	349	1:55
/public-meeting-archive	329	2:40
/project-history	286	1:34
/resources/documents	224	1:58
/about	188	1:55
/newsroom/news/project-article	124	1:09

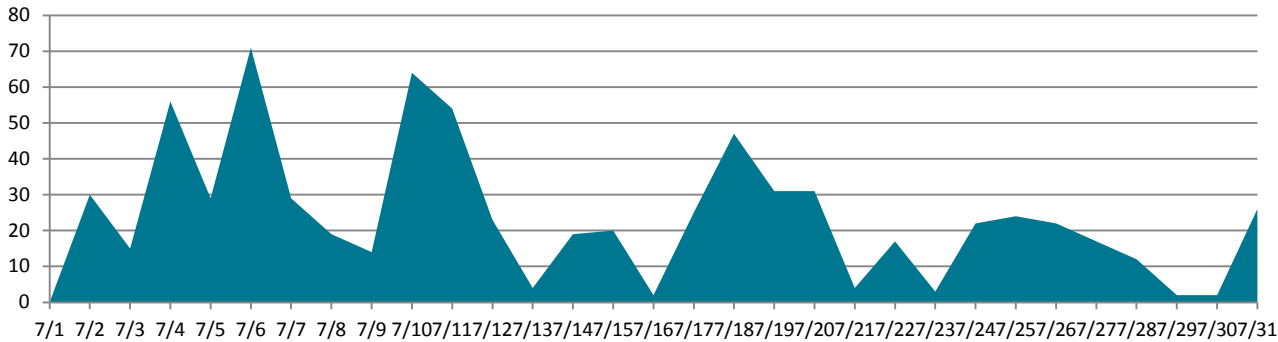
Visitor Type



Top Referral Sources

Source	Sessions
floating-share-buttons.com	485
site5.floating-share-buttons.com	45
site3.floating-share-buttons.com	40
site4.floating-share-buttons.com	40
site1.floating-share-buttons.com	28
www.event-tracking.com	20
www.Get-Free-Traffic-Now.com	9
free-social-buttons.com	5
wltx.com	4
e-buyeasy.com	3

DC2RVArail.com Online Meeting Statistics (July 1 - 31, 2015)



Totals		△
Total Sessions	734	- 445
Total Users	727	- 363
Page views	872	- 733
Pages / Session	1.19	- 0.17
Avg. Session Duration	0:36	+ 0:10

Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions cont. (October 1, 2014 – July 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Wednesday June 18	DC2RVA Rail: Ayúdanos con el proceso de desarrollo alternativas! (Hispanic Community Grassroots Outreach)	40	8 (26.7%)	--	--
Monday June 15	DC2RVA Rail: Help us with the alternatives development process!	2,903	1,013 (37.4%)	163 (6%)	Online Comment Form (73) DC2RVA Online Meeting (63) Public Meeting Archive (51)
Wednesday May 27	REMINDER: DC2RVA Public Information Meetings Scheduled	2,903	827 (28.9%)	175 (6.1%)	DC2RVA Project Maps (121) DC2RVA Open House Information (107) Richmond Transit Info (22)
Wednesday May 20	Acompáñenos para reuniones públicas!	40	9 (29%)	--	--
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)

OUTREACH SUMMARY

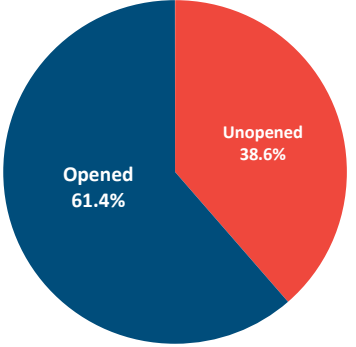
Email Distributions (October 1, 2014 – July 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--	
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--	
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Website (17) <i>All links were under "Helpful Links"</i>
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)
Monday October 20	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	38 (30.9%)	8 (6.5%)	Map to VHDA (4) Public Scoping Mtgs (3) Download a map (3)
Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)
Tuesday October 7	Email to Public Information Officers	113	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (As of August 6, 2015)

Average Unique Open Rate



3,423

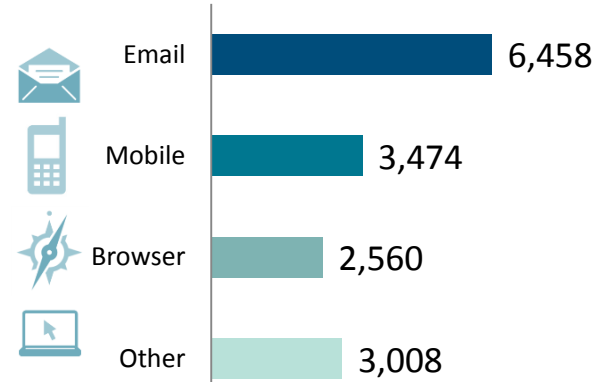
Total Unique Recipients

7.93
Opens Per Recipient

3.36
Clicks Per Recipient

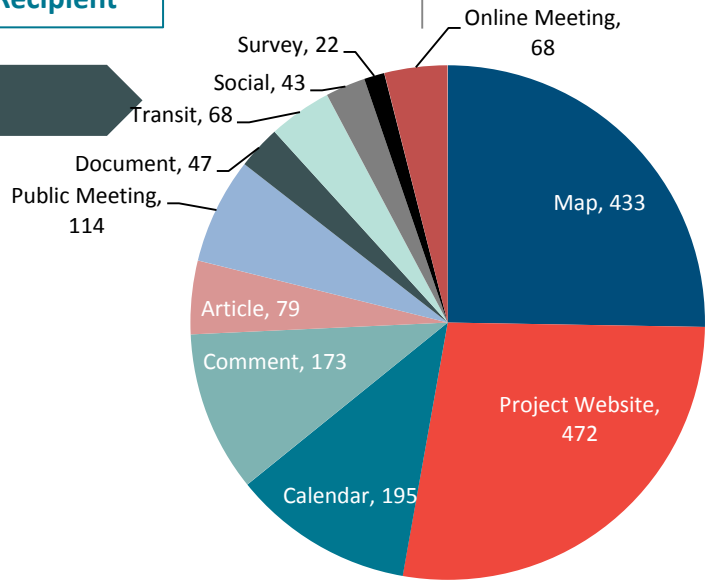
42.3% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [114] Public Meetings
- [195] Add to Calendar
- [43] Social
- [173] Comment
- [68] Transit
- [433] Map
- [47] Document
- [472] Project Website
- [68] Online Meeting
- [79] Newsletter Article
- [22] Survey



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (July 1 - 31, 2015)

Twitter @DC2RVARail



324
Tweets

Followers	225
Following	327
Mentions	6
Retweets	29
Klout Score	37

Facebook



42
Posts

Links	42
Fans (cumulative)	236
Comments across all content	1
Likes across all content	28

Traffic to Website



Source	Clicks
Twitter	16
Facebook	14
Reddit	4

Top Post | June 21, 2015



Study on Virginia Beach extension moves ahead #StayOnTrack

Date: July 5, 2015
Reach; 574
Retweets: 2
Favorites: 3

Media

Statistics

OUTREACH SUMMARY

Media (July 1 - 31, 2015)

Media Mentions



6
News Stories

x
Interviews

Date	Source	Article Title
7/22/2015	Richmond Time Dispatch	'Let's get this done,' U.S. transportation secretary says of D.C.-Richmond
7/23/2015	Richmond Times Dispatch	Editorial: High Speed Rail — taken for granted?
7/24/2015	The Daily Progress	Opinion/Editorial: High Speed Rail progress a win for all
7/29/2015	Inside Business: Hampton Roads Journal	Foxx: high-speed-rail link will keep regional growth on track
7/29/2015	WAMU	How Maryland Officials Hope To Cut D.C. To Baltimore Commute To Just 15 Minutes
7/29/2015	WTOP Radio	Ask the Governor (general mention of HSR)

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

PIO Meetings



0
Meetings

Paid Advertisements



0
Paid Ads

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (July 1 - 31, 2015)

Telephone Outreach



5
Phone Conversations

Email Outreach



0 *Emails*

Hotline Calls



3 *Calls*
0 *Voicemail*

Title VI Outreach



0 *Meetings*



0 *Mailed Packages*
Of meeting handouts (Spanish/English)

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (Through July 2015)

Database Contacts

7,745
Entries



Comment Topics

Top 10

Alternatives	206
Pedestrian / Bicycle	188
Parks/Rec/Public Lands	169
Land Use	173
Traffic / Safety	130
Stations	109
Economics	87
Air Quality	78
Service	62
Parking	58

Comment Methods

Top 5

Web Form	201
Email	148
Agency Letter / Email	38
Meeting Form	24
Phone Call	28

Comments

454
Comments



Issues

498
Issues



August 2015

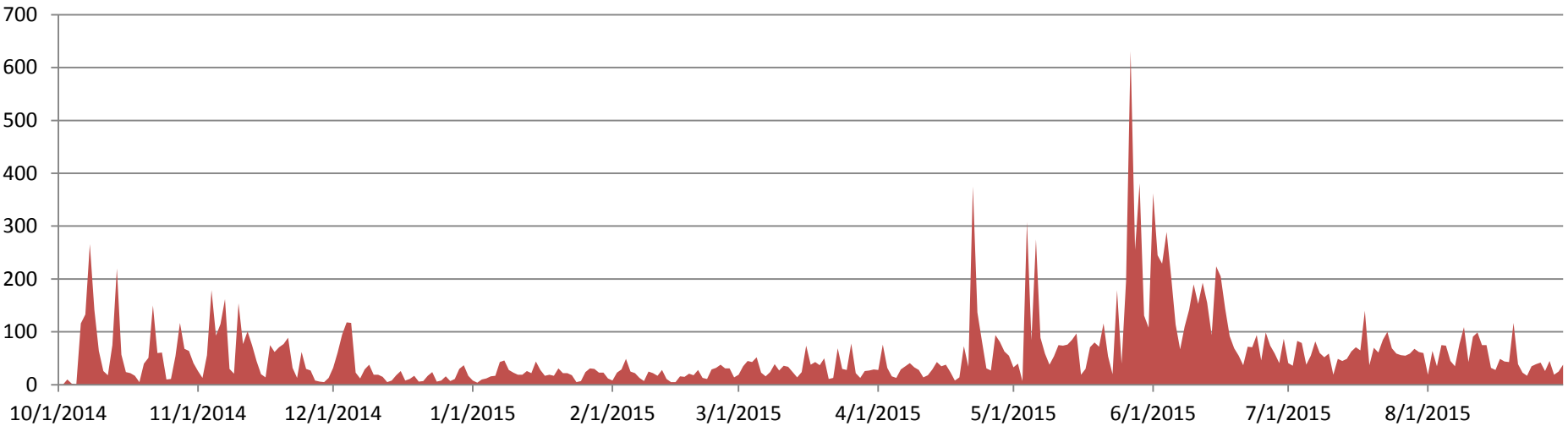
OUTREACH SUMMARY

Website/Online Meeting

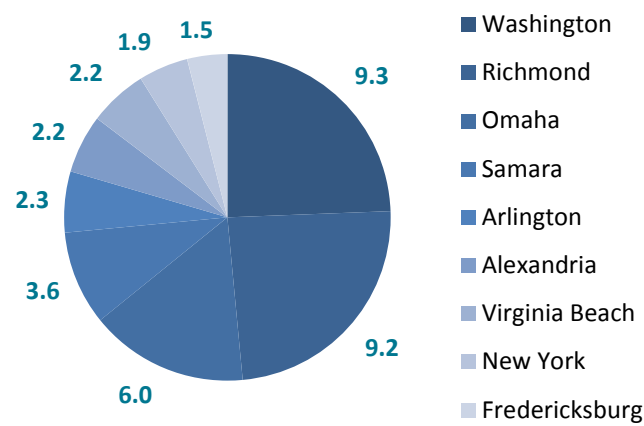
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (October 1, 2014 – August 31, 2015)



% Sessions by Location



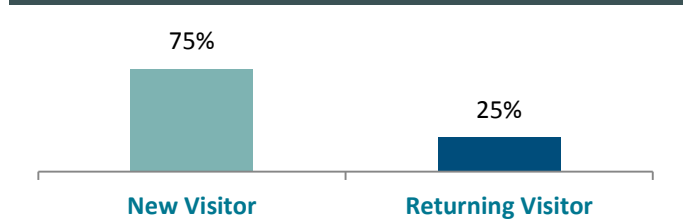
Totals

Total Sessions	19,733	↑ 1,577
Total Users	14,759	↑ 1,217
Page views	46,942	↑ 2,875
Pages / Session	2.38	↓ 0.05
Avg. Session Duration	2:13	↓ 0:03

Visits by Sources



Sessions by Visitor Type



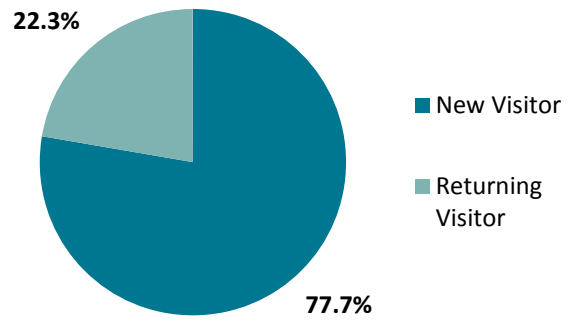
OUTREACH SUMMARY

DC2RVArail.com Website Statistics (August 1 - 31, 2015)

Top Pages Visited

Page	Page views	Avg. Time on Page
Homepage	1,409	2:32
/resources	291	1:54
/about/project-maps	125	2:33
/about/project-history	123	2:46
/resources/documents	80	2:40
/resources/ongoing-projects	62	2:35
/newsroom/newsletter/spotlight	60	1:36
/about	59	1:29
/resources/public-meeting-archive	59	1:51
/newsroom	48	0:59

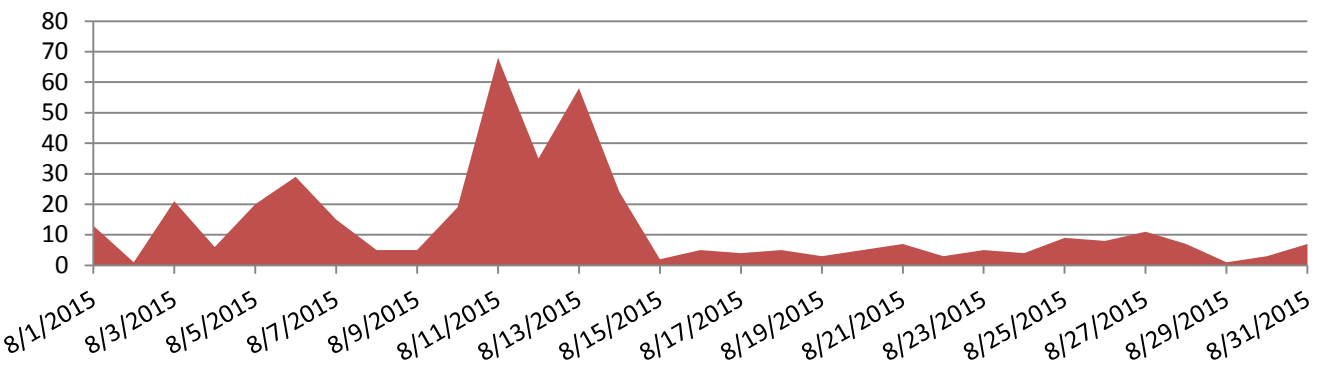
Visitor Type



Top Referral Sources

Source	Sessions
floating-share-buttons.com	177
traffic2money.com	103
sehsr.org	101
site1.floating-share-buttons.com	69
drpt.virginia.gov	42
4webmasters.org	36
m.facebook.com	36
site8.free-floating-buttons.com	30
rvanews.com	26
t.co	25

DC2RVArail.com Online Meeting Statistics (August 1 - 31, 2015)



Totals		△
Total Sessions	408	- 326
Total Users	340	- 340
Page views	810	- 62
Pages / Session	1.19	+0.8
Avg. Session Duration	1:09	+ 0:33

Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions cont. (October 1, 2014 – September 3, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
2015					
Wednesday June 18	DC2RVA Rail: Ayúdanos con el proceso de desarrollo alternativas! (Hispanic Community Grassroots Outreach)	40	9 (30.0%)	--	--
Monday June 15	DC2RVA Rail: Help us with the alternatives development process!	2,903	1,020 (37.6%)	164 (6%)	Online Comment Form (73) DC2RVA Online Meeting (63) Public Meeting Archive (51)
Wednesday May 27	REMINDER: DC2RVA Public Information Meetings Scheduled	2,903	834 (29.2%)	176 (6.2%)	DC2RVA Project Maps (121) DC2RVA Open House Information (107) Richmond Transit Info (22)
Wednesday May 20	Acompáñenos para reuniones públicas!	40	9 (29%)	--	--
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
2014					
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)

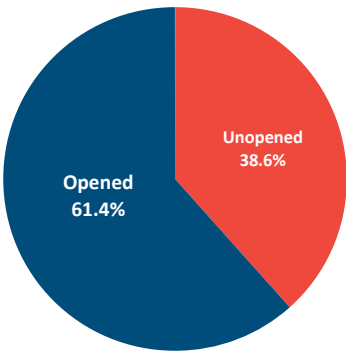
Email Distributions (October 1, 2014 – August 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked	
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)	Thursday October 30
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--		
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--		
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Website (17)	All links were under "Helpful Links"
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)	
Monday October 20	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	38 (30.9%)	8 (6.5%)	Map to VHDA (4) Public Scoping Mtgs (3) Download a map (3)	
Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)	
Tuesday October 7	Email to Public Information Officers	113	--	--	--	

OUTREACH SUMMARY

Email Distribution Statistics (As of September 3, 2015)

Average Unique Open Rate



3,423

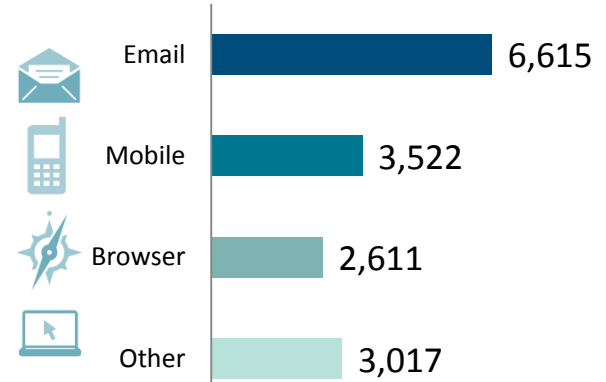
Total Unique Recipients

8.03
Opens Per Recipient

3.40
Clicks Per Recipient

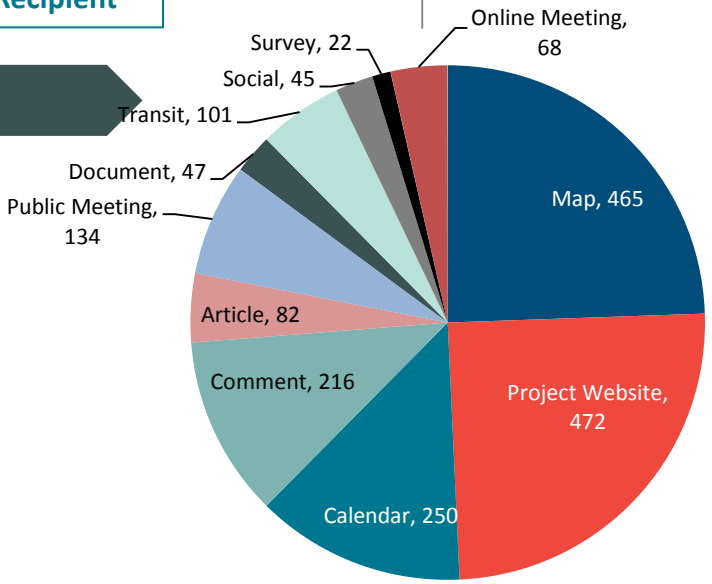
37.01% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [134] Public Meetings
- [250] Add to Calendar
- [45] Social
- [216] Comment
- [101] Transit
- [465] Map
- [47] Document
- [472] Project Website
- [22] Survey
- [68] Online Meeting
- [82] Newsletter Article



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (August 1 - 31, 2015)

Twitter @DC2RVArail



359*
Tweets

Followers*	238
Following*	361
Mentions	9
Retweets	23
Klout Score	38

Facebook



41
Posts

Links	10
Fans*	242
Comments across all content	0
Likes across all content	17

*Cumulative

Traffic to Website



Source	Sessions
Facebook	52
Twitter	25
TOTAL	77

Top Post | June 21, 2015



My best RTs this week came from: @RRTP0 #WTSVirginia #thankSALL Who were yours?

Date: August 8, 2015
Reach: 419
Retweets: 2
Favorites: 2

Media

Statistics

OUTREACH SUMMARY

Media (July 1 - 31, 2015)

Media Mentions



0
Mentions

0
Interviews

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

PIO Meetings



0
Meetings

Paid Advertisements



0
Paid Ads

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (July 1 - 31, 2015)

Telephone Outreach



1
Phone Conversation
Fairfax County PIO

Email Outreach



0 Emails

Hotline Calls



8 Calls
1 Voicemail

Title VI Outreach



0 Meetings



0 Mailed Packages

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (Through September 4, 2015)

Database Contacts

7,751
Entries



Comment Topics

Top 10

Alternatives	206
Pedestrian / Bicycle	188
Parks/Rec/Public Lands	169
Land Use	173
Traffic / Safety	130
Stations	109
Economics	87
Air Quality	78
Service	62
Parking	58

Comment Methods

Top 5

Web Form	201
Email	148
Agency Letter / Email	38
Meeting Form	24
Phone Call	28

Comments

454
Comments



Issues

2,042
Issues



September 2015

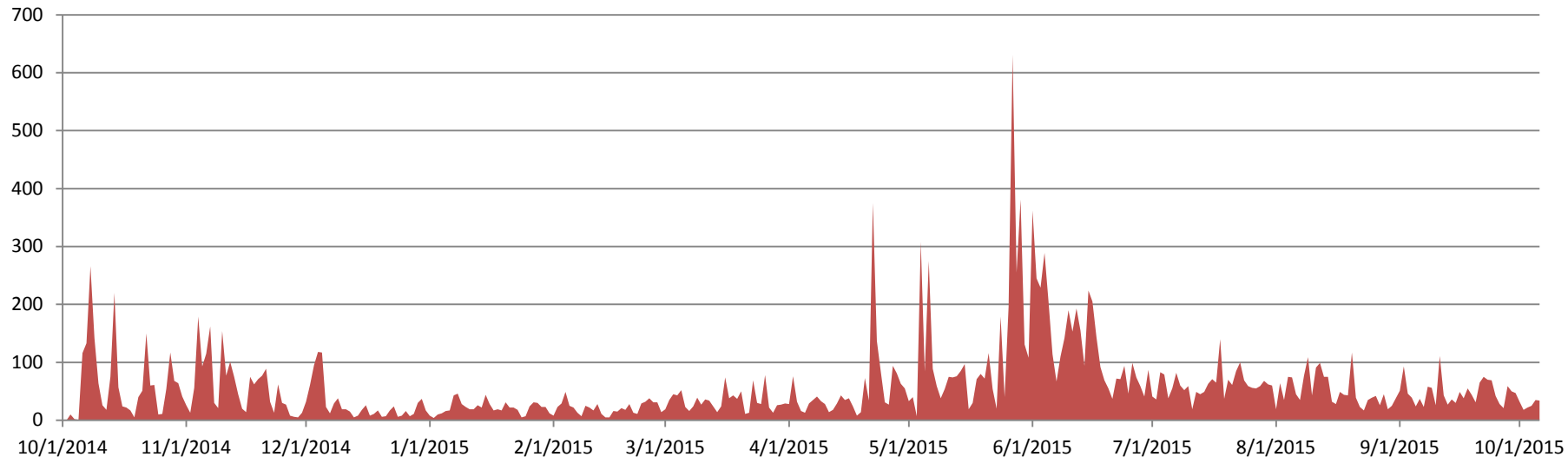
OUTREACH SUMMARY

Website/Online Meeting

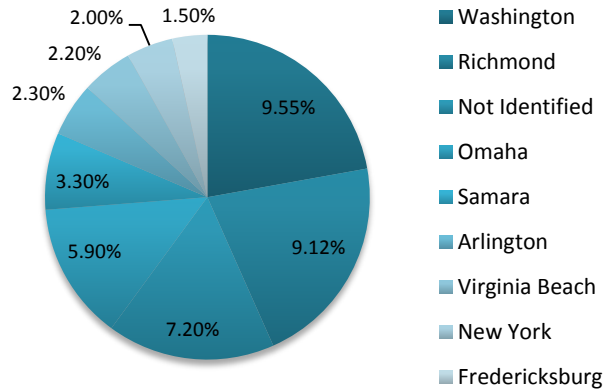
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (October 1, 2014 – October 6, 2015)



% Sessions by Location



Session Totals

Totals	
Total Sessions	21,342
Total Users	16,031
Page Views	50,612
Pages / Session	2.37
Avg. Session Duration	2:12
% New Sessions	75.11%

% Visits by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

DC2RVArail.com Website Statistics (September 1 – October 6, 2015)

Top Pages Visited

Page	Page Views
Homepage	18,912
/resources/	3,320
/about/project-maps/	2,952
/get-involved/	2,357
/about/project-history/	2,133
/contact-us/	1,956
/about/	1,820
/resources/public-meeting-archive/	1,220
/newsroom/	914

Engagement Duration

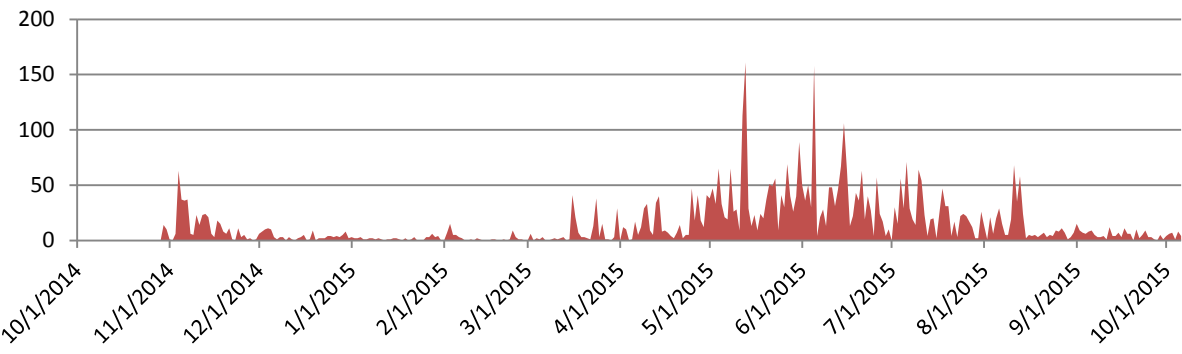
Session Duration	Sessions
0-10 seconds	4,229
11-30 seconds	41
31-60 seconds	123
61-180 seconds	306
181-600 seconds	295
601-1800 seconds	107
1801+ seconds	15

Top Traffic Channels

Channel	Sessions
Direct	2,388
Referral	2,358
Social	167
Email	111
Organic Search	92



DC2RVArail.com Online Meeting Statistics



Totals	
Total Sessions	5,116
Total Users	4,438
Page Views	8,668
Pages / Session	1.69
Avg. Session Duration	1:00
% New Sessions	86.8%

Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions cont. (October 1, 2014 – September 30, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
2015					
Friday September 11	DC2RVA Rail Mail: Second Edition	2,768	960 (35.2%)	170 (6.2%)	Watch the Video (63) Extended SEHSR Corridor Rail Map (48) Read about the Screening Process (40)
Wednesday June 18	DC2RVA Rail: Ayúdanos con el proceso de desarrollo alternativas! (Hispanic Community Grassroots Outreach)	40	9 (30.0%)	--	--
Monday June 15	DC2RVA Rail: Help us with the alternatives development process!	2,903	1,021 (37.6%)	164 (6%)	Online Comment Form (73) DC2RVA Online Meeting (63) Public Meeting Archive (51)
Wednesday May 27	REMINDER: DC2RVA Public Information Meetings Scheduled	2,903	834 (29.2%)	176 (6.2%)	DC2RVA Project Maps (121) DC2RVA Open House Information (107) Richmond Transit Info (22)
Wednesday May 20	Acompáñenos para reuniones públicas!	40	9 (29%)	--	--
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
2014					
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--	
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)

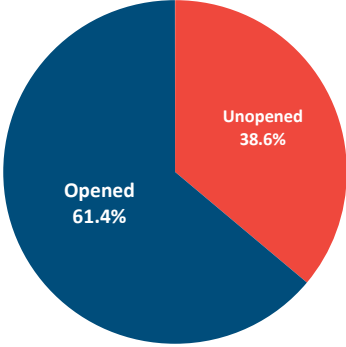
Email Distributions (October 1, 2014 – September 30, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked	
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)	Thursday October 30
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--		
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--		
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Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)	
Tuesday October 7	Email to Public Information Officers	113	--	--	--	

OUTREACH SUMMARY

Email Distribution Statistics (As of October 7, 2015)

Average Unique Open Rate



3,485

Total Unique Recipients

8.66

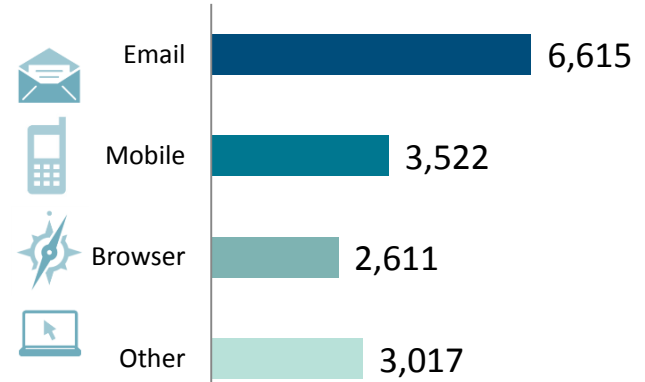
Opens Per Recipient

3.55

Clicks Per Recipient

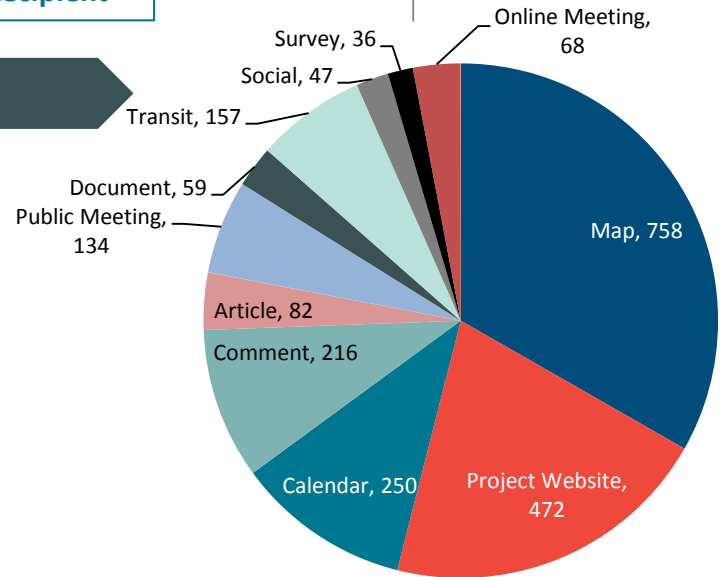
38.34% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [134] Public Meetings
- [250] Add to Calendar
- [47] Social
- [216] Comment
- [157] Transit
- [758] Map
- [59] Document
- [472] Project Website
- [36] Survey
- [68] Online Meeting
- [82] Newsletter Article



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (September 1-30, 2015)

Twitter @DC2RVArail



362*
Tweets

Followers*	237
Following*	364
Mentions	0
Retweets	0
Klout Score	38

*Cumulative

Facebook



37
Posts

Links	15
Fans*	244
Comments across all content	4
Likes across all content	27

Top Tweet | September 23, 2015

Thank you @srepetsk

Retweets: 1
Favorites: 1
Reach: 461

Top Post | September 24, 2015

“In other words, the U.S. high-speed rail map, long left for dead, is actually coming into form-albeit slowly.”

Comments: 0
Likes: 4
Shares: 0

Media

Statistics

OUTREACH SUMMARY

Media (September 1-30, 2015)

Media Mentions



6
Mentions

0
Interviews

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

Media Mentions

Date	Media Source	Article
9/19	Richmond Times Dispatch	Anthony Foxx & Dwight Jones: High-speed rail
9/18	Mass Transit Magazine	Foxx: Richmond-to-Raleigh High-Speed Rail Proposal receives all clear
9/18	Augusta Free Press	Southeast corridor receives key approval
9/18	Railway & Track and Structures	Richmond to Raleigh rail project gets federal approval
9/18	Argus	US Approves new high-speed rail line
9/17	Triangle Business Journal	Proposed Raleigh-Richmond rail connection clears on hurdle, many more remain

PIO Meetings



0
Meetings

Paid Advertisements



0
Paid Ads

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (September 1-30, 2015)

Telephone Outreach



0
Phone Conversations

Hotline Calls



5 Calls
1 Voicemail

Title VI Outreach



1 Meeting
Kerri B/Dovetail for Fredericksburg



1 Email
Marti Donley/FAMPO

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (Through October 5, 2015)

Database Contacts

8,165
Entries



Comments

488
Comments



Issue Count By City

Top 10

Richmond	122
Fredericksburg	48
Washington, DC	30
Arlington	27
Ashland	20
Woodbridge	16
Westminster	11
Henrico	10
Springfield	7
Quantico	6

Issues

773
Issues



October 2015

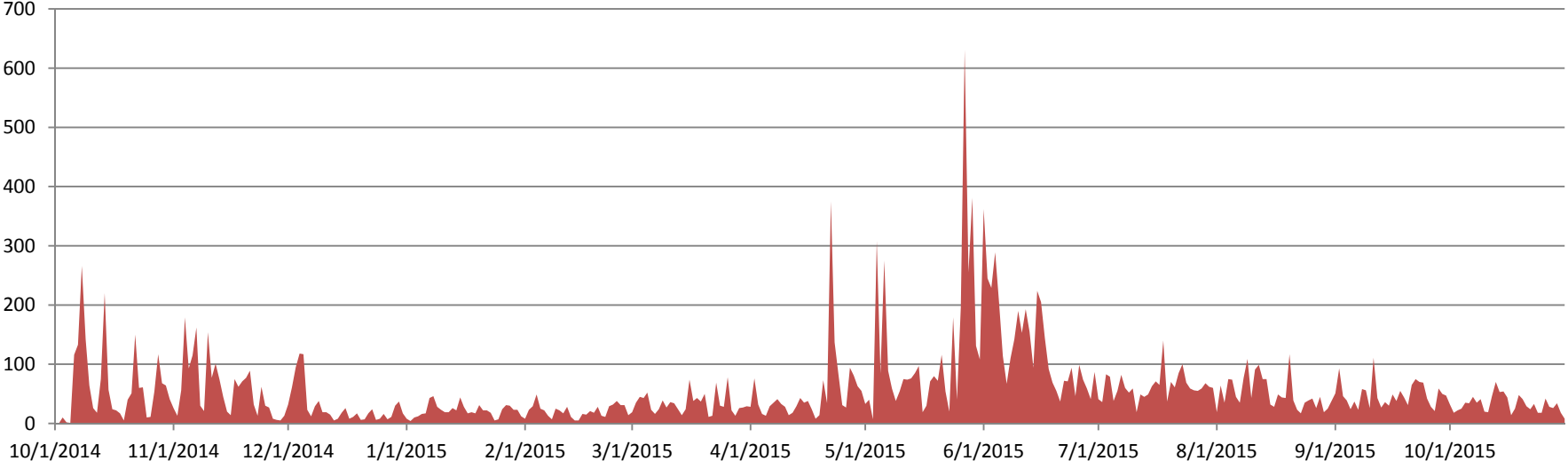
OUTREACH SUMMARY

Website/Online Meeting

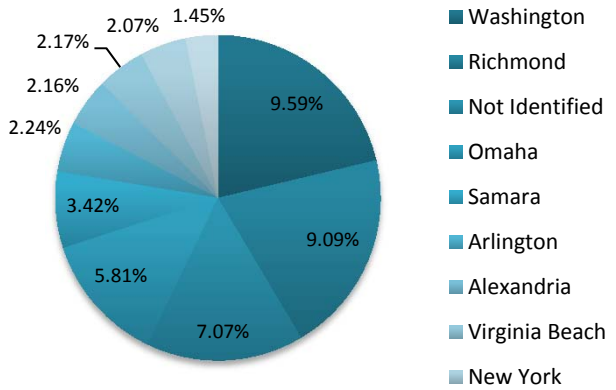
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (October 1 – 31, 2015)



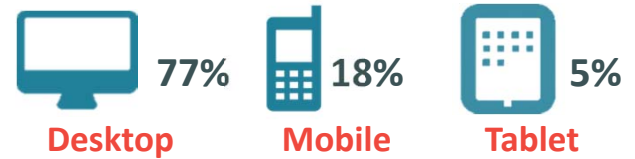
% Sessions by Location



Session Totals

Totals	
Total Sessions	22,175
Total Users	16,625
Page Views	52,562
Pages / Session	2.37
Avg. Session Duration	2:13
% New Sessions	61.43%

% Visits by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1, 2014 – October 31, 2015)

Top Pages Visited

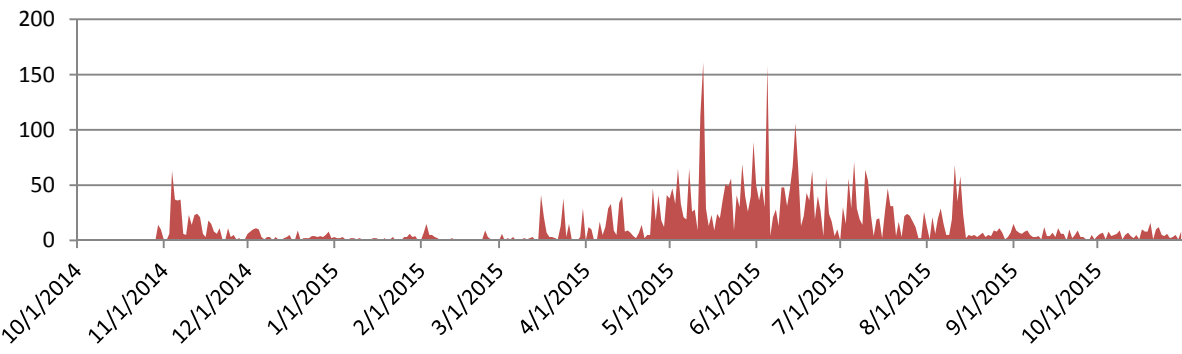
Page	Page Views	Average Time on Page
Homepage	19,656	1:43
/resources/	3,537	1:36
/about/project-maps/	3,118	2:17
/get-involved/	2,391	1:27
/about/project-history/	2,249	1:52
/contact-us/	2,004	2:31
/about/	1,913	1:56
/resources/public-meeting-archive/	1,267	1:45
/newsroom/	952	0:41

Top Traffic Channels

Channel	Sessions
Referral	7,283
Direct	6,967
Organic Search	4,818
Social	1,231
Email	1,876



DC2RVArail.com Online Meeting Statistics (October 1, 2014 – October 31, 2015)



Totals	
Total Sessions	5,280
Total Users	4,540
Page Views	8,875
Pages / Session	1.69
Avg. Session Duration	0:59
% New Sessions	86.3%

Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions cont. (October 1, 2014 – October 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
2015					
Thursday October 29	Win a prize by submitting your Amtrak story! #DC2RVA	2,749	773 (28.4%)	-	-
Friday September 11	DC2RVA Rail Mail: Second Edition	2,768	969 (35.5%)	177 (6.5%)	Watch the Video (64) Extended SEHSR Corridor Rail Map (49) Read about the Screening Process (42)
Wednesday June 18	DC2RVA Rail: Ayúdanos con el proceso de desarrollo alternativas! (Hispanic Community Grassroots Outreach)	40	9 (30.0%)	--	--
Monday June 15	DC2RVA Rail: Help us with the alternatives development process!	2,903	1,021 (37.6%)	164 (6%)	Online Comment Form (73) DC2RVA Online Meeting (63) Public Meeting Archive (51)
Wednesday May 27	REMINDER: DC2RVA Public Information Meetings Scheduled	2,903	834 (29.2%)	176 (6.2%)	DC2RVA Project Maps (121) DC2RVA Open House Information (107) Richmond Transit Info (22)
Wednesday May 20	Acompáñenos para reuniones públicas!	40	9 (29%)	--	--
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--
2014					
Monday December 1	D.C. to Richmond Southeast High Speed Rail – Comment Period Ends December 5 th !	1,417	267 (19.4%)	27 (2%)	Comment form (21) Web Form (2) Project Website (2)

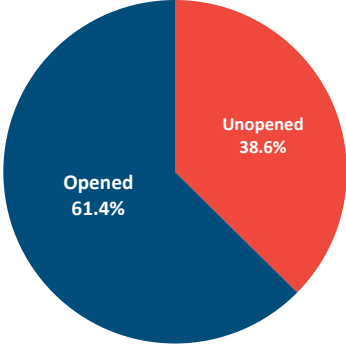
Email Distributions (October 1, 2014 – October 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked	
Friday November 21	Let's Get Virginia Moving! We Need Your Help. (Faith Leader Notification)	113	10 (10.5%)	--		
Monday November 3	Public Scoping Meetings Reminder- Help Us Improve Passenger Rail Options!	956	164 (17.5%)	30 (3.2%)	Project area map (204) Project website (80) Online meeting (10)	
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)	
Thursday October 30	REMINDER: Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	121	22 (17.7%)	4 (3.2%)	Public Scoping Meetings (6) Add to Calendar (2)	Thursday October 30
Wednesday October 29	Washington, D.C. to Richmond Southeast High Speed Rail Project Notification	7	--	--		
Monday October 27	El DRPT y la FRA Celebrará Reuniones Públicas para Hablar del Tren Sureste de Alta Velocidad entre Washington, DC y Richmond	20	3 (16.7%)	--		
Monday October 27	Public Meetings Scheduled – Help Us Improve Passenger Rail Options!	959	191 (21.4%)	30 (3.4%)	Project Map (25) Tier I Final EIS (19) Website (17)	All links were under "Helpful Links"
Tuesday October 21	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	25 (20.3%)	9 (7.3)	Map to VHDA (6) Download a map (5) Project area map (5)	
Monday October 20	Washington, D.C. to Richmond High Speed Rail Interagency Scoping Meeting Scheduled	123	38 (30.9%)	8 (6.5%)	Map to VHDA (4) Public Scoping Mtgs (3) Download a map (3)	
Tuesday October 7	Let's Get Virginia Moving! You're invited to come along for the ride.	924	163 (19.2%)	25 (2.9%)	Click Here to Take Our Survey (18) DC2RVArail.com (6)	
Tuesday October 7	Email to Public Information Officers	113	--	--	--	

OUTREACH SUMMARY

Email Distribution Statistics (As of November 9, 2015)

Average Unique Open Rate



3,485

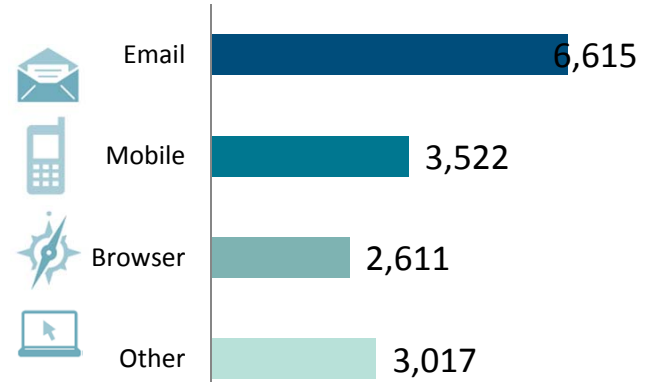
Total Unique Recipients

8.53
Opens Per Recipient

3.44
Clicks Per Recipient

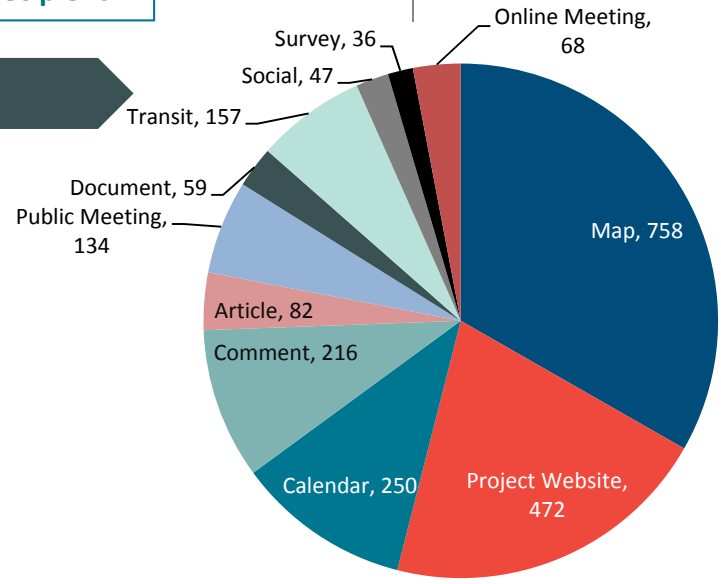
24.79% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [134] Public Meetings
- [250] Add to Calendar
- [45] Social
- [216] Comment
- [157] Transit
- [758] Map
- [59] Document
- [472] Project Website
- [36] Survey
- [68] Online Meeting
- [82] Newsletter Article



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (October 1-31, 2015)

Twitter @DC2RVARail



439*
Tweets

Followers*	247 (+1)
Mentions	8
Retweets	27
Klout Score	32

*Cumulative

Facebook



36
Posts

Links	0
Fans*	249
Comments across all content	0
Likes across all content	24

Top Tweet | October 23, 2015

Have you taken an #Amtrak train trip recently? Tell us your story. Email us at info@DC2RVARail.com

Retweets: 1
Favorites: 1
Reach: 1,380

Top Post | October 12, 2015

The #DC2RVA archeology crew recently started field work; they didn't find any artifacts, but they did meet a new friend.

Comments: 0
Likes: 9
Shares: 0

Media

Statistics

OUTREACH SUMMARY

Media (October 1-31, 2015)

Media Mentions



0
Mentions

0
Interviews

Press Release/Media Advisory Distribution



0
Press Releases/Media Advisories

PIO Meetings



0
Meetings

Paid Advertisements



0
Paid Ads

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (October 1-31, 2015)

Telephone Outreach



1

Phone Conversation

Faith leader discussion and addition of faith leaders to project brochure distribution.

Title VI Outreach



1 Meeting

*Kerri B/Dovetail for Fredericksburg
Discussed: Mayfield, Darbytown; Four Mile Fork;
advocate leaders*

Hotline Calls



5 Calls

1 Voicemail



1 Email

*Marti Donley at FAMPO
Title VI advocate insight*

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (Through November 9, 2015)

Database Contacts

8,736
Entries



Comments

552
Comments



Issue Count By City

Top 10

Richmond	127
Alexandria	108
Fredericksburg	52
Washington, DC	31
Arlington	31
Ashland	20
Stafford	19
Woodbridge	18
Newport News	13
Henrico	12

Issues

806
Issues



November 2015

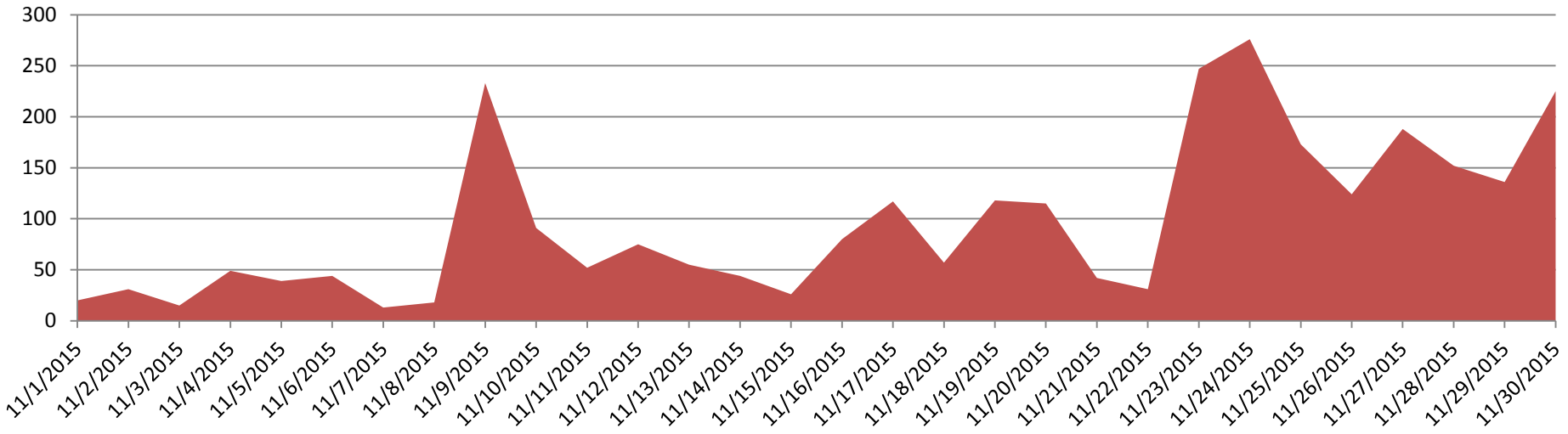
OUTREACH SUMMARY

Website/Online Meeting

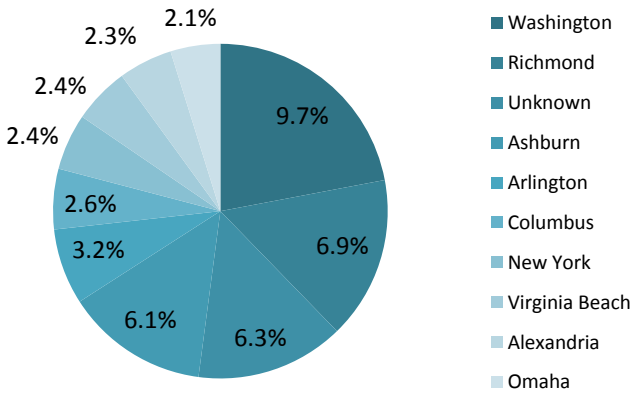
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (November 1 – 30, 2015)



% Sessions by Location



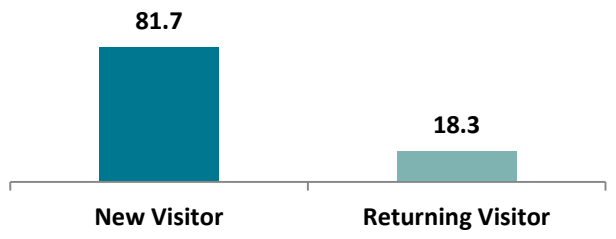
Session Totals

Totals	
Total Sessions	2,886
Total Users	2,453
Page Views	5,139
Pages / Session	1.78
Avg. Session Duration	1:21
% New Sessions	81.67

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

DC2RVArail.com Website Statistics (November 1 – 30, 2015)

Top Pages Visited

Page	Page Views	Average Time on Page
Homepage	2,063	1:24
/about/project-maps	438	3:07
/get-involved/attend-public-meeting	385	1:31
/resources	241	1:37
/about/project-history	225	1:33
/about	133	1:41
/contact-us	118	3:51
/resources/documents	112	1:41
/resources/public-meeting-archive/	84	1:55

Top Traffic Channels

Channel	Sessions
Referral	980
Direct	853
Organic Search	426
Social	117
Email	8



DC2RVArail.com Online Meeting Statistics (November 1 - 30, 2015)

No Active Online Meeting in November 2015

Email Distribution

Statistics

OUTREACH SUMMARY

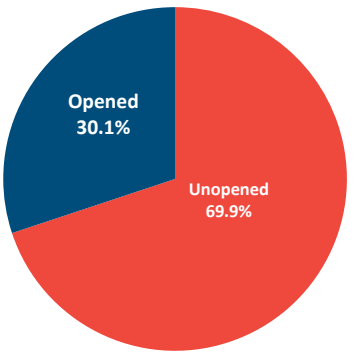
Email Distributions (November 1 - 30, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Monday November 9	Reuniones Públicas de Información Programadas	29	6 (20.7%)	-	-
Monday November 9	DC2RVA Public Information Meetings Scheduled	2,765	820 (30.1%)	239 (8.8%)	DC2RVA Project Maps (212) Add to Calendar (93) Fredericksburg Transit Info (12)
Tuesday November 10	DC2RVA Public Information Meetings Scheduled /Elected Officials	8	-	-	-
Thursday October 29	Win a prize by submitting your Amtrak story! #DC2RVA	2,749	773 (28.4%)	-	-
Friday September 11	DC2RVA Rail Mail: Second Edition	2,768	969 (35.5%)	177 (6.5%)	Watch the Video (64) Extended SEHSR Corridor Rail Map (49) Read about the Screening Process (42)
Wednesday June 18	DC2RVA Rail: Ayúdanos con el proceso de desarrollo alternativas! (Hispanic Community Grassroots Outreach)	40	9 (30.0%)	--	--
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Wednesday May 20	Acompáñenos para reuniones públicas!	40	9 (29%)	--	--
Monday May 4	DC2RVA Public Information Meetings Scheduled	2,903	968 (33.9%)	242 (8.5%)	View Project Map (136) More about the Mtgs (56) Tier I Final EIS Reports (45)
Wednesday April 22	DC2RVA Rail Mail: Edition 1	2,967	1,020 (35.6%)	336 (11.7%)	About the Project (162) See the Map (141) Read About Ongoing Projects (51)
Wednesday February 25	DC2RVA invites you to be a Participating /Cooperating Agency	45	--	--	--

OUTREACH SUMMARY

Email Distribution Statistics (November 1 – 30, 2015)

Average Unique Open Rate



2,714

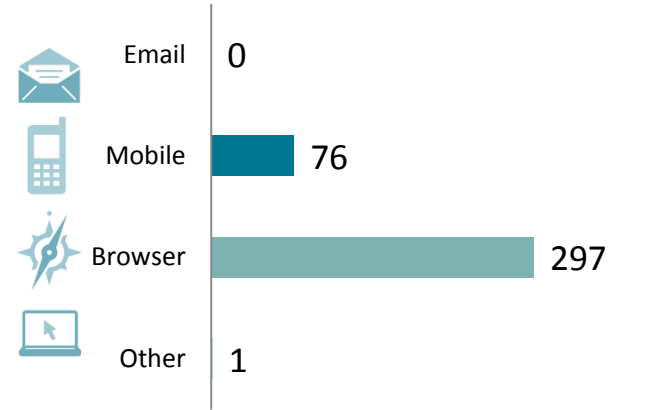
Total Unique Recipients

29.07% Click to Open Rate [CTOR]

3.30 Opens Per Recipient

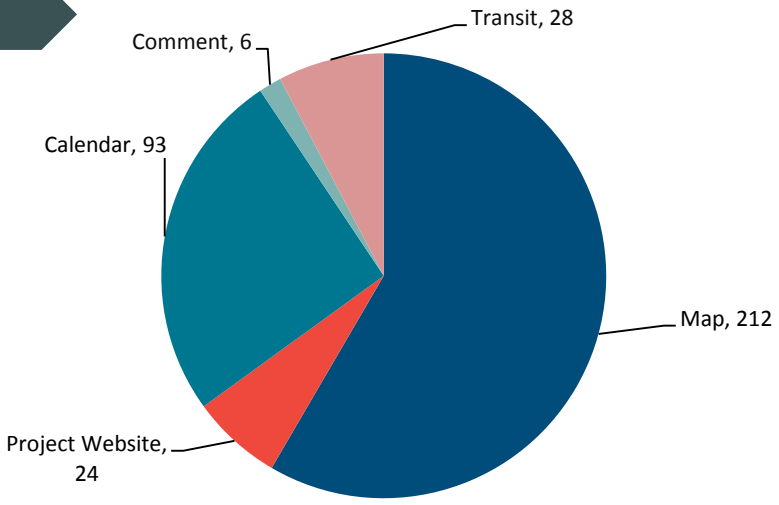
1.57 Clicks Per Recipient

Open by Device Category



Unique Clicks by Link Type

- [28] Transit
- [93] Add to Calendar
- [6] Comment
- [212] Map
- [24] Project Website



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (November 1 - 30, 2015)

Twitter @DC2RVArail



475*
Tweets

Followers*	261 (+14)
Mentions	10
Retweets	21

Facebook



39
Posts

Links	0
Fans*	255 (+6)
Comments across all content	0
Likes across all content	27

Top Tweet | November 22, 2015

Mark your calendar for #DC2RVA #PublicMeetings in December:
Fredericksburg 12/8, Springfield 12/9 & Richmond 12/10

Retweets: 2
Favorites: 1
Reach: 1,007

Top Post | November 30, 2015

Join the Discussion next week to choose the best alternative for
#DC2RVA #SEHSR.

Comments: 0
Likes: 3
Shares: 2

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (November 1 - 30, 2015)

Date	Media/Social Media Outlet	Headline	Link
11/11/2015	Transportation Association of Greater Springfield	DC to Richmond High Speed Rail – Public Meetings	http://www.tagsva.org/2015/11/11/dc-to-richmond-high-speed-rail-public-meetings/
11/30/2015	Tri-Cities Area Metropolitan Planning Organization Facebook Page		https://www.facebook.com/TriCitiesAreaMPOVa/
November	Places to Go - web calendar	Places to go in Richmond	http://www.placestogoinrichmond.com/events/575224-DC2RVA-Public-Meeting/
November	Hey Event - web calendar		http://heyevent.com/event/7a47xrko7ilaaa/dc2rva-public-meeting
November	Arlington County website	DC2RVA (D.C. to Richmond High Speed Rail) Public Meeting	https://projects.arlingtonva.us/events/dc2rva-d-c-to-richmond-high-speed-rail-public-meeting/
November	Dinwiddie - website	DC2RVA Public Meeting - Tuesday, December 8	http://www.dinwiddieva.us/Calendar/Home/SingleEvent?eventID=3217
November	Commuter Connections	DECEMBER 2015 PUBLIC MEETING DATES ANNOUNCED	http://www.commuterconnections.org/news-events/upcoming-events/
November	RRPDC website	Public Information Meeting on DC to RVA High Speed Rail	http://www.richmondregional.org/
November	Amtrak website	Attend a public meeting	http://nec.amtrak.com/#

Press Release/Media Advisory Distribution



842
*Press Releases/
Media Advisories*

PIO Outreach



*26 Meetings/ Phone Calls
122 Emailed Press Releases
10 Gov't Access Bulletin Slide packets*

Paid Advertisements



40 Paid Ads

Entities included: Virginia Press Association (31 regional newspapers), Richmond Times Dispatch, Free Lance-Star, Washington Post Express, Richmond Free Press, El Tiempo Latino, Nuevas Raices, Washington Post, and Fredericksburg Newspaper

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (November 1 - 30, 2015)

Telephone Outreach



28
Phone Conversations

Conversations occurred between the Project Team and Chamber Business Leaders, Council Liaisons, Rev. Henderson, Stafford County Senior Center, Parent Resource Center, and Fredericks Area Food Bank

Title VI Outreach



8 Meetings

Followed by additional email outreach and materials distribution to the Disability Resource Center, ARC of Greater Prince William County, Stafford County SEPTA, and Hispanic businesses

Hotline Calls



10 Calls
5 Voicemails

Materials Distribution



3,500 English Fliers
750 Spanish Fliers
4,000 Bookmarks
18 Large Displays
12 Small Displays

Deliveries in person and by mail: Libraries, community centers, PIOs, faith and human service advocates and transportation contacts, YMCA's, Hispanic organizations, and Social Service organizations.

Community Outreach



1 Webinar held with 8 Attendees

Attendees included Greater Springfield Chamber of Commerce, Transportation Association of Greater Springfield, Fredericksburg Economic Development and Chamber of Commerce, Greater Washington Hispanic Chamber, Multimodal Transportation and Strategic Planning, Main Street Station Development, and ULI

Other

Amtrak re-posted meeting information
4 entities extended outreach by forwarding materials

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (November 1 - 30, 2015)

Database Contacts

8,896
Entries



Comments

29
Comments



Issue Count By City

Top 10

Richmond	127
Alexandria	120
Fredericksburg	65
Washington, DC	38
Arlington	38
Ashland	42
Henrico	24
Stafford	22
Woodbridge	21
Newport News	13

Issues

982
Issues



December 2015

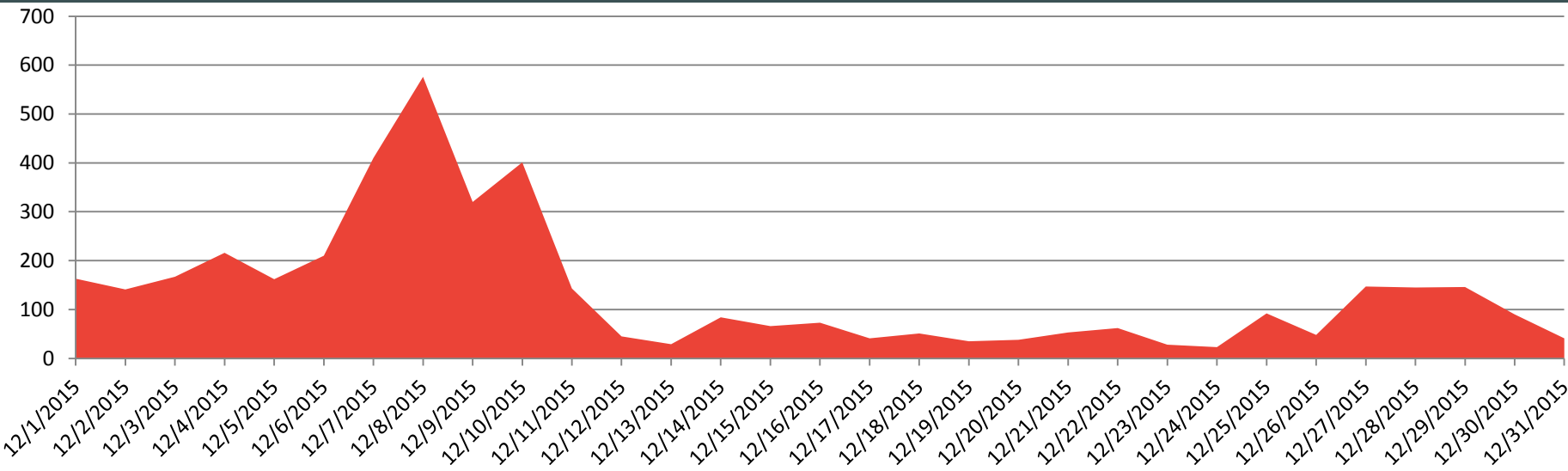
OUTREACH SUMMARY

Website/Online Meeting

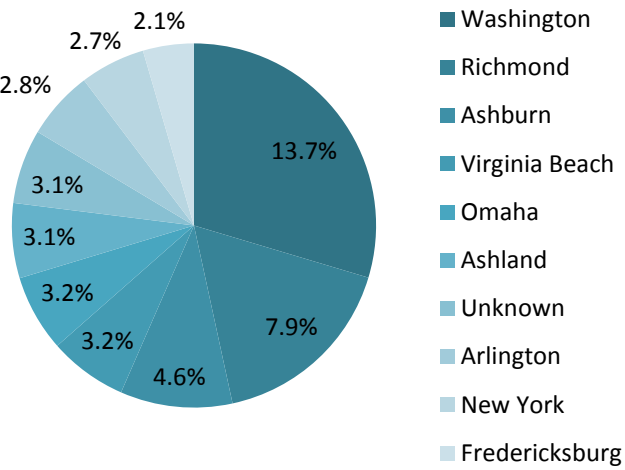
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (December 1 – 31, 2015)



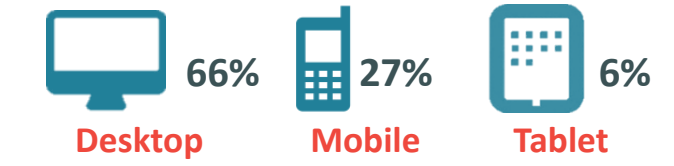
% Sessions by Location



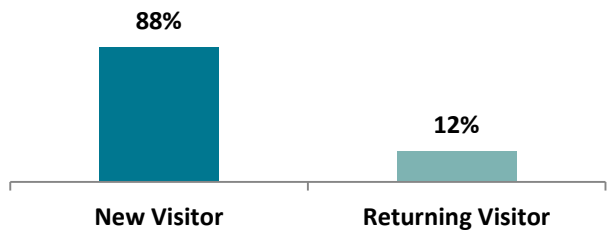
Session Totals

Totals	
Total Sessions	4,246
Total Users	3,438
Page Views	10,818
Pages / Session	2.55
Avg. Session Duration	2:29
% New Sessions	77.51

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

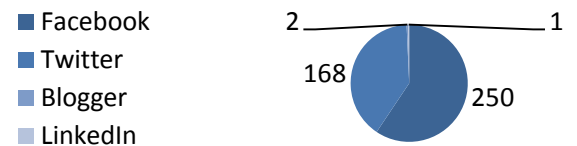
DC2RVArail.com Website Statistics (December 1 – 31, 2015)

Top Pages Visited

Page	Page Views	Average Time on Page
Homepage	3,440	1:07
/get-involved/attend-public-meeting	1,157	1:49
/about/project-maps	504	0:38
/about/project-maps/richmond-section	501	1:42
/about/project-maps/northern-virginia	497	2:22
/about/project-history	433	1:57
/about/project-maps/central-section	414	2:24
/resources	395	1:39
/resources/public-meeting-archive/	355	4:41
/resources/documents	229	2:21

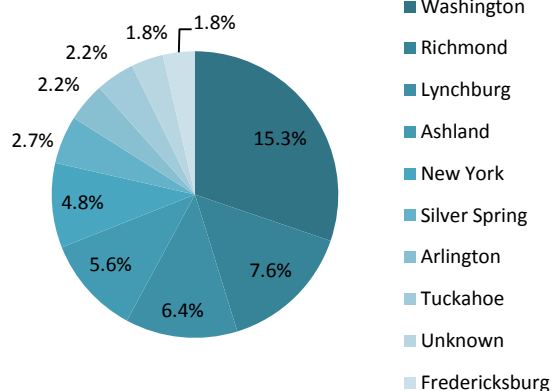
Top Traffic Channels

Channel	Sessions
Direct	1,328
Referral	1,241
Organic Search	719
Other	531
Social	421
Email	6

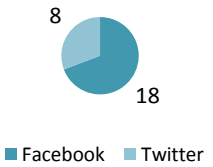


DC2RVArail.com Online Meeting 3 Statistics (December 1 - 31, 2015)

Totals	
Total Sessions	765
Total Users	626
Page Views	1,645
Pages / Session	2.15
Avg. Session Duration	0:28



Channel	Sessions
Direct	397
Referral	305
Organic Search	37
Social	26



Email Distribution

Statistics

OUTREACH SUMMARY

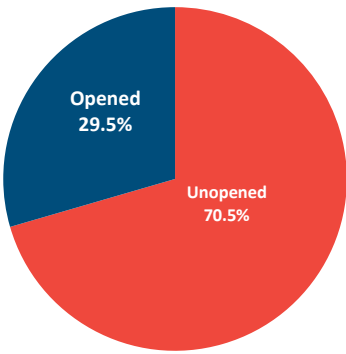
Email Distributions (December 1 - 31, 2015)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Tuesday December 1	Recordatorio de Reunión Publica	29	7 (24.1%)	-	-
Tuesday December 1	DC2RVA Public Meeting Reminder	2,767	815 (29.5%)	75 (2.7%)	Add to Calendar (33) DC2RVA Home Page (22) Richmond Transit info (12)
Monday November 9	Reuniones Públicas de Información Programadas	29	6 (20.7%)	-	-
Monday November 9	DC2RVA Public Information Meetings Scheduled	2,765	820 (30.1%)	239 (8.8%)	DC2RVA Project Maps (212) Add to Calendar (93) Fredericksburg Transit Info (12)
Tuesday November 10	DC2RVA Public Information Meetings Scheduled /Elected Officials	8	-	-	-

OUTREACH SUMMARY

Email Distribution Statistics (December 1 – 31, 2015)

Average Unique Open Rate



2,796

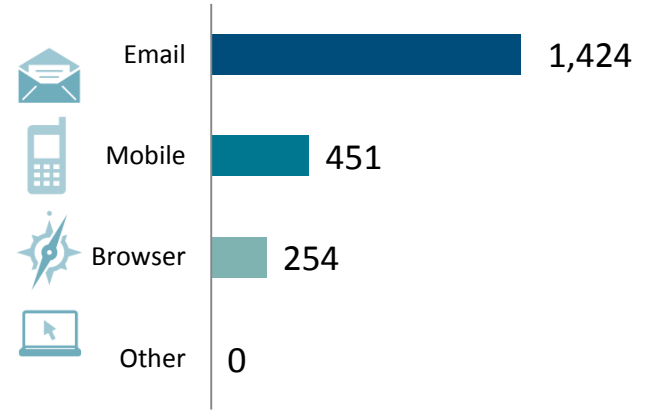
Total Unique Recipients

9.17% Click to Open Rate [CTOR]

2.61 Opens Per Recipient

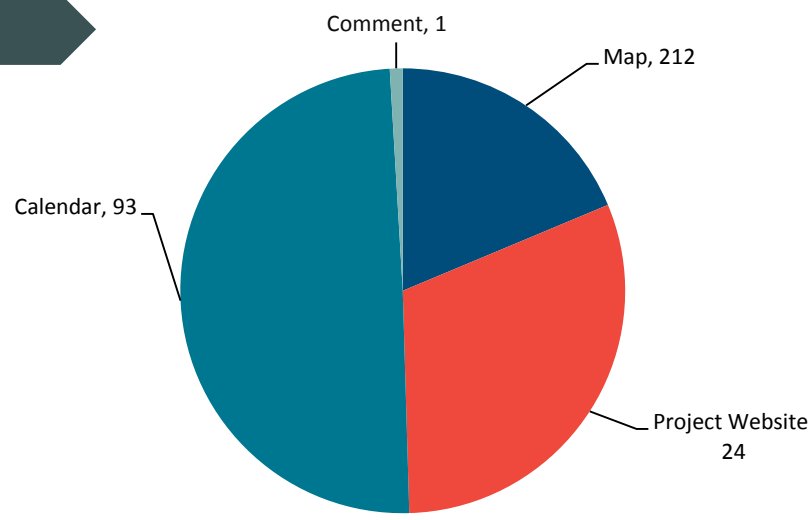
1.44 Clicks Per Recipient

Open by Device Category



Unique Clicks by Link Type

- [20] Transit
- [53] Add to Calendar
- [1] Comment
- [33] Project Website



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (December 1 - 31, 2015)

Twitter @DC2RVArail



48
Tweets

Organic Impressions*	9,003
Total Engagements	177
Link Clicks	49
Total Followers	277*
Highest Twitter Activity	December 7 - 12
Mentions Received	16
Total Retweets	46
Favorites	10
Impressions per Tweet	187.6

Facebook



24
Posts

Fans*	295 (+40)
Impressions	20,063

Top Post | December 13, 2015

Missed last week's meetings? View the...

Reach: 3.3k
Engaged: 187
Talking: 76
Likes: 56

Comments: 11
Shares: 24
Engagement: 5.69%

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (December 1 - 31, 2015)

Date	Media/Social Media Outlet	Headline	Link
12/4/2015	Richmond BizSense	"Construction strips down Main Street Station"	http://richmondbizsense.com/2015/12/04/construction-strips-down-main-street-station/
12/7/2015	Free Lance-Star	"Fredericksburg meeting will unveil new options on Washington-to-Richmond rail route"	http://www.fredericksburg.com/news/transportation/fredericksburg-meeting-will-unveil-new-options-on-washington-to-richmond/article_9059279f-427e-53d1-a599-d064b9823e58.html
12/7/2015	Greater Greater Washington	"Events roundup: I-66, DC to Richmond rail, and the new WMATA GM"	http://greatergreaterwashington.org/post/29014/events-roundup-i-66-dc-to-richmond-rail-and-the-new-wmata-gm/
12/7/2015	WMAL	"12/7/2015, airs top of the hour 6am-9am"	-
12/8/2015	The Washington Post	"Plans for higher-speed rail between Richmond and Washington track"	https://www.washingtonpost.com/news/dr-gridlock/wp/2015/12/08/plans-for-higher-speed-rail-between-richmond-and-washington-on-track/
12/8/2015	WTOP	"Va. Planners hosting meetings on high-speed rail system"	http://wtop.com/virginia/2015/12/va-planners-hosting-meetings-on-high-speed-light-rail-system/
12/8/2015	Kingstowne-Rose Hill Patch	"DC to Richmond High Speed Rail Project Meeting"	http://patch.com/virginia/kingstowne/dc-richmond-high-speed-rail-project-meeting

Press Release/Media Advisory Distribution



842
**Press Releases/
Media Advisories**

PIO Outreach



8 Postings

Entities included: City of Richmond Office of Multicultural Affairs, Crater PDC, Dinwiddie County, Potomac Rappahannock Transportation Commission (PRTC), FAMPO/GWRC, Fairfax County, Amtrak.

Paid Advertisements



38 Paid Ads

Entities included: Virginia Press Association (32 regional newspapers), Richmond Times Dispatch, Free Lance-Star, Washington Post Express, Richmond Free Press, El Tiempo Latino, Nuevas Raices. Digital advertisements in Washington Post and Fredericksburg.

Monitored through DRPT Media Clips.

Media continued (December 1 - 31, 2015)

Date	Media/Social Media Outlet	Headline	Link
12/9/2015	Greater Greater Washington	"Richmond to Washington, faster: Higher-speed rail between Richmond and dDC would be a major step toward high-speed rail in the Northeast"	http://richmondbizsense.com/2015/12/04/construction-strips-down-main-street-station/http://greatergreaterwashington.org/post/29053/break-fast-links-in-the-name-of-love/ https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=6&cad=rja&uact=8&ved=0ahUKEwi7t-e3mNTJAhUjzWMKHflnB0IQqQIILSgAMAU&url=http%3A%2F%2Frvanews.com%2Fnews%2Fgood-morning-rva-an-unseasonably-warm-thursday%2F132132&usq=AFQjCNFVKGtA4kvHGAbYsLmujaP4DcH9eg&sig2=AYrRMJ-Ywqc8ESs50SgSEQ&bvm=bv.109395566,d.cGc
12/10/2015	RVANews	"Good Morning, RVA: An unseasonably warm Thursday"	http://www.richmond.com/opinion/our-opinion/article_fbc9f30c-dff5-5f77-9d4c-494d287de0f6.html
12/14/2015	NPR	"Connecting Richmond and D.C."	http://wvtf.org/post/connecting-richmond-and-dc#stream/0
12/30/2015	Richmond Times Dispatch	"Editorial: The Year warned against making predictions"	http://www.richmond.com/opinion/our-opinion/article_fbc9f30c-dff5-5f77-9d4c-494d287de0f6.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (December 1 - 31, 2015)

Telephone Outreach



9

Phone Conversations

Conversations occurred between Free Lance-Star, Washington Post, WJLA TV, Richmond Times Dispatch, WTOP, WMAL DC, and Sun Gazette.

Title VI Outreach



4 Meetings

Followed by additional email outreach and materials distribution to the Purple Interpretation Services for the Deaf, Va. Dept. of Deaf and Hard of Hearing, Multicultural Affairs, Office on Aging and Persons with Disabilities, and Spanish handouts to 12 Title VI locations.

Hotline Calls



3 Calls

2 Voicemails

Materials Distribution



Spanish handouts delivered to Title VI locations.

Community Outreach



No events during December

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (December 1 - 31, 2015)

Database Contacts

9,804*
Entries



Comments

137
Comments



Issue Count By City

Top 10	
Richmond	164
Alexandria	120
Fredericksburg	65
Ashland	46
Washington, DC	38
Arlington	38
Henrico	29
Stafford	22
Woodbridge	21
Newport News	13

Issues Count by Topic

Top 10	
Stations	32
Alignments – Ashland	23
Public Involvement	16
Property Access	9
General Support	6
Traffic/Safety	5
Alignments – Fredericksburg	5
Information Request	5
Alternatives	4
Cost	4

*cumulative

January 2016

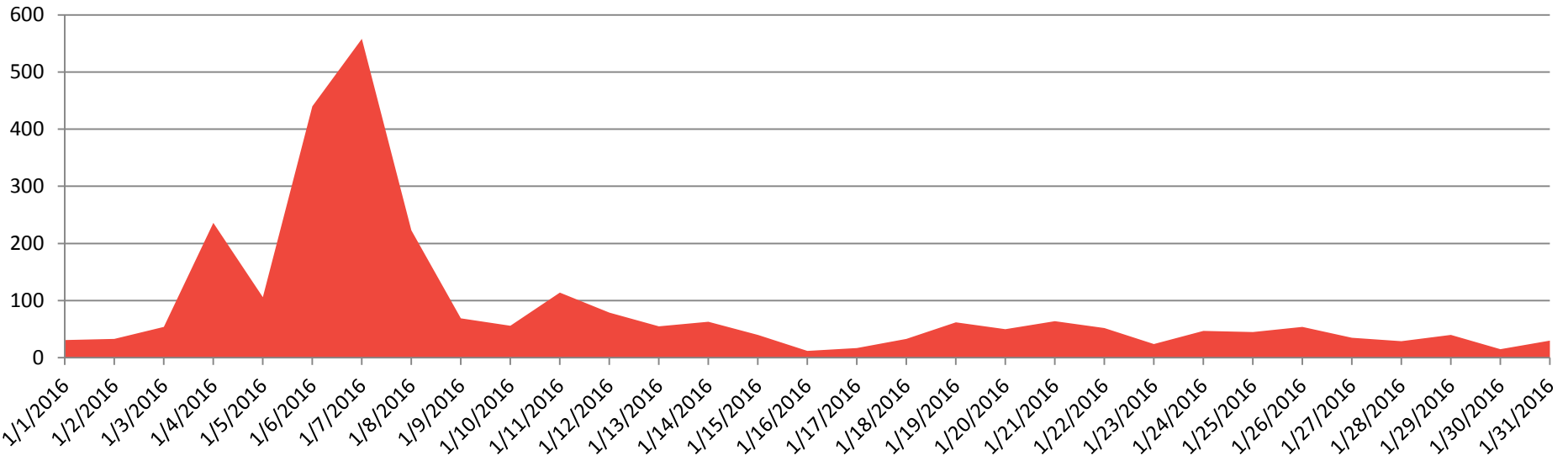
OUTREACH SUMMARY

Website/Online Meeting

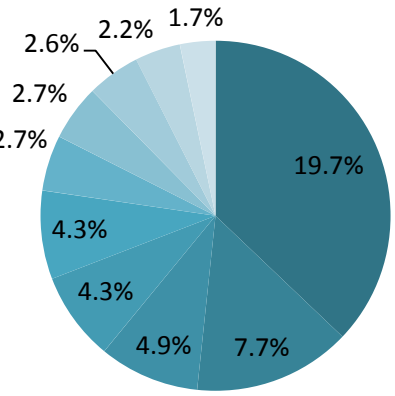
Statistics

OUTREACH SUMMARY

DC2RVARail.com Sessions (January 1 – 31, 2016)



% Sessions by Location



- Richmond
- Washington
- Ashland
- Omaha
- Virginia Beach
- New York
- Tuckahoe
- Bon Air
- Arlington
- Mechanicsville

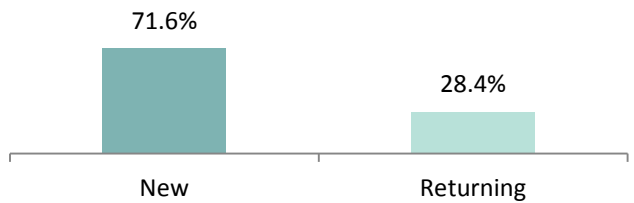
Session Totals

Totals	
Total Sessions	2,766
Total Users	2,150
Page Views	7,630
Pages / Session	2.76
Avg. Session Duration	3:05
% New Sessions	71.51

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

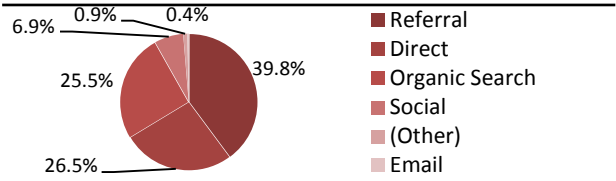
DC2RVArail.com Website Statistics (January 1 – 31, 2016)

Top Pages Visited

Page	Page Views	Average Time on Page
Home	1,560	1:13
About/project-maps/richmond-section	983	1:29
Contact-us	392	2:48
Resources	366	1:17
About/project-history	278	2:08
About/project-maps/central-section	250	2:59
Resources/documents	201	2:14
About/project-maps/richmond-section/main-street-station-only-s-line	198	2:19
About/project-maps	196	0:21
About/project-maps/northern-virginia	189	3:05

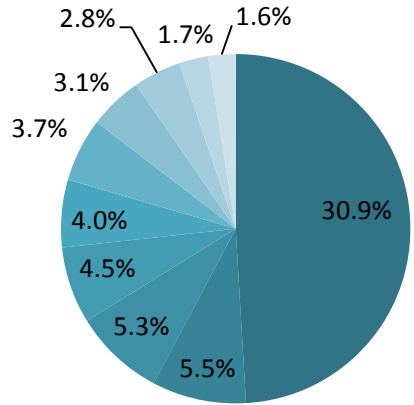
Top Traffic Channels

Channel	Sessions
Referral	1,102
Direct	733
Organic Search	705
Social	190
Other	26
Email	10



DC2RVArail.com Online Meeting 3 Statistics (January 1 - 8, 2016)

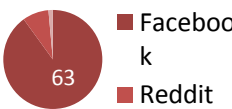
Totals	
Total Sessions	1,188
Total Users	1,050
Page Views	2,578
Pages / Session	2.17
Avg. Session Duration	0:53



- Richmond
- Tuckahoe
- Washington
- Virginia Beach
- Bon Air
- Ashland
- Glen Allen
- unknown
- Wyndham
- Woodlake



Channel	Sessions
Referral	879
Direct	232
Social	70
Organic Search	26



Email Distribution

Statistics

OUTREACH SUMMARY

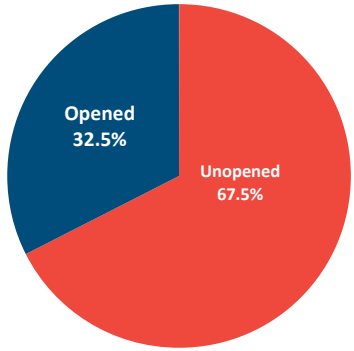
Email Distributions (January 1 - 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
Monday January 4	DC2RVA: Recordatorio en comentar por 08 de enero 2016	29	8 (27.6%)	1 (3.4%)	Folleto de la Reunión de Revisión de Alternativas (1)
Monday January 4	DC2RVA Reminder to Comment by January 8, 2016	2,889	928 (32.4%)	189 (6.6%)	Alternatives Review Meeting Handout (76) Online Public Meeting and Comment Form (58) History of Rail in Richmond Mini Documentary (52)

OUTREACH SUMMARY

Email Distribution Statistics (January 1 – 31, 2016)

Average Unique Open Rate



2,918

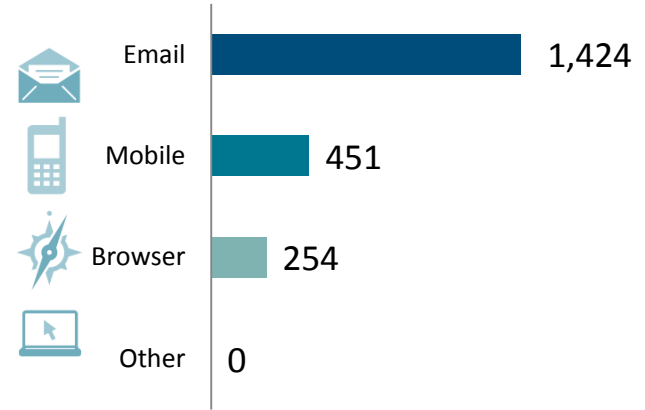
Total Unique Recipients

20.3% Click to Open Rate [CTOR]

2.69
Opens Per Recipient

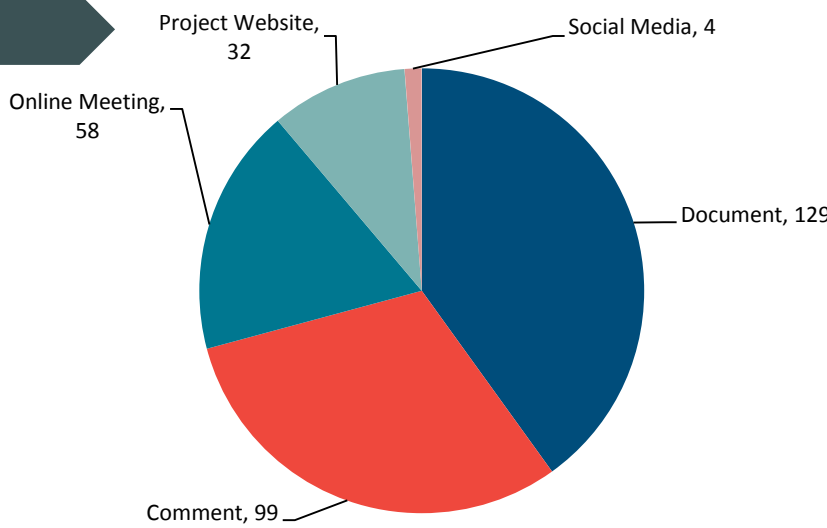
1.98
Clicks Per Recipient

Open by Device Category



Unique Clicks by Link Type

- [129] Document
- [99] Comment
- [58] Online Meeting
- [32] Project Website
- [4] Social Media



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (January 1 - 31, 2016)

Twitter @DC2RVArail



37 Tweets

Organic Impressions	9,862
Total Engagements	114
Link Clicks	41
Total Followers*	299
Highest Twitter Activity	December 19 - 23
Mentions Received	12
Total Retweets	31
Favorites	0
Impressions per Tweet	266.5

Facebook



24 Posts

Fans*	310 (+15)
Impressions	7,433

Top Post | January 31, 2016

Meet the #DC2RVA Deputy Manager and Chief Engineer Jake Craig

Reach: 202
 Engaged: 14
 Talking: 3
 Likes: 3

Comments: 0
 Shares: 0
 Engagement: 6.93%

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (January 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
1/6/2016	RVANews	Weigh in on DC to RVA high-speed rail station/line options by January 8th	http://rvanews.com/news/weigh-in-on-dc-to-rva-high-speed-rail-stationline-options-by-january-8th/132956
1/6/2016	Wtvr.com	Trani: Keep baseball on the Boulevard, and add a 10-acre train station	http://wtvr.com/2016/01/06/trani-keep-baseball-on-the-boulevard-and-add-a-10-acre-train-station/

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (January 1 - 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



5 Calls
3 Voicemails

Materials Distribution



No materials were distributed during January

Community Outreach



No events during January

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (January 1 - 31, 2016)

Database Contacts

9,610*
Entries



Comments

281
Comments



Issue Count By City

Top 10

Richmond	41
Ashland	25
Alexandria	19
Fredericksburg	16
Glen Allen	15
Norfolk	13
Henrico	10
Midlothian	9
Prince William	8
North Chesterfield	7

Issues Count by Topic

Top 10

Stations	101
Alignments – Richmond	90
General Support	48
Alignments – Ashland	47
Public Involvement	34
Economics	31
Transit	29
Traffic/Safety	26
Parking	21
Alternatives	14

* cumulative

February 2016

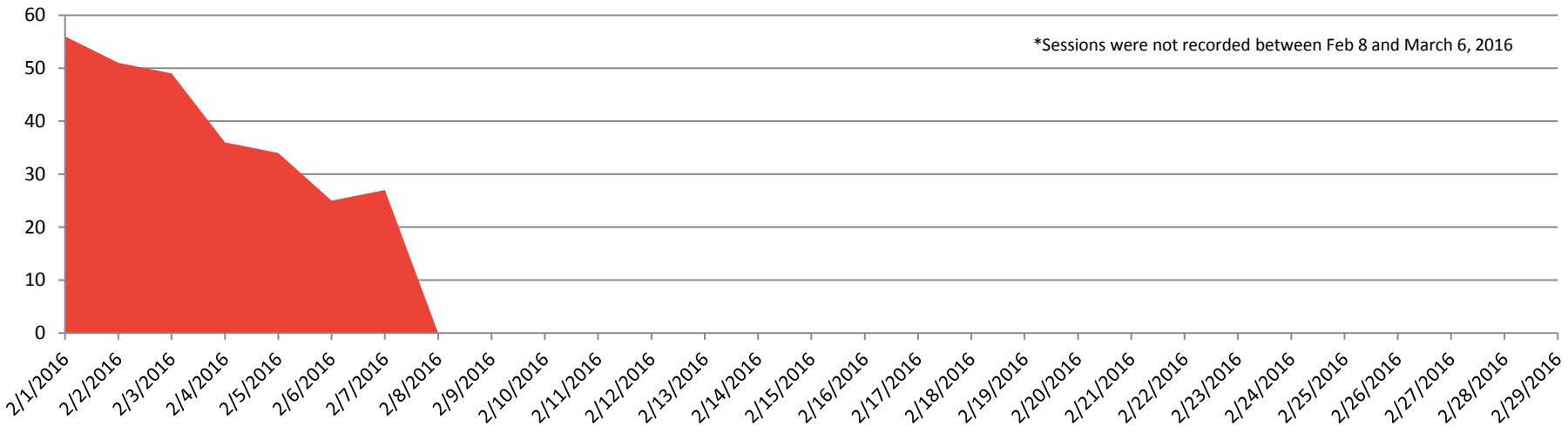
OUTREACH SUMMARY

Website/Online Meeting

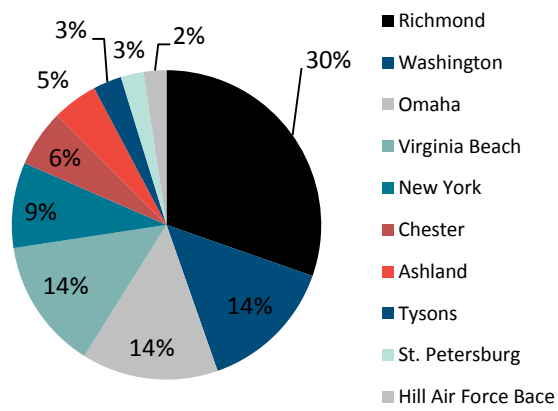
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (February 1 – 29, 2016)*



% Sessions by Location



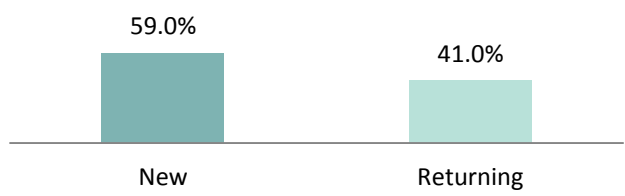
Session Totals

Totals	
Total Sessions	278
Total Users	207
Page Views	862
Pages / Session	3.10
Avg. Session Duration	3:34
% New Sessions	58.99%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

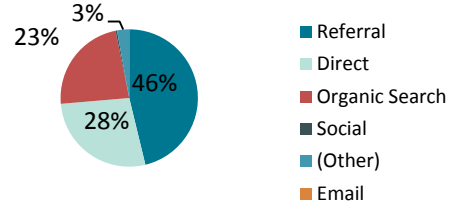
DC2RVArail.com Website Statistics (February 1 – 29, 2016)*

Top Pages Visited

Page	Page Views	Average Time on Page
Home	242	1:00
About/project-maps/richmond-section	69	1:46
Resources	59	0:26
Newsroom/news/plans-higher-speed-rail	43	2:23
About/project-history	39	1:40
Resources/documents	27	2:29
Resources/public-meeting-archive	27	2:29
About/project-maps/northern-virginia	26	0:42
Resources/faqs	26	2:57
About/project-maps	25	0:11

Top Traffic Channels

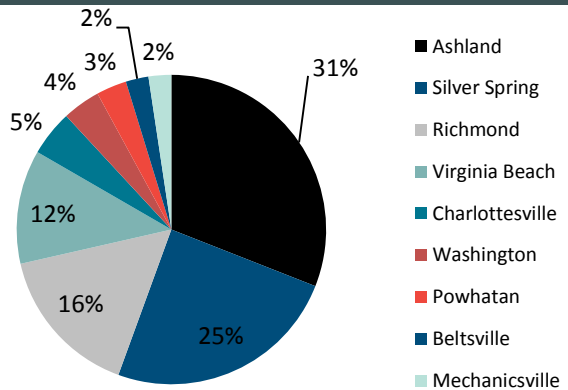
Channel	Sessions
Organic Search	127
Referral	77
Direct	65
Other	8
Social	1



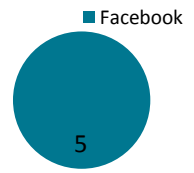
*Sessions were not recorded between Feb 8 and March 6, 2016

DC2RVArail.com Online Meeting 3 Statistics (February 1- 29, 2016)

Totals	
Total Sessions	176
Total Users	114
Page Views	419
Pages / Session	2.38
Avg. Session Duration	0:50



Channel	Sessions
Direct	94
Referral	66
Organic Search	11
Social	5



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (February 1 - 29, 2016)

Twitter @DC2RVArail



20
Tweets

Total Followers*	311
Organic Impressions	4,043
Total Engagements	49
Link Clicks	25
Highest Twitter Activity	February 1 - 2
Mentions Received	4
Total Retweets	3
Favorites	3
Impressions per Tweet	202.2

* cumulative

Facebook



24
Posts

Fans*	331 (+22)
Impressions	5,531

Top Posts

February 14, 2016

Happy Valentine's Day from #DC2RVA

Reach: 283 Comments: 0
 Engaged: 13 Shares: 1
 Talking: 9 Engagement: 4.59%
 Likes: 8

February 25, 2016

Newsworks: Passenger train service on Passenger train service on America's Northeast Corridor could get a lot faster #GetOnBoard <http://bit.ly/20Eypmm>

Reach: 283 Comments: 2
 Engaged: 18 Shares: 1
 Talking: 7 Engagement: 6.36%
 Likes: 6

Media

Statistics

OUTREACH SUMMARY

Media (February 1 - 29, 2016)

Date	Media/Social Media Outlet	Headline	Link
2/4/2016	Richmond Times Dispatch		http://www.richmond.com/opinion/our-opinion/article_b547a56a-b532-5c14-8522-8b90c998c765
2/6/2016	Richmond Times Dispatch	Ashland not on board with one option for high-speed railway	http://www.richmond.com/news/local/ashland/article_fec07673-9c08-5635-80b5-0794aa636472.html
2/7/2016	Richmond Times Dispatch		http://www.richmond.com/news/local/ashland/article_fec07673-9c08-5635-80b5-0794aa636472.html
2/17/2016	Herald-Progress, Ashland	Civilians meet to discuss RVA to DC high-speed rail	http://www.herald-progress.com/civilians-meet-to-discuss-rva-to-dc-high-speed-rail/
2/18/2016	Herald-Progress, Ashland	The Herald-Progress has opened up this public comment page in order to host all of the letters we have received regarding the rail project	http://www.herald-progress.com/public-comment-the-proposed-high-speed-rail/
2/18/2016	Richmond Times Dispatch	Hanover residents turn out at Brat's town hall to oppose high-speed rail	http://www.richmond.com/news/local/ashland/article_cda214c6-e310-5cd7-87ad-d61e8625cd89.html

Press Release/Media Advisory Distribution



0
**Press Releases/
Media Advisories**

Meetings with Herald-Progress and Richmond Times Dispatch for interview with Emily

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

Requesting rate cards from Ashland Herald-Progress and Richmond Suburban Papers

OUTREACH SUMMARY

Media (February 1 - 29, 2016)

Date	Media/Social Media Outlet	Headline	Link
2/19/2016	Richmond.com	Related media story, Randolph Macon supports bypass	http://www.richmond.com/news/local/education/article_a4000e1f-731e-5fec-9509-5d4029b3f694.html
2/24/2016	Herald-Progress, Ashland	Rail remains in analysis stage	http://www.herald-progress.com/rail-remains-in-analysis-stage/
2/7/2016	Herald-Progress, Ashland	Town Hall attendees rail concerns over rail	http://www.herald-progress.com/town-hall-attendees-raise-concerns-over-rail/

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (February 1 - 29, 2016)

Telephone Outreach



1

Phone Conversations

Discussions with Hampton Roads area to schedule next presentation before Public Hearings

Title VI Outreach



0 Meetings

Hotline Calls



5 Calls

4 Voicemails

Materials Distribution



No materials were distributed during February

Community Outreach



No events during February

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (February 1 - 29, 2016)

Database Contacts

12,060*
Entries



Comments

188
Comments



Issue Count By City*

Top 10

Richmond	102
Fredericksburg	52
Ashland	53
Alexandria	64
Arlington	32
Washington, D.C.	30
Henrico	29
Glen Allen	24
Midlothian	21
Norfolk	21

Issues Count by Topic*

Top 10

Mailing List Request	85
Public Involvement	56
Stations	55
General Support	50
Property Access	45
Traffic/Safety	34
Alternatives	33
Bicycle/Pedestrian	31
Information Request	28
Alignments-Richmond	28

*cumulative

March 2016

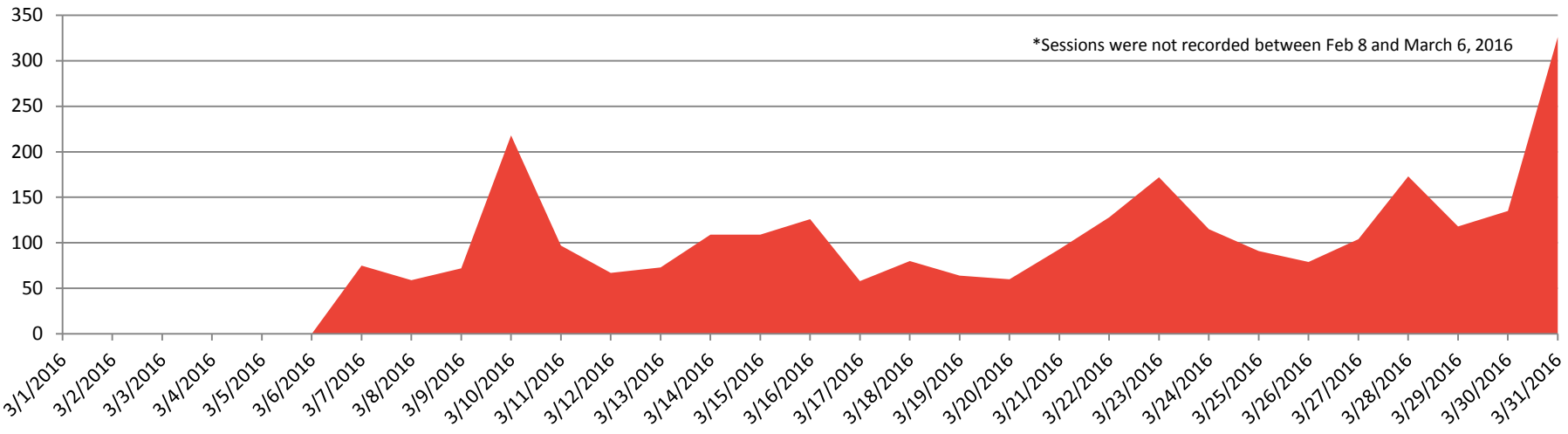
OUTREACH SUMMARY

Website/Online Meeting

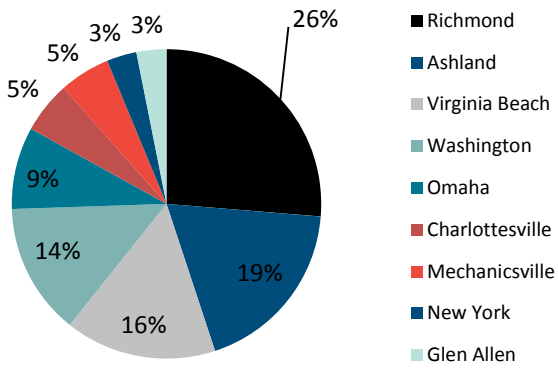
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (March 1 – 31, 2016)*



% Sessions by Location



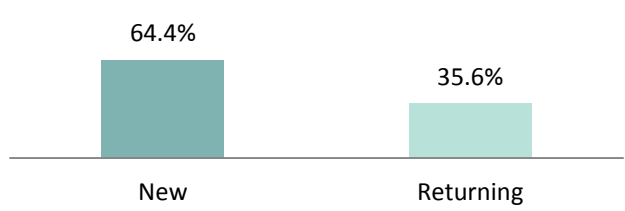
Session Totals

Totals	
Total Sessions	2,801
Total Users	2,006
Page Views	9,627
Pages / Session	3.44
Avg. Session Duration	3:45
% New Sessions	64.34%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

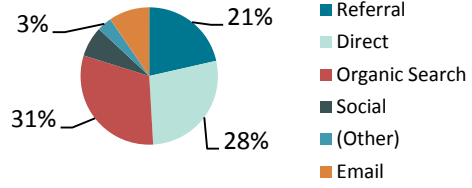
DC2RVArail.com Website Statistics (March 1 – 31, 2016)*

Top Pages Visited

Page	Page Views	Average Time on Page
Home	2,789	0:38
About/project-maps/central-section	845	3:52
Resources	511	0:46
About/project-maps	412	0:36
About/project-maps/richmond-section	372	1:20
About/property-owner-information	307	1:21
Newsroom/news/plans-higher-speed-rail	292	1:53
Resoureces/documents	281	2:19
Resources/faqs	271	2:59
About	225	1:31

Top Traffic Channels

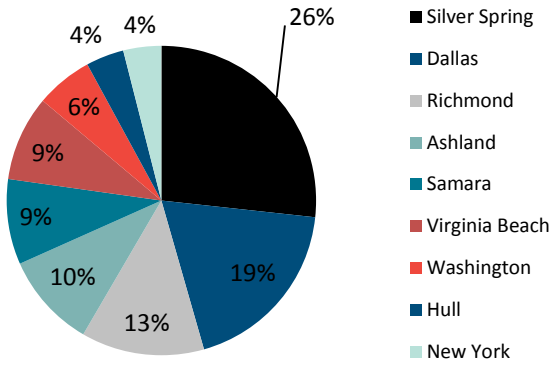
Channel	Sessions
Organic Search	989
Direct	889
Referral	690
Social	229
Email	3



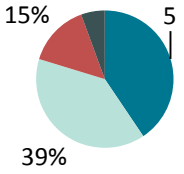
*Sessions were not recorded between Feb 8 and March 6, 2016

DC2RVArail.com Online Meeting 3 Statistics (March 1- 31, 2016)

Totals	
Total Sessions	143
Total Users	77
Page Views	311
Pages / Session	2.17
Avg. Session Duration	0:49



Channel	Sessions
Direct	58
Referral	56
Organic Search	21
Social	8



Email Distribution

Statistics

OUTREACH SUMMARY

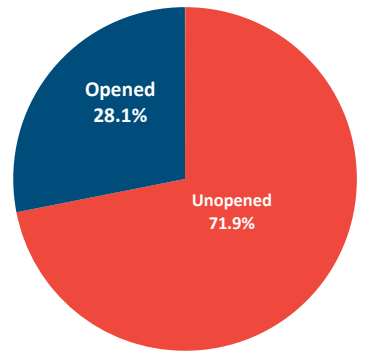
Email Distributions (March 1- 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
3/10/16	DC2RVA Rail Mail: Third Edition	3,201	900 (28.1%)	212 (6.6%)	-DC2RVA Mini-Documentary (95) -DC2RVA Alternatives Review Meeting Summary 81 -Pete Burrus Interview (39)

OUTREACH SUMMARY

Email Distribution Statistics (March 1 – 31, 2016)

Average Unique Open Rate



3,201

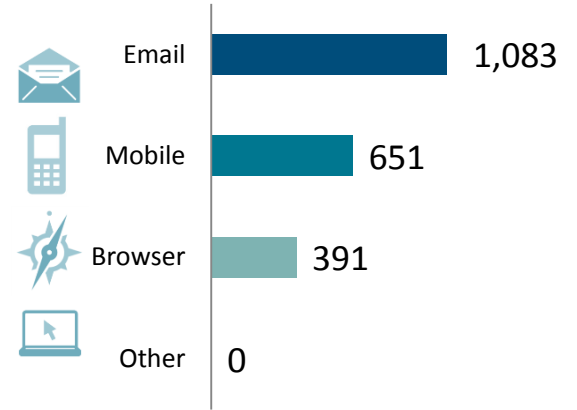
Total Unique Recipients

2.36
Opens Per Recipient

1.67
Clicks Per Recipient

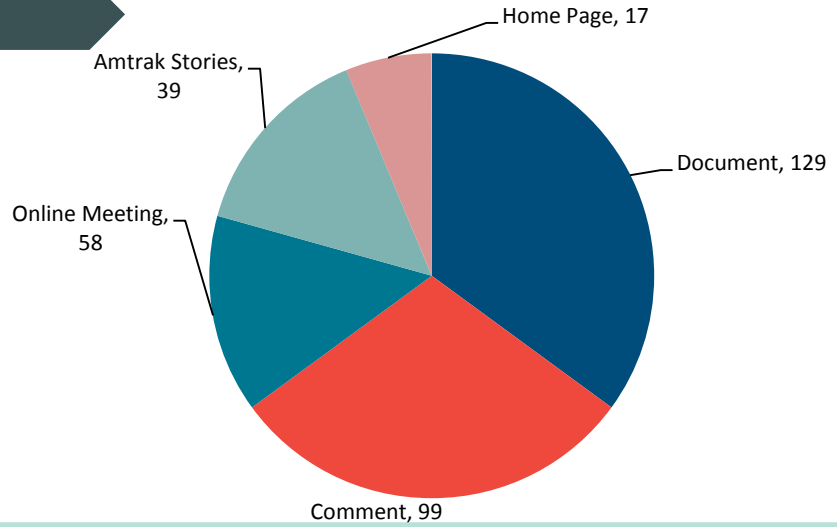
23.56% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [95] Mini-Documentary
- [81] Alternatives Review Meeting Summary
- [39] Pete Burrus Interview
- [39] Amtrak Stories
- [17] Home Page



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (March 1 - 31, 2016)

Twitter @DC2RVArail



19 Tweets

Total Followers*	316
Organic Impressions	5,490
Total Engagements	61
Link Clicks	32
Highest Twitter Activity	March 1 - 3
Mentions Received	3
Total Retweets	5
Favorites	2
Impressions per Tweet	288.9

Facebook



24 Posts

Fans*	345 (+15)
Impressions	5,648

Top Posts

March 18, 2016

Pets on trains a hit for Amtrak and riders

Reach: 228	Comments: 0
Engaged: 6	Shares: 1
Talking: 2	Engagement: 2.63%
Likes: 1	

March 16, 2016

A big thank you to everyone who shared their #Amtrak stories!

Reach: 204	Comments: 1
Engaged: 17	Shares: 0
Talking: 6	Engagement: 8.33%
Likes: 5	

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (March 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
3/1/2016	Virginia Business	Plan for high-speed rail from Richmond to Washington, D.C., is chugging along	http://www.virginiabusiness.com/news/article/all-aboard
3/8/2016	Richmond Times Dispatch	Letters to the Editor: Brat is absent on high-speed rail issue	http://www.richmond.com/opinion/your-opinion/letters-to-the-editor/article_d38c1d00-9833-5ee9-84cc-6713f773d4f8.html
3/8/2016	Suburban News - RTD	DC2RVA high-speed rail project progressing	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_71848bd0-e54a-11e5-a6e7-67b25011a2ec.html
3/9/2016	Richmond Times Dispatch	Letter to Editor: Increased rail service requires planning	http://www.richmond.com/opinion/your-opinion/letters-to-the-editor/article_dc29d88b-7281-5e1b-8271-15c64f4be338.html
3/15/2016	Richmond Times Dispatch	Hadra, Abbott named to planning commission	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_97257c68-eb13-11e5-85a6-8334ccbafad08.html
3/16/2016	Herald-Progress, Ashland	Candidates Prepare for Town Council Elections	http://www.herald-progress.com/candidates-prepare-for-town-council-elections/
3/21/2016	Hanover County Website	High-Speed Rail Proposal Meeting to be Held at Patrick Henry on April 4 (County's release)	http://hanovercounty.gov/News/County/High-Speed-Rail-Proposal-Meeting-to-be-H

Press Release/Media Advisory Distribution



0
**Press Releases/
Media Advisories**

Phone calls with Rebecca Metcalf at Herald-Progress, Gary Robertson at Richmond Magazine, Debbie Truong at Richmond Times dispatch

PIO Outreach



0 Postings

Phone calls were made to the Hanover County and Town of Ashland PIO

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time

Media (February 1 - 29, 2016)

Date	Media/Social Media Outlet	Headline	Link
3/22/2016	Fredericksburg Free Lance-Star	Letter to the Editor: Fredericksburg should expand its train station	http://www.fredericksburg.com/opinion/letters_to_editor/letter-fredericksburg-should-expand-its-train-station/article_12930d72-2c32-5e25-80c7-f4fd6b5ee999.html
3/23/2016	Herald Progress, Ashland	High speed rail meeting at PHHS set April 4	http://www.herald-progress.com/high-speed-rail-meeting-at-phhs-set-april-4/
3/23/2016	Richmond Times Dispatch	High speed rail meeting slated	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_bcc47d50-f060-11e5-b777-53f8c16bd8fc.html
3/23/2016	Progressive Railroading	Virginia County slates meeting on DC-Richmond high-speed rail route	http://www.progressiverailroading.com/high_speed_rail/article/Virginia-county-slates-meeting-on-DC-Richmond-high-speed-rail-route--47704
3/23/2016	Herald-Progress, Ashland	Want the rail? Hate the rail? Make it official (Hanover Public Meeting)	http://www.herald-progress.com/want-the-rail-hate-the-rail-make-it-official/
3/29/2016	Richmond Times Dispatch, Mechanicsville local	Opponents to high speed rail organize group	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_954b8480-f5ce-11e5-8a29-57efc6e59481.html
3/31/2016	Richmond Times Dispatch	One proposed high speed rail option leaves residents in Hanover uncertain	http://www.richmond.com/news/local/hanover/article_7dc12843-de88-55a7-8e8c-3178411f40de.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (March 1 - 31, 2016)

Telephone Outreach



1

Phone Conversations

Call to Marilyn Hoosen with Annandale Chamber of Commerce for newsletter article

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls

0 Voicemails

Materials Distribution



No materials were distributed during March

Community Outreach



No events during March

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (March 1 - 31, 2016)

Database Contacts

12,164*
Entries



Comments

85
Comments



Issue Count By City*

Top 10

Richmond	104
Fredericksburg	53
Ashland	59
Alexandria	64
Arlington	33
Washington, D.C.	37
Henrico	29
Glen Allen	25
Midlothian	21
Norfolk	21

Issues Count by Topic*

Top 10

Mailing List Request	90
Public Involvement	59
Stations	55
General Support	51
Property Access	45
Traffic/Safety	36
Alternatives	34
Information Request	34
Bicycle/Pedestrian	31
Alignments-Richmond	28

* cumulative

April 2016

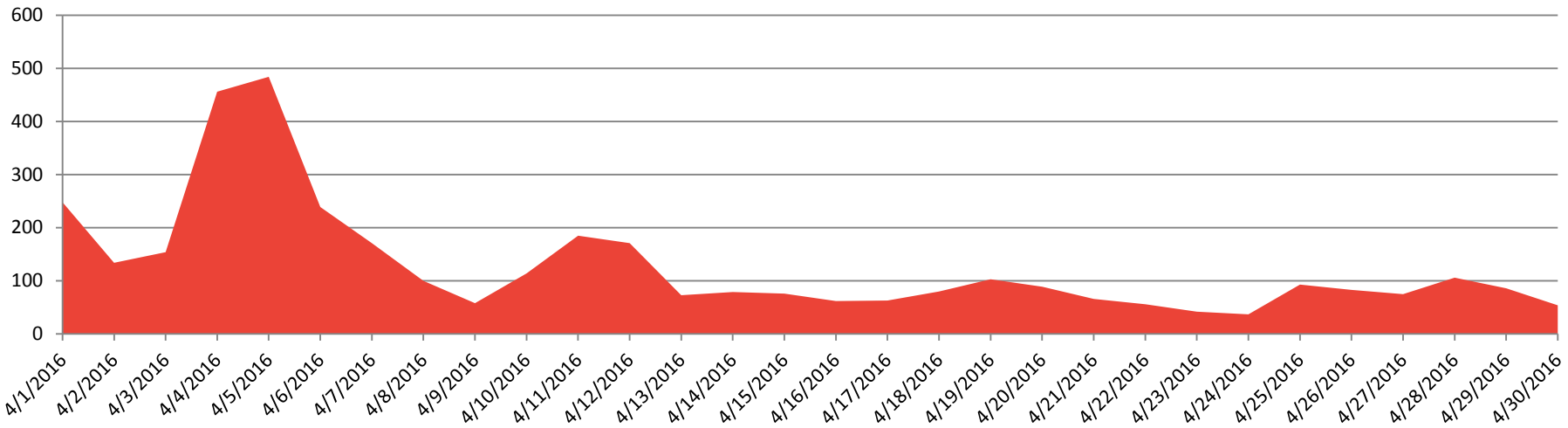
OUTREACH SUMMARY

Website/Online Meeting

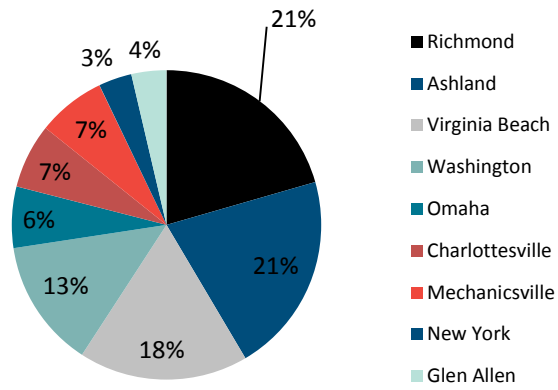
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (April 1 – 30, 2016)



% Sessions by Location



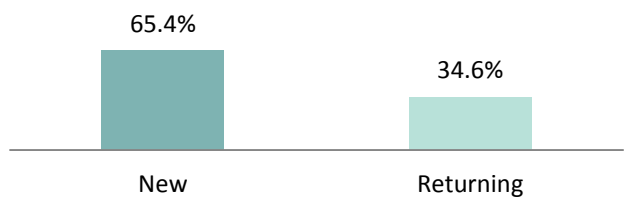
Session Totals

Totals	
Total Sessions	3,837
Total Users	2,852
Page Views	12,984
Pages / Session	3.38
Avg. Session Duration	3:39
% New Sessions	65.42%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

DC2RVArail.com Website Statistics (April 1 – 30, 2016)

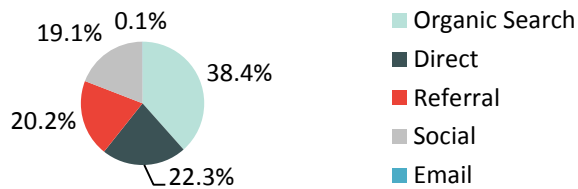
Top Pages Visited

Page	Page Views	Average Time on Page
Home	3,500	0:51
About/project-maps/central-section	1,080	4:36
About/ashland-alternatives	793	3:07
About/property-owner-information	686	1:16
Resources	631	0:29
About/project-maps	521	0:22
About/projects-maps/richmond-section	484	1:03
Resources/faqs	469	3:26
Resources/documents	373	1:50
Newsroom/news/plans-higher-speed-rail	336	2:06

*Sessions were not recorded between Feb 8 and March 6, 2016

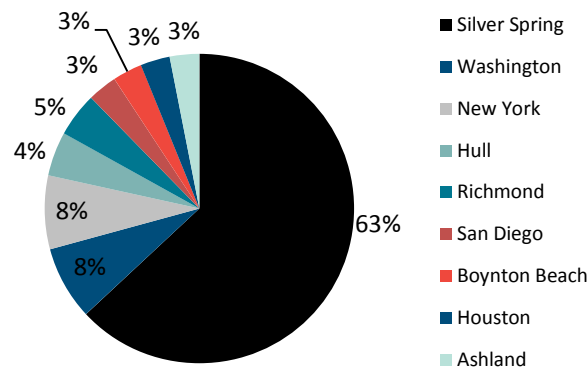
Top Traffic Channels

Channel	Sessions
Organic Search	1,475
Direct	854
Referral	774
Social	732
Email	2

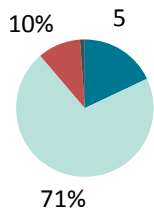


DC2RVArail.com Online Meeting 3 Statistics (April 1- 30, 2016)

Totals	
Total Sessions	89
Total Users	46
Page Views	169
Pages / Session	1.90
Avg. Session Duration	0:29



Channel	Sessions
Direct	16
Referral	63
Organic Search	9
Social	1



Email Distribution

Statistics

OUTREACH SUMMARY

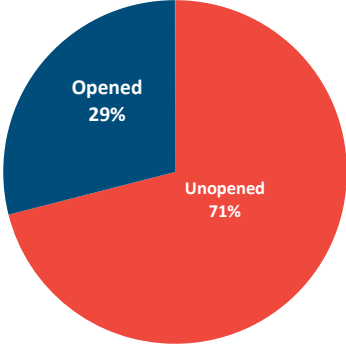
Email Distributions (April 1- 30, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
4/6/16	DC2RVA Bypass Update	31	9 (29%)	8 (25.8%)	-Ashland Bypass Build Alternative Map (22) -Fredericksburg Bypass Build Alternative Map (17) -Tier II Washington, D.C. to Richmond Project Area Map (13)

OUTREACH SUMMARY

Email Distribution Statistics (March 1 – 31, 2016)

Average Unique
Open Rate

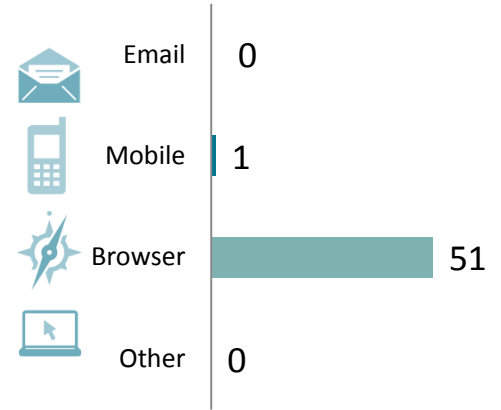


Total Unique Recipients

15.44 Opens Per Recipient	6.50 Clicks Per Recipient
-------------------------------------	-------------------------------------

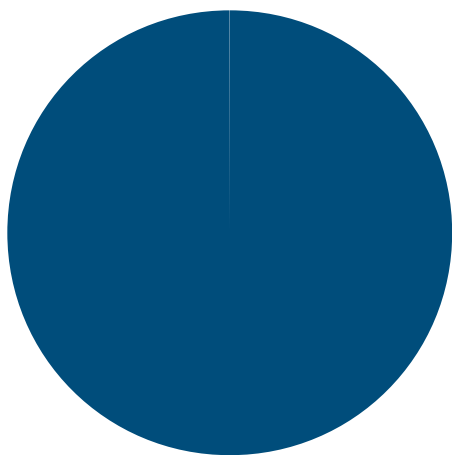
88.89% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

[52] Maps



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (April 1 - 30, 2016)

Twitter @DC2RVArail



26
Tweets

Total Followers*	319
Organic Impressions	4,617
Total Engagements	44
Link Clicks	13
Highest Twitter Activity	Apr 14-15
Mentions Received	1
Total Retweets	5
Favorites	7
Impressions per Tweet	177.6

* cumulative

Facebook



24
Posts

Fans*	361 (+16)
Impressions	6,115

Top Posts

April 6, 2016

New resources for property owners in the #DC2RVA project area.

Reach: 547	Comments: 0
Engaged: 33	Shares: 2
Talking: 3	Engagement: 6.03%
Likes: 1	

April 18, 2016

#DC2RVA Goal: Evaluate rail infrastructure improvements & service upgrades to increase rail frequency and reliability, lower travel times.

Reach: 328	Comments: 5
Engaged: 29	Shares: 1
Talking: 14	Engagement: 8.84%
Likes: 10	

Media

Statistics

OUTREACH SUMMARY

Media (April 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
4/1/2016	Richmond Times Dispatch	Editorial: Local items dominate week's news	http://www.richmond.com/opinion/our-opinion/article_db598d85-7bdb-5cac-bcb4-51047bcee4b4.html
4/5/2016	Richmond Times Dispatch	Hanover residents turn out to oppose high-speed rail proposals	http://www.richmond.com/news/local/hanover/article_bb8b80e7-4b08-5851-9625-d3b47fb889ee.html?mode=print
4/6/2016	Herald-Progress, Ashland	DC2RVA high-speed rail project progressing	http://www.herald-progress.com/26813-2/
4/12/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	Residents come out in full force about rail proposal	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_8047e026-00e4-11e6-9d4e-3b085c35d8b9.html
4/13/2016	Style Weekly Richmond	Virginia, North Carolina Ahead on Regional Rail	http://www.styleweekly.com/TheDeal/archives/2016/04/13/virginia-a-north-carolina-ahead-on-regional-rail
4/21/2016	Greater Alexandria Patch	High-speed rail: Surovell Appointed to Commission	http://patch.com/virginia/greater-alexandria/high-speed-rail-surovell-appointed-commission
4/26/2016	Richmond Times Dispatch	Hanover supervisors backtrack on position for high-speed rail project	http://www.richmond.com/news/local/hanover/article_fb447ea6-a742-5db6-affc-dba1b2bbf825.html

Continues on next page...

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Phone calls were made to the Hanover County

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time

OUTREACH SUMMARY

Media (April 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
4/27/2016	Herald Progress, Ashland	Questions regarding comments follow high-speed rail meeting	http://www.herald-progress.com/questions-regarding-comments-follow-high-speed-rail-meeting/
April 2016	Annandale Chamber of Commerce Endeavor News Magazine – April 2016 Edition	At Last, High Speed Passenger Rail to Richmond	http://www.annandalechamber.com/highspeedrailtorichmond.rhtml

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (April 1 - 30, 2016)

Telephone Outreach



1
Phone Conversations

Call to Hanover County PIO

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



No materials were distributed during March

Community Outreach



No events during March

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (April 1 - 30, 2016)

Database Contacts

12,602*
Entries



Comments

144
Comments



Issue Count By City*

Top 10

Richmond	105
Fredericksburg	54
Ashland	67
Alexandria	67
Arlington	33
Washington, D.C.	39
Henrico	30
Glen Allen	27
Midlothian	22
Norfolk	21

Issues Count by Topic*

Top 10

Mailing List Request	95
Public Involvement	62
Stations	56
General Support	52
Property Access	50
Traffic/Safety	37
Alternatives	37
Information Request	39
Alignments-Ashland	34
Bicycle/Pedestrian	34

* cumulative

May 2016

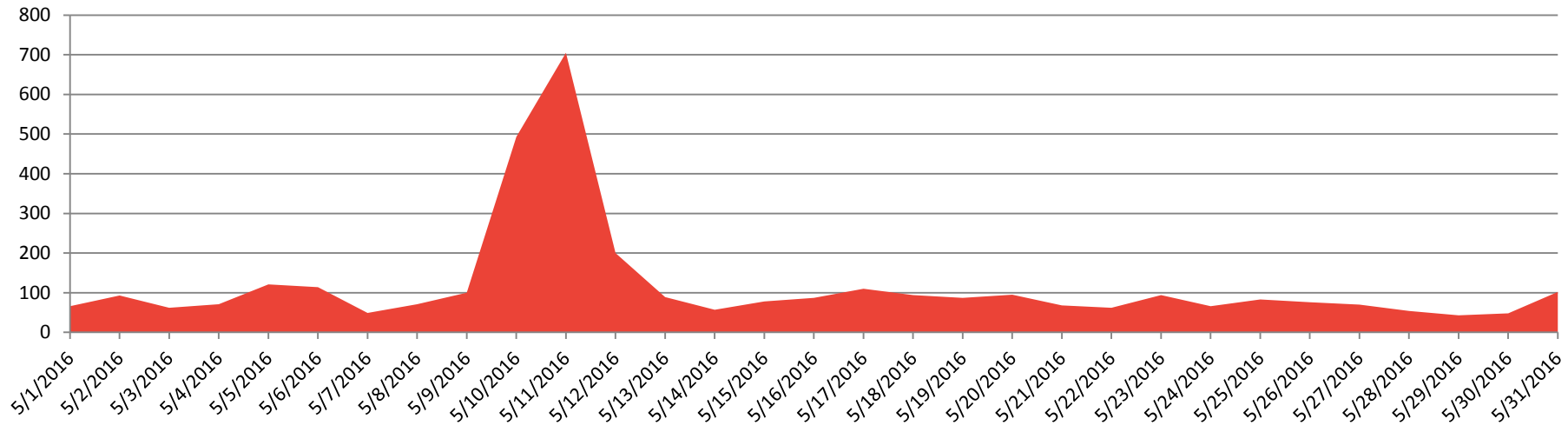
OUTREACH SUMMARY

Website/Online Meeting

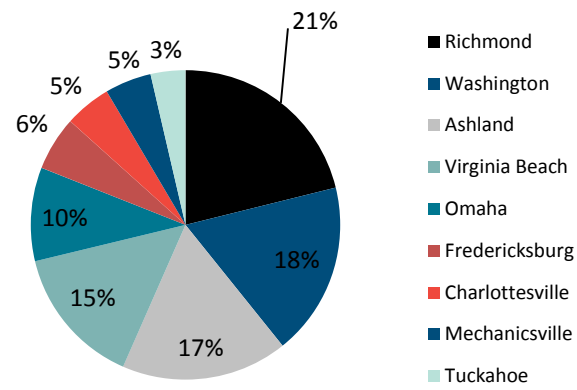
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (May 1 – 31, 2016)



% Sessions by Location



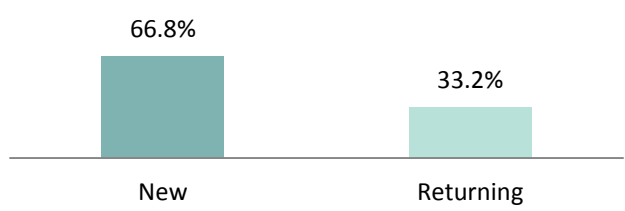
Session Totals

Totals	
Total Sessions	3,608
Total Users	2,774
Page Views	9,360
Pages / Session	2.59
Avg. Session Duration	2:57
% New Sessions	66.66%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

DC2RVArail.com Website Statistics (May 1 – 31, 2016)

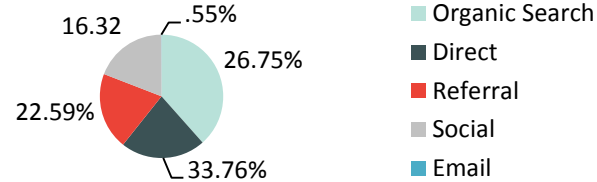
Top Pages Visited

Page	Page Views	Average Time on Page
Home	2,321	0:53
About/ashland-alternatives	1,507	3:29
About/property-owner-information	507	1:07
About/fredericksburg-alternatives	447	3:14
About/projects-maps/central-section	423	2:49
Resources	342	0:33
About/projects-maps	308	0:27
Resources/faqs	305	3:36
About/project-maps/northern-virginia-...	269	3:51
About/projects-maps/central-section	238	1:16

*Sessions were not recorded between Feb 8 and March 6, 2016

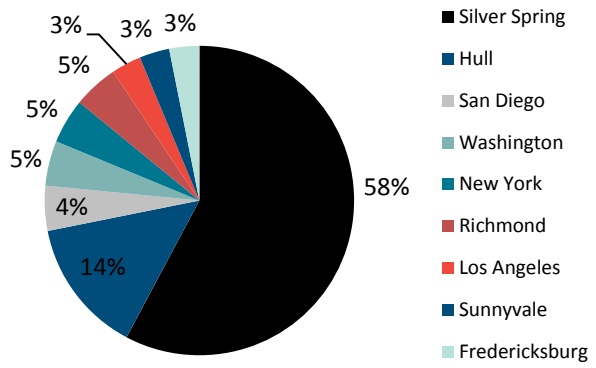
Top Traffic Channels

Channel	Sessions
Direct	1,218
Organic Search	965
Referral	815
Social	589
Email	20

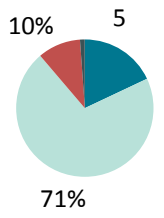


DC2RVArail.com Online Meeting 3 Statistics (May 1- 31, 2016)

Totals	
Total Sessions	123
Total Users	87
Page Views	195
Pages / Session	1.59
Avg. Session Duration	0:31



Channel	Sessions
Referral	109
Direct	11
Organic Search	3



Email Distribution

Statistics

OUTREACH SUMMARY

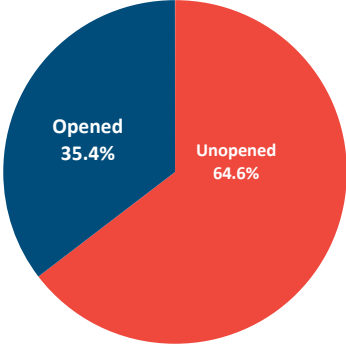
Email Distributions (May 1- 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
5/10/16	DC2RVA: Project Website Updates	3,629	1,256 (35.4%)	471 (13.2%)	-DC2RVA Ashland Page (457) -DC2RVA Fredericksburg Page (171) -DC2RVA Property Owner Information Page (123)

OUTREACH SUMMARY

Email Distribution Statistics (May 1 – 31, 2016)

Average Unique Open Rate



3,629

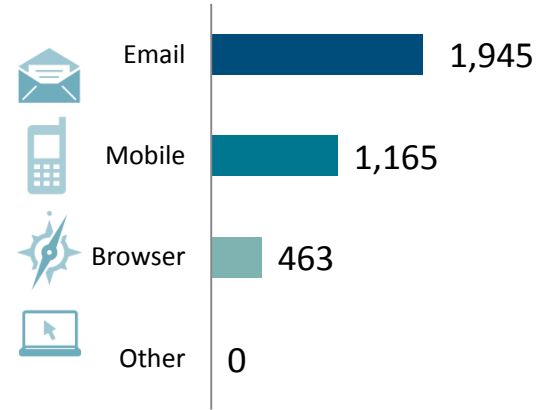
Total Unique Recipients

2.84
Opens Per Recipient

1.96
Clicks Per Recipient

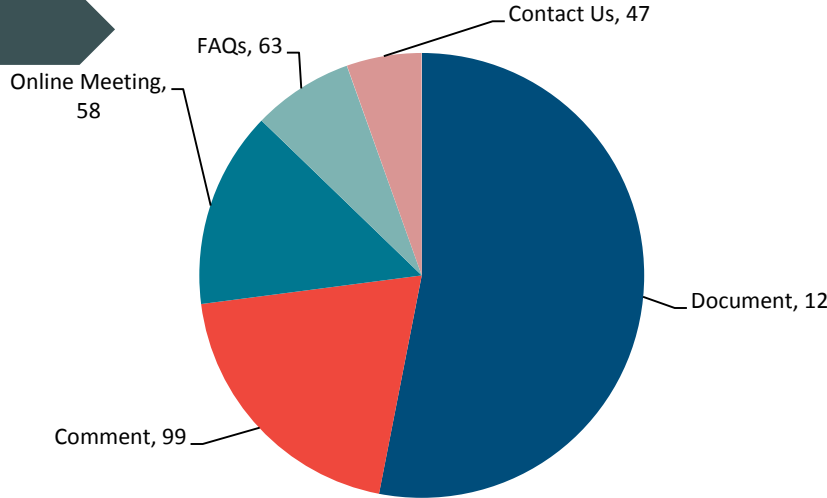
37.41% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [457] Ashland Page
- [171] Fredericksburg Page
- [123] Property Owner Information Page
- [63] FAQs
- [47] Contact Us



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (May 1 - 31, 2016)

Twitter @DC2RVArail



25 Tweets

Total Followers*	324
Organic Impressions	6,501
Total Engagements	32
Link Clicks	12
Highest Twitter Activity	May 15
Mentions Received	0
Total Retweets	2
Favorites	3
Impressions per Tweet	260.0

Facebook



26 Posts

Fans*	370 (+8)
Impressions	3,433

Top Posts

May 28, 2016

#DC2RVA Potential Imprvmnts: Add 3rd track to existing rail/add rail bypasses around bottlenecks/make minor imprvmnts

Reach: 242	Comments: 0
Engaged: 14	Shares: 1
Talking: 4	Engagement: 5.79%
Likes: 3	

May 19, 2016

Take a moment to check out this article!

Reach: 145	Comments: 3
Engaged: 13	Shares: 0
Talking: 3	Engagement: 8.97%
Likes: 1	

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (May 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
5/4/2016	Richmond Times Dispatch	Ashland town council elections usher in one new member	http://www.richmond.com/news/local/hanover/article_2333e44b-6c10-590f-88e0-a877c1ec2b0a.html
5/3/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	Supervisors: more study needed on route options for railroad	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_e8aef74e-116a-11e6-8125-bb1eee51c15e.html
5/4/16	Herald Progress, Ashland	County rescinds initial rail recommendation	http://www.herald-progress.com/county-rescinds-initial-rail-recommendation/
5/19/16	Herald Progress, Ashland	High-speed rail: public meeting questions answered	http://www.herald-progress.com/high-speed-rail-public-meeting-questions-answered/
2016- April	Annandale Chamber of Commerce - Publication "Endeavor"	At last, expansion of high speed passenger rail	http://www.annandalechamber.com/Endeavor/Edition%20pdf/Endeavor_16_04.pdf
5/20/16	Herald Progress, Ashland	The "high-speed rail" and Ashland	http://www.herald-progress.com/the-high-speed-rail-and-ashland/
5/25/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	Montpelier forum offers chance to discuss county issues, schools	https://issuu.com/mechlocal/docs/201610525rsma/1?e=1542869/35932995

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (May 1 - 31, 2016)

Telephone Outreach



4

Phone Conversations

Call to Lynne McCarthy, Emily Stock, Scott Shenk, and Annandale Chamber of Commerce.

Title VI Outreach



0 Meetings

Call to Senior Services of Southeastern Virginia to discuss outreach

Hotline Calls



0 Calls

0 Voicemails

Materials Distribution



No materials were distributed during May

Community Outreach



No events during May

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (May 1 - 31, 2016)

Database Contacts

12,956*
Entries



Comments

86
Comments



Issue Count By City*

Top 10	
Richmond	105
Ashland	68
Alexandria	67
Fredericksburg	58
Washington, D.C.	39
Arlington	33
Henrico	30
Glen Allen	30
Midlothian	22
Norfolk	22

Issues Count by Topic*

Top 10	
Mailing List Request	98
Public Involvement	64
Stations	56
General Support	52
Property Access	50
Information Request	43
Traffic/Safety	37
Alternatives	37
Alignments-Ashland	34
Bicycle/Pedestrian	34

* cumulative

June 2016

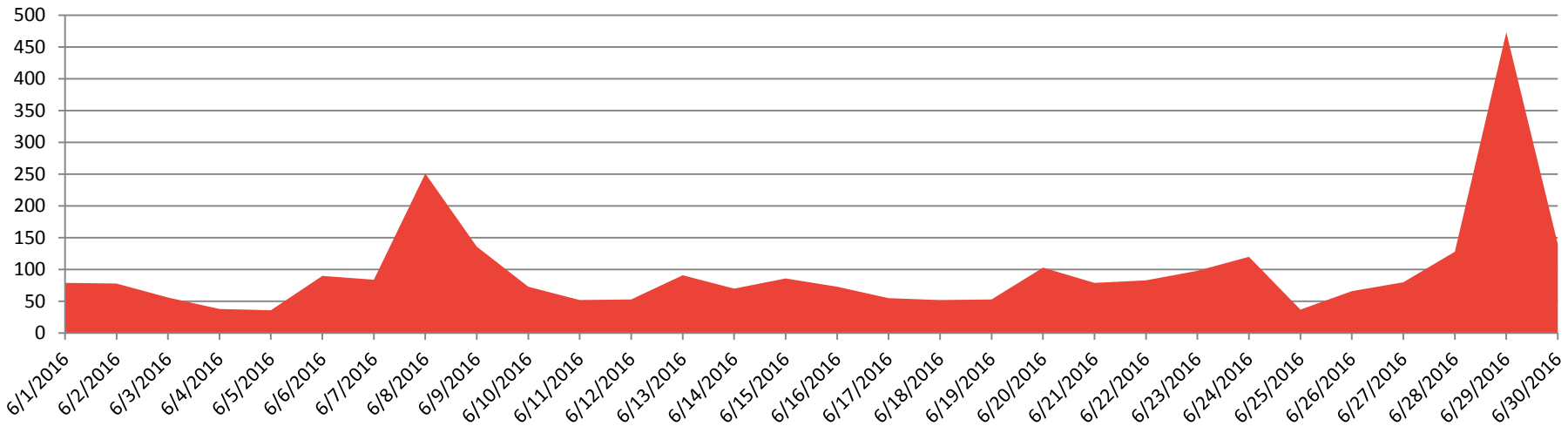
OUTREACH SUMMARY

Website/Online Meeting

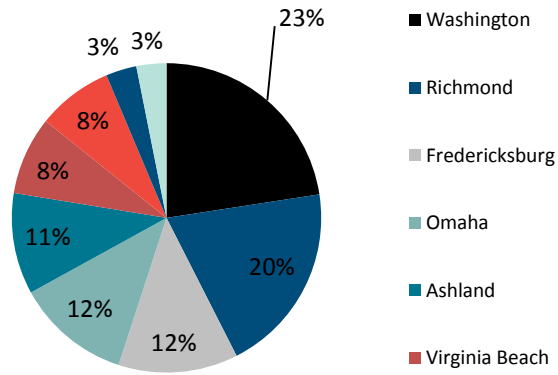
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (June 1 – 30, 2016)



% Sessions by Location



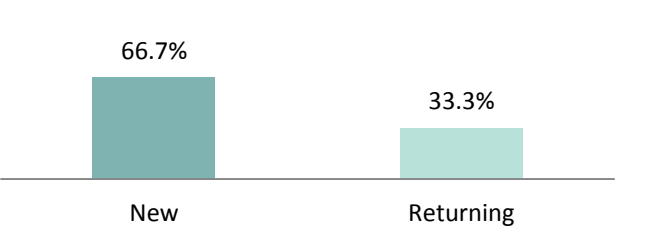
Session Totals

Totals	
Total Sessions	2,913
Total Users	2,179
Page Views	8,765
Pages / Session	3.01
Avg. Session Duration	3:31
% New Sessions	66.70%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

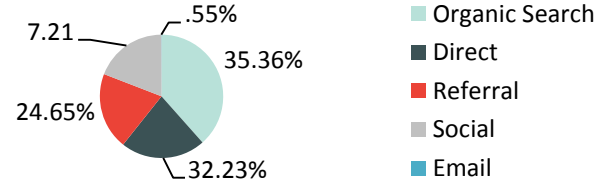
DC2RVArail.com Website Statistics (June 1 – 30, 2016)

Top Pages Visited

Page	Page Views	Average Time on Page
About	2,852	1:49
Home	2,164	0:46
Resources	1,313	3:21
Newsroom	1,248	1:57
Contact Us	202	4:51
Get Involved	146	1:09
What Does High Speed Rail Mean for DC2RVA?	14	0:46
Ongoing Projects	7	3:54
June 2016 Newsletter	7	0:56

Top Traffic Channels

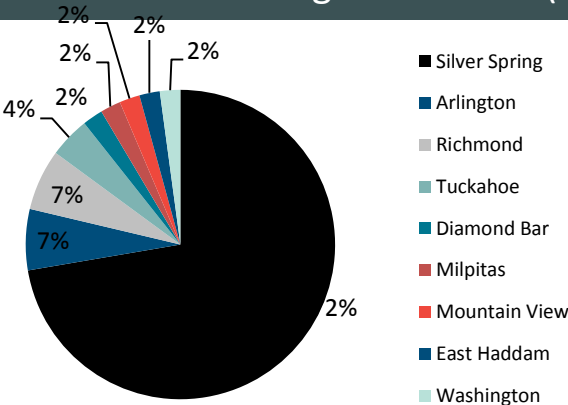
Channel	Sessions
Organic Search	1,030
Direct	939
Referral	718
Social	210
Email	16



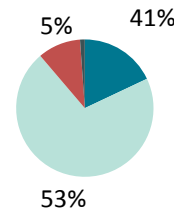
*Sessions were not recorded between Feb 8 and March 6, 2016

DC2RVArail.com Online Meeting 3 Statistics (June 1- 30, 2016)

Totals	
Total Sessions	146
Total Users	107
Page Views	203
Pages / Session	1.39
Avg. Session Duration	0:02



Channel	Sessions
Referral	78
Organic Search	60
Direct	8



Email Distribution

Statistics

OUTREACH SUMMARY

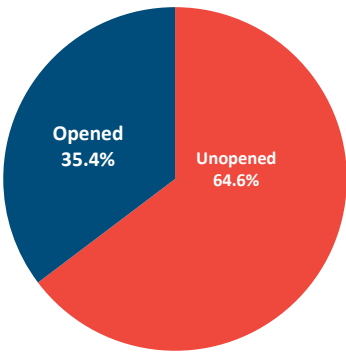
Email Distributions (June 1- 30, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
6/29/16	DC2RVA Rail Mail: Fourth Edition	3,639	1,256 (35.3%)	313 (8.8%)	-DC2RVA High Speed Rail (152) -DC2RVA Ongoing Projects (131) -DC2RVA EIS Process (86)

OUTREACH SUMMARY

Email Distribution Statistics (June 1 – 30, 2016)

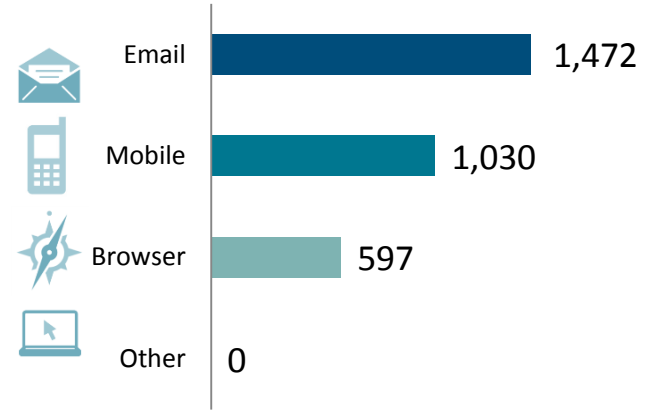
Average Unique Open Rate



Total Unique Recipients

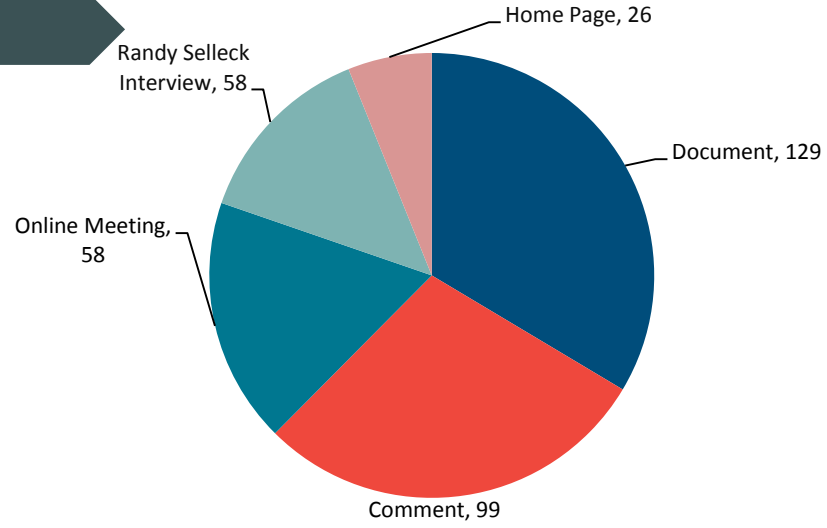


Open by Device Category



Unique Clicks by Link Type

- [143] High Speed Rail
- [123] Ongoing Projects
- [76] EIS Process
- [58] Randy Selleck Interview
- [26] Home Page



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (June 1 - 30, 2016)

Twitter @DC2RVArail



25 Tweets

Total Followers*	340
Organic Impressions	4,824
Total Engagements	32
Link Clicks	22
Highest Twitter Activity	June 14
Mentions Received	9
Total Retweets	1
Favorites	3
Impressions per Tweet	193

Facebook



27 Posts

Fans*	373 (+3)
Impressions	2,174

Top Posts

June 26, 2016

You can help spread the word for #DC2RVA by educating others with our kit of digital tools!

Reach: 9	Comments: 1
Engaged: 2	Shares: 1
Talking: 2	Engagement: 22.22%
Likes: 2	

June 9, 2016

If you're a news junkie check out our newsroom to get caught up on the latest for #DC2RVA!

Reach: 25	Comments: 0
Engaged: 4	Shares: 0
Talking: 31	Engagement: 16%
Likes: 1	

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (June 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
6/8/2016	Free Lance-Star	Area residents worry that proposed rail line could take homes	http://www.fredericksburg.com/news/transportation/area-residents-worry-that-proposed-rail-line-could-take-homes/article_da1cfae3-6769-5974-9d71-bf1f52f0b772.html
6/16/2016	Herald Progress, Ashland	Hanover Chamber of Commerce releases 'White Paper' high-speed rail evaluation	http://www.herald-progress.com/hanover-chamber-of-commerce-release-white-paper-high-speed-rail-evaluation/
6/22/2016	Richmond Times Dispatch	Randolph-Macon strongly criticizes state plans for parking lot, elevated train platform in Ashland	http://www.richmond.com/news/local/ashland/article_de7c8a10-2618-5bfd-a079-edfe48783dce.html
6/23/2016	Herald Progress, Ashland	Not in my Backyard	http://www.herald-progress.com/not-in-my-backyard/
6/28/2016	Hanover Local/Mechanicsville Local	R-MC president objects to rail proposal	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_10616156-3d48-11e6-8407-8ff1a57a83fe.html
6/28/2016	WWBT NBC12 (Richmond)	Families concerned about high-speed rail plans in Hanover	http://www.nbc12.com/story/32330978/families-concerned-about-high-speed-rail-plans-in-hanover

Continues on next page...

Press Release/Media Advisory Distribution



0
**Press Releases/
Media Advisories**

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

OUTREACH SUMMARY

Media (June 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
6/30/2016	Herald Progress, Ashland	Response: Not in my backyard	http://www.herald-progress.com/response-not-in-my-backyard/
6/30/2016	Richmond Times Dispatch	Idea for train platform at Randolph-Macon College is designed to meet federal and Amtrak standards, DRPT says	http://www.richmond.com/news/local/ashland/article_42ae0dfc-5611-53eb-bbfd-0c80572599ad.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (June 1 - 30, 2016)

Telephone Outreach



3

Phone Conversations

Call to WWBT, Hanover Local, and Free Lance-Start reporters

Title VI Outreach



0 Meetings

Hotline Calls



5 Calls

5 Voicemails

Materials Distribution



Handouts distributed in June.

Community Outreach



**Stafford
County/Spotsylvania/Fredericksburg
/Caroline County Delegate Briefing**

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (June 1 - 30, 2016)

Database Contacts

13,057*
Entries



Comments

100
Comments



Issue Count By City*

Top 10

Richmond	105
Ashland	69
Alexandria	68
Fredericksburg	58
Washington, D.C.	40
Arlington	33
Glen Allen	32
Henrico	30
Midlothian	23
Norfolk	22

Issues Count by Topic*

Top 10

Mailing List Request	101
Public Involvement	67
Stations	58
General Support	53
Property Access	50
Information Request	48
Alignments-Ashland	38
Traffic/Safety	37
Alternatives	37
Bicycle/Pedestrian	34

*cumulative

July 2016

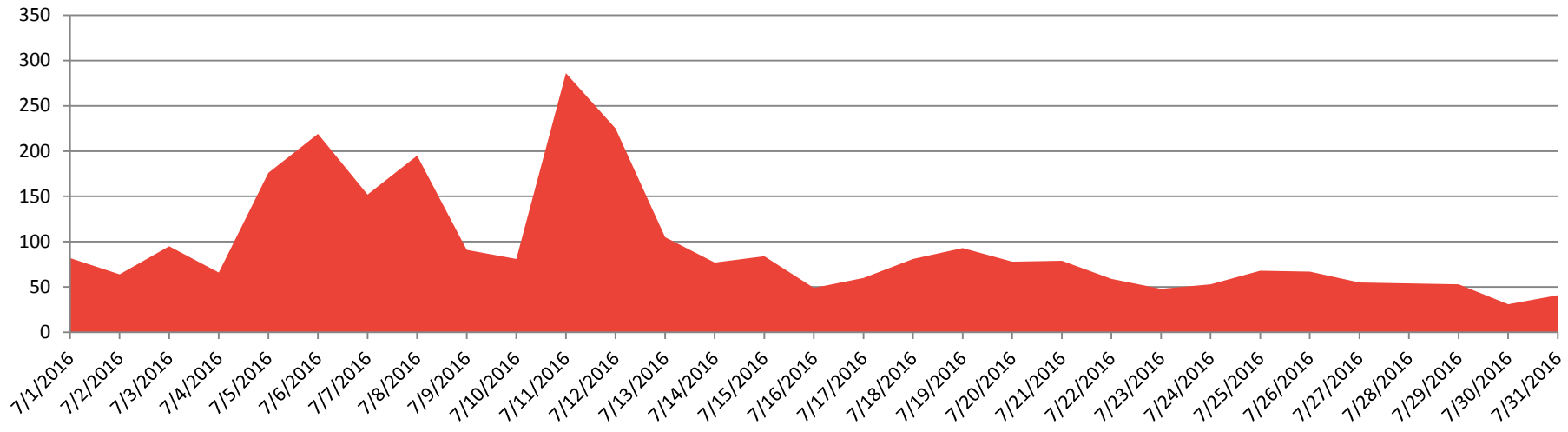
OUTREACH SUMMARY

Website/Online Meeting

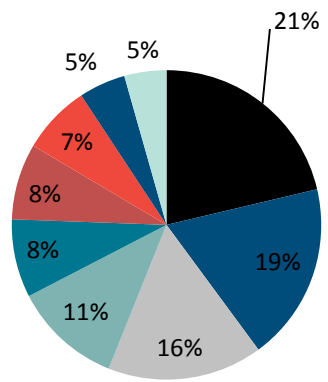
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (July 1 – 31, 2016)



% Sessions by Location



- Washington
- Fredericksburg
- Richmond
- Falmouth
- Virginia Beach
- Ashland
- Omaha

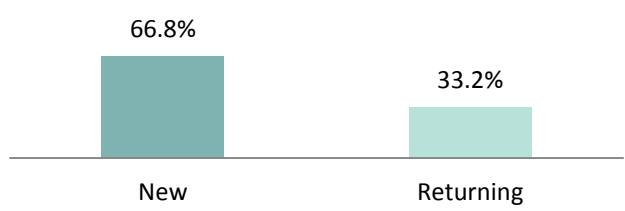
Session Totals

Totals	
Total Sessions	2,967
Total Users	2,219
Page Views	8,781
Pages / Session	2.96
Avg. Session Duration	3:12
% New Sessions	66.70%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

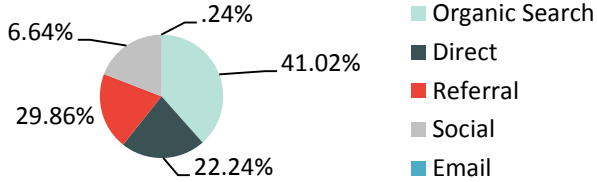
DC2RVArail.com Website Statistics (July 1 – 31, 2016)

Top Pages Visited

Page	Page Views	Average Time on Page
About	3,255	1:47
Home	2,345	0:58
Resources	1,280	2:44
Newsroom	1,013	1:49
Get Involved	176	0:44
Contact Us	163	3:14
About	98	1:18

Top Traffic Channels

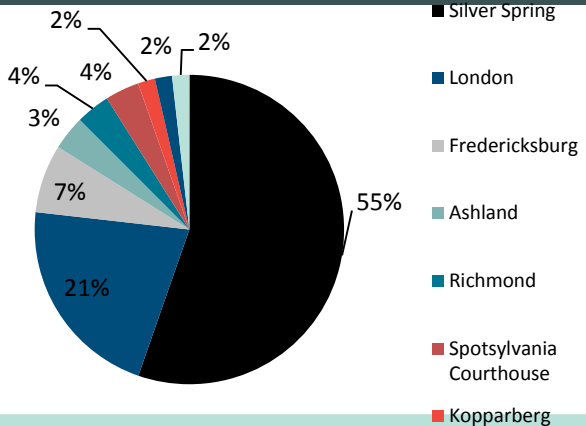
Channel	Sessions
Organic Search	1,217
Direct	886
Referral	660
Social	197
Email	7



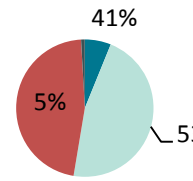
*Sessions were not recorded between Feb 8 and March 6, 2016

DC2RVArail.com Online Meeting 3 Statistics (July 1- 31, 2016)

Totals	
Total Sessions	114
Total Users	81
Page Views	161
Pages / Session	1.41
Avg. Session Duration	0:01



Channel	Sessions
Organic Search	53
Referral	53
Direct	7
Social	1



Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions (July 1- 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
-	-	-	-	-	-

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (July 1 - 31, 2016)

Twitter @DC2RVArail



28
Tweets

Total Followers*	355
Organic Impressions	4,519
Total Engagements	33
Link Clicks	24
Highest Twitter Activity	July 8
Mentions Received	4
Total Retweets	1
Favorites	1
Impressions per Tweet	161.4

Facebook



28
Posts

Fans*	385 (+12)
Impressions	4,757
Total Engagements	72
Link Clicks	76
Highest Facebook Activity	July 5
Reactions	34
Comments	4
Shares	34
Impressions per Post	170

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (July 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
7/18/2016	Free Lance Star	FAMPO pans high-speed rail bypass option through Fredericksburg	http://www.fredericksburg.com/townnews/highway/fampo-pans-high-speed-rail-bypass-option-through-fredericksburg/article_fcd9f729-94ca-543e-a857-ea5ab00119f6.html
7/12/2016	Fredericksburg Today	Officials Answer Questions about DC2RVA Rail Options in Fredericksburg	http://fredericksburg.today/officials-answer-questions-about-dc2rva-rail-options-in-fredericksburg
7/12/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	Town unites, approves resolution in rail issue	-
7/11/2016	Free Lance Star	High-speed rail proposal draws a crowd, criticism	http://www.fredericksburg.com/news/transportation/high-speed-rail-proposal-draws-a-crowd-criticism/article_544d2c9d-6794-5d5c-86d5-7fcea73f69a6.html
7/11/2016	Richmond Times Dispatch	Ashland will play role in rail's future	http://www.richmond.com/opinion/our-opinion/article_69543c1b-90e2-5253-a338-0a68303b3165.html
7/9/2016	Free Lance Star	Editorial: High-speed rail plan picks up steam in Fredericksburg region	http://www.fredericksburg.com/townnews/highway/editorial-high-speed-rail-plan-picks-up-steam-in-fredericksburg/article_e5fd1b18-9fe3-55f6-af40-e53265538616.html

Continues on next page...

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

OUTREACH SUMMARY

Media (July 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
7/7/2016	Free Lance Star	Letter: Proposed new high-speed rail line raises issues	http://www.fredericksburg.com/townnews/railway/letter-proposed-new-high-speed-rail-line-raises-issues/article_50bcdfca-bcbe-5e36-8185-442859dfccb3.html
7/7/2016	Free Lance Star	Meeting set for proposed high-speed rail line	http://www.fredericksburg.com/townnews/highway/meeting-set-for-proposed-high-speed-rail-line/article_05aa0c9a-9909-50e3-902d-b751cdfcf408.html
7/6/2016	Fredericksburg Today	High Speed Rail Meeting July 11 in Fredericksburg	http://fredericksburg.today/high-speed-rail-meeting-july-11-in-fredericksburg
7/5/2016	Richmond Times Dispatch	Ashland passes resolution urging state agency to improve communication on high-speed rail project	http://www.richmond.com/news/local/ashland/article_2d6f0b27-8104-52b8-ba09-a4c65395cb29.html
7/5/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	Chamber issues rail resolution	-

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (July 1 - 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



6 Calls
1 Voicemails

Materials Distribution



0 Handouts distributed in July

Community Outreach



No community outreach in July

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (July 1 - 31, 2016)

Database Contacts

13,385*
Entries



Comments

123
Comments



Issue Count By City*

Top 10

Ashland	702
Richmond	507
Fredericksburg	220
Alexandria	167
Henrico	64
Washington, D.C.	59
Glen Allen	58
Midlothian	46
Arlington	44
Norfolk	32

Issues Count by Topic*

Top 10

Mailing List Request	359
Alignments-Ashland	308
Public Involvement	283
Stations	242
Information Request	208
Property Access	157
Specific Landowner Issues	144
General Support	123
Alignments-Richmond	109
Alternatives	95

* cumulative

August 2016

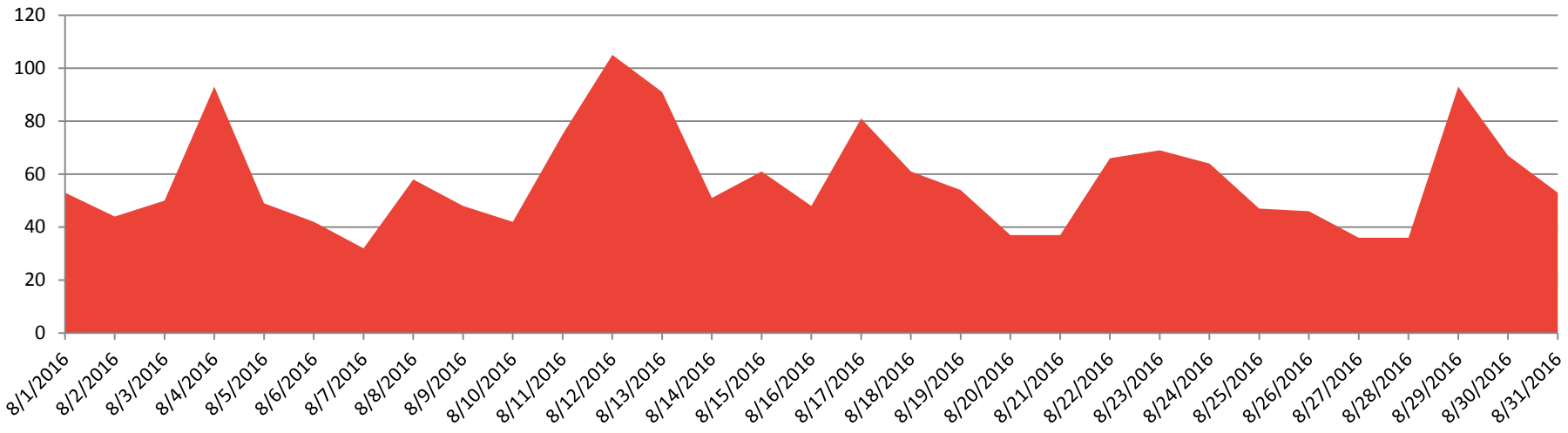
OUTREACH SUMMARY

Website/Online Meeting

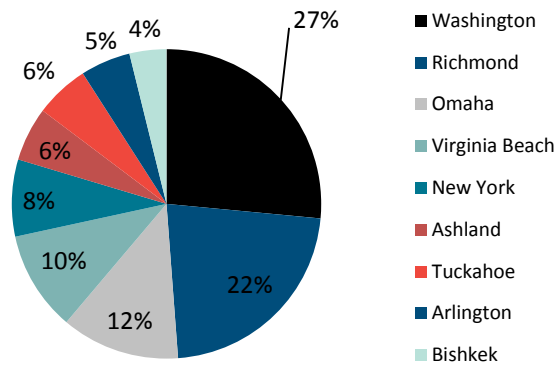
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (August 1 – 31, 2016)



% Sessions by Location



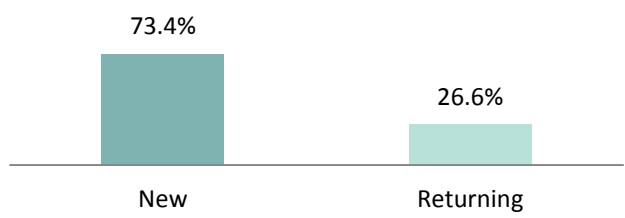
Session Totals

Totals	
Total Sessions	1,789
Total Users	1,429
Page Views	4,787
Pages / Session	2.68
Avg. Session Duration	2:29
% New Sessions	73.28%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

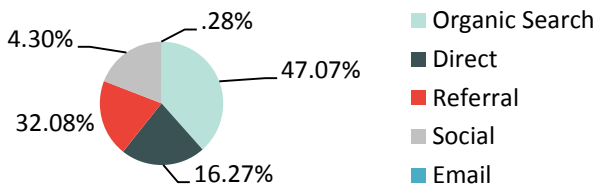
DC2RVArail.com Website Statistics (August 1 – 31, 2016)

Top Pages Visited

Page	Page Views	Average Time on Page
Home	1,519	1:03
About/project-maps/richmond-section	216	1:45
Resources	216	0:37
About/project-maps	200	0:23
About/project-history	155	1:55
Resources/faqs	152	4:46
About/ashland-alternatives	142	3:04
About/project-maps/northern-virginia	131	3:07
About/project-maps/central-section	130	2:01

Top Traffic Channels

Channel	Sessions
Organic Search	842
Referral	574
Direct	291
Social	77
Email	5

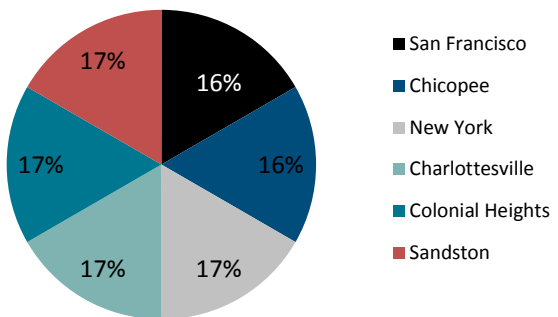


*Sessions were not recorded between Feb 8 and March 6, 2016

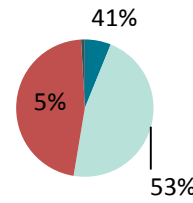
DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals

Total Sessions	37
Total Users	37
Page Views	63
Pages / Session	1.70
Avg. Session Duration	0:13



Channel	Sessions
Referral	27
Social	8
Direct	1
Organic Search	1



Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions (August 1- 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
-	-	-	-	-	-

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (August 1 - 31, 2016)

Twitter @DC2RVArail



17
Tweets

Total Followers*	367
Organic Impressions	3,946
Total Engagements	45
Link Clicks	19
Highest Twitter Activity	August 26
Mentions Received	5
Total Retweets	3
Favorites	4
Impressions per Tweet	232.1

Facebook



18
Posts

Fans*	388 (+3)
Impressions	1,803
Total Engagements	39
Link Clicks	35
Highest Facebook Activity	August 24
Reactions	20
Comments	1
Shares	18
Impressions per Post	100

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (July 1 - 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
8/27/2016	Richmond Times Dispatch-Guest Column	Trains: RVA needs high-speed rail to DC and beyond	http://www.richmond.com/opinion/their-opinion/guest-columnists/article_07f9862d-0100-50cd-ab7d-42d8ac48fe57.html

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (August 1 - 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings
1 email confirmation by Area Agency on Aging of Director's Conference Presentation invite

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in July

Community Outreach



No community outreach in July

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (August 1 - 31, 2016)

Database Contacts

13,423*
Entries



Comments

32
Comments



Issue Count By City*

Top 10

Ashland	707
Richmond	516
Fredericksburg	241
Alexandria	173
Henrico	64
Washington, D.C.	59
Glen Allen	63
Midlothian	46
Arlington	44
Doswell	37

Issues Count by Topic*

Top 10

Mailing List Request	363
Alignments-Ashland	315
Public Involvement	299
Stations	247
Information Request	216
Property Access	167
Specific Landowner Issues	158
General Support	125
Alignments-Richmond	112
Alternatives	95

** cumulative*

September 2016

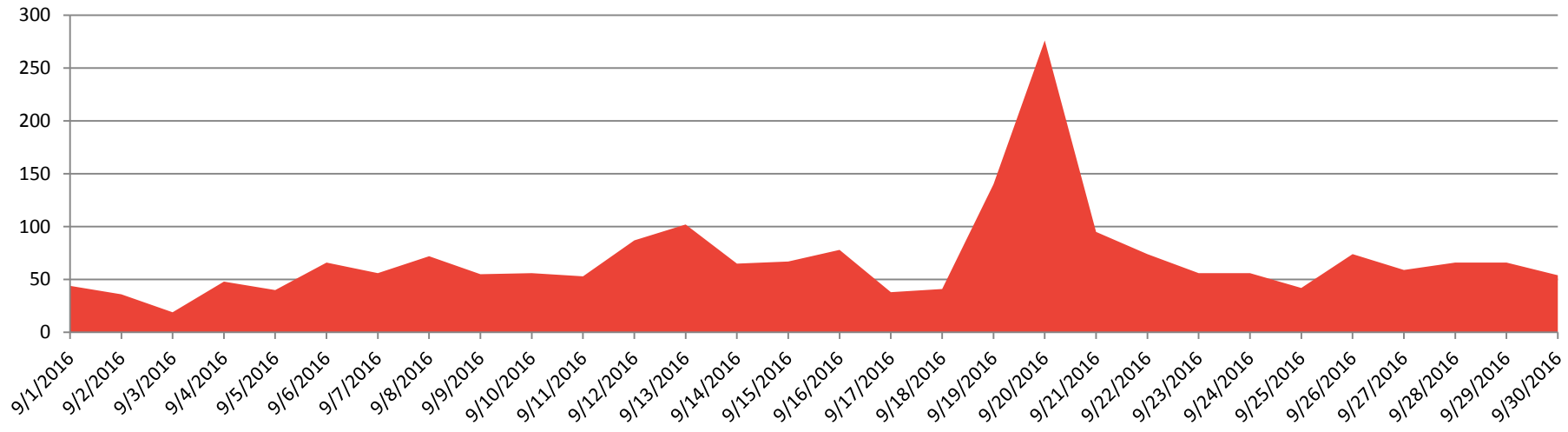
OUTREACH SUMMARY

Website/Online Meeting

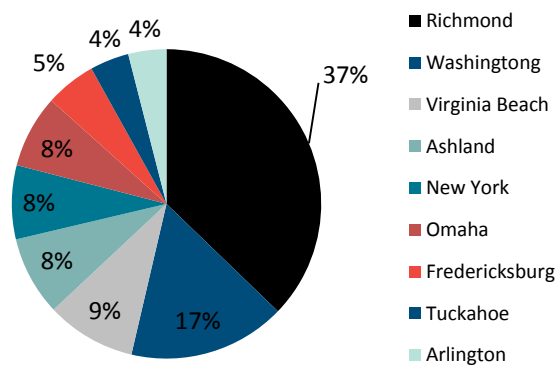
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (September 1 – 30, 2016)



% Sessions by Location



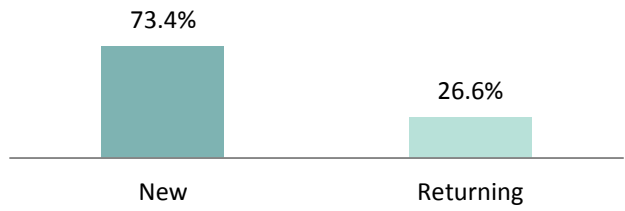
Session Totals

Totals	
Total Sessions	2,051
Total Users	1,633
Page Views	5,809
Pages / Session	2.83
Avg. Session Duration	3:13
% New Sessions	73.38%

% Sessions by Sources



Sessions by Visitor Type

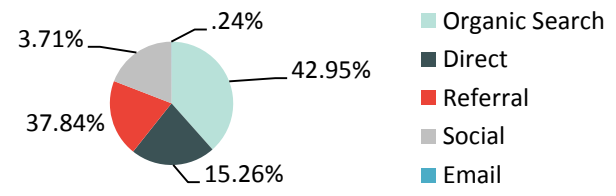


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (September 1 – 30, 2016)

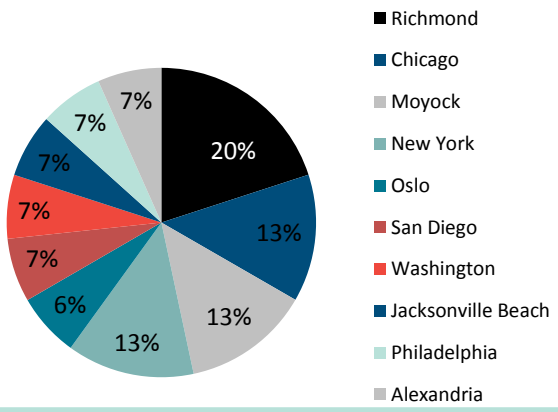
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	1,617	0:53
About/project-maps/richmond-section	309	1:58
About/project-maps	235	0:40
Resources	224	0:37
About/ashland-alternatives	216	3:17
About/project-history	214	2:15
About	193	2:01
Contact-us	190	2:39
Resources/faqs	187	3:52

Top Traffic Channels	
Channel	Sessions
Organic Search	881
Referral	776
Direct	313
Social	76
Email	5

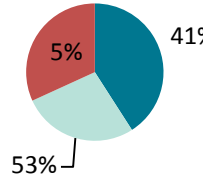


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions (September 1- 30, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
-	-	-	-	-	-

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (September 1 - 30, 2016)

Twitter @DC2RVARail



15
Tweets

Total Followers*	374
Organic Impressions	3,055
Total Engagements	37
Link Clicks	12
Highest Twitter Activity	September 25
Mentions Received	3
Total Retweets	4
Favorites	5
Impressions per Tweet	203.7

Facebook



16
Posts

Fans*	397 (+9)
Impressions	3,056
Total Engagements	27
Link Clicks	7
Highest Facebook Activity	September 27
Reactions	12
Comments	1
Shares	14
Impressions per Post	191

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (September 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
9/28/2016	Herald Progress, Ashland	Hanover unites in fight against rail	http://www.herald-progress.com/hanover-unites-in-fight-against-rail/
9/27/2016	Mechanicsville Local – Hanover Local – RTD Suburban News	Law firm, council review rail opposition	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_cfce3928-84c5-11e6-b406-5b2d9f702993.html
9/25/2016	Free Lance Star	Editorial I95 requires some rail relief	http://www.fredericksburg.com/opinion/editorials/editorial-i--requires-some-rail-relief/article_48d52f84-90aa-5647-b192-ea2d435a64bc.html
9/21/2016	Free Lance Star	Opponents of rail options speak out at CTB meeting in Fredericksburg	http://www.fredericksburg.com/news/transportation/opponents-of-rail-options-speak-out-at-ctb-meeting-in/article_a21ff5c8-7657-5580-bbd8-31cce13da9e9.html?dc=911282350263.1761
9/19/2016	Free Lance Star	Column: Improving I95 corridor through Fredericksburg and Virginia	http://www.fredericksburg.com/opinion/columns/column-improving-i--corridor-through-fredericksburg-and-virginia/article_a68a16d5-fcad-5ac3-b85b-f6a2f5ac344a.html
9/11/2016	Richmond Times Dispatch	Ashland enlists law firm to help push back against high-speed rail option	http://www.richmond.com/news/local/hanover/article_6bd95c72-6963-556e-b8d3-059d4bcb73bb.html

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

OUTREACH SUMMARY

Media (September 1 - 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
9/7/2016	Free Lance Star	Stafford supervisors vote against high-speed rail	http://www.fredericksburg.com/news/local/stafford/stafford-supervisors-vote-against-high-speed-rail/article_a8c5d607-e9fa-55ab-9955-2ed856521892.html
9/3/2016	Richmond Times Dispatch - Op Ed	Bartges column: High-speed rail makes perfect sense...except...	http://www.richmond.com/opinion/their-opinion/guest-columnists/article_c13fa007-1e84-5d71-87bf-a5aca0b4b8d8.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (September 1 - 30, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings
1 email confirmation by Area Agency on Aging of Director's Conference Presentation invite

Hotline Calls



3 Calls
3 Voicemails

Materials Distribution



0 Handouts distributed in July

Community Outreach



No community outreach in July

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (September 1 - 30, 2016)

Database Contacts

13,494*
Entries



Comments

63
Comments



Issue Count By City*

Top 10	
Ashland	715
Richmond	581
Fredericksburg	244
Alexandria	173
Henrico	64
Washington, D.C.	60
Glen Allen	61
Midlothian	51
Arlington	44
Doswell	37

Issues Count by Topic*

Top 10	
Mailing List Request	368
Alignments-Ashland	319
Public Involvement	303
Stations	284
Information Request	223
Property Access	168
Specific Landowner Issues	161
Alignments-Richmond	150
General Support	128
Alternatives	95

* cumulative

October 2016

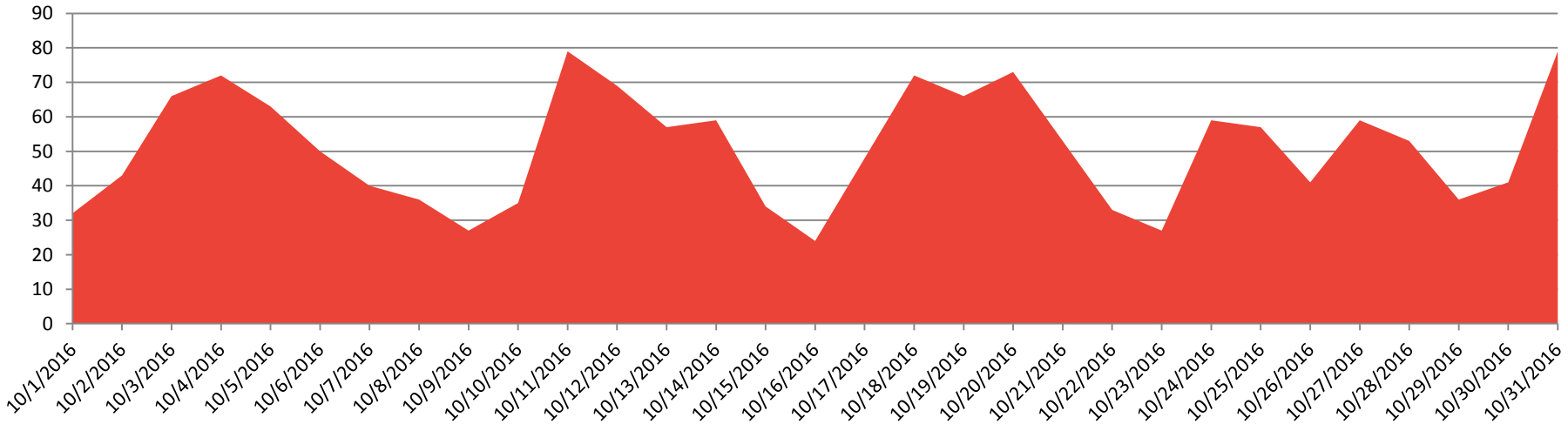
OUTREACH SUMMARY

Website/Online Meeting

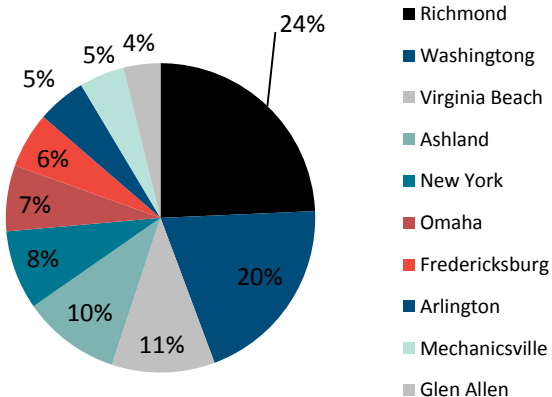
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (October 1 – 31, 2016)



% Sessions by Location



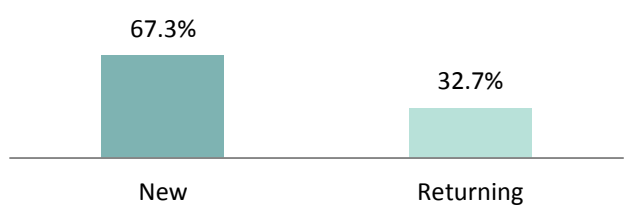
Session Totals

Totals	
Total Sessions	1,583
Total Users	1,199
Page Views	4,782
Pages / Session	3.02
Avg. Session Duration	3:24
% New Sessions	67.28%

% Sessions by Sources



Sessions by Visitor Type

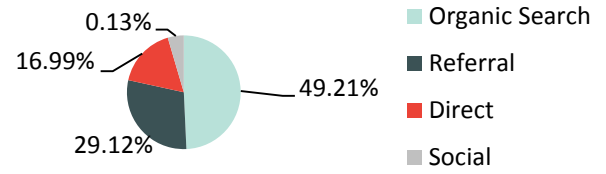


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (October 1 – 31, 2016)

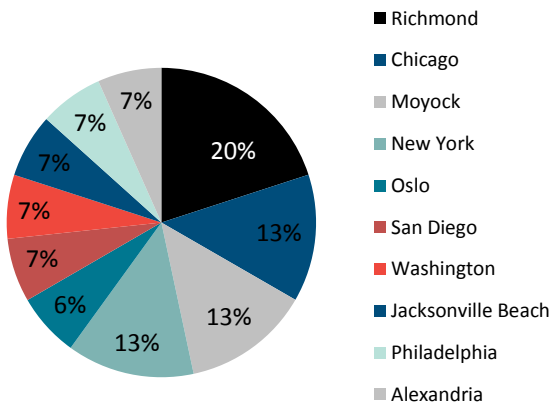
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	1,449	0:49
Resources	251	0:26
Interactive Corridor Map	197	0:38
About/project-maps/richmond-section	183	1:28
About/project-maps/central-section	175	2:39
Resources/faqs	173	3:28
About/ashland-alternatives	172	2:21
About/project-history	165	3:18
About/property-owner-information	155	0:46

Top Traffic Channels	
Channel	Sessions
Organic Search	779
Referral	461
Direct	269
Social	72
Email	2

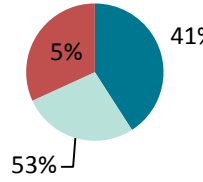


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions (October 1- 31, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
-	-	-	-	-	-

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (October 1 – 31, 2016)

Twitter @DC2RVArail



14
Tweets

Total Followers*	384
Organic Impressions	4,743
Total Engagements	34
Link Clicks	12
Highest Twitter Activity	October 27
Mentions Received	7
Total Retweets	6
Favorites	9
Impressions per Tweet	338.8

Facebook



16
Posts

Fans*	399 (+2)
Impressions	1,424
Total Engagements	16
Link Clicks	11
Highest Facebook Activity	October 29
Reactions	7
Comments	0
Shares	9
Impressions per Post	142

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (October 1 – 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
10/31/2016	The American Prospect Magazine	Infrastructure: Can We Finally Think Big?	http://prospect.org/article/infrastructure-can-we-finally-think-big
10/28/2016	Free Lance Star	Looking for 'constructive' ideas on high-speed rail project	http://www.fredericksburg.com/news/transportation/looking-for-constructive-ideas-on-high-speed-rail-project/article_3087c90b-e19b-59be-8e06-30636f803bdc.html
10/25/2016	Mechanicsville Local	Residents still sharing concerns about rail plan	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_54d5779a-9ad7-11e6-a210-9b3a944c9ea2.html
10/19/2016	Fredericksburg Today	High speed rail meeting October 27	http://fredericksburg.today/high-speed-rail-meeting-october-27
10/12/2016	Mechanicsville Local - Hanover Local - RTD Suburban News	County leaders reveal optimistic outlook	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_3da7daa0-909f-11e6-9be5-4b8a2602f87f.html

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

OUTREACH SUMMARY

Media (October 1 – 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
10/9/2016	Roanoke Times	Richmond station quandary among issues state must decide in rail plan	http://www.roanoke.com/news/local/richmond-station-quandary-among-issues-state-must-decide-in-rail/article_9c67a104-9910-5289-a7d4-b6c4fdd6dd28.html
10/8/2016	Richmond Times Dispatch	Richmond station quandary among issues state must decide in rail plan	http://www.richmond.com/news/virginia/article_a4e27262-d77d-5509-847c-171c074dac2e.html
10/1/2016	Free Lance Star	High speed rail plan more about adding rails than boosting speed	http://www.fredericksburg.com/news/local/high-speed-rail-plan-more-about-adding-rails-than-boosting/article_1446b8d3-e617-512a-ae60-df60e5576179.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (October 1 – 31, 2016)

Telephone Outreach



7
Phone Conversations

Title VI Outreach



1 Meetings
Presentation to the Virginia Association of Agencies on Aging Directors Conference 10/20/16

Hotline Calls



4 Calls
3 Voicemails

Materials Distribution



0 Handouts distributed in July

Community Outreach



No community outreach in October

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (October 1 – 31, 2016)

Database Contacts

13,522*
Entries



Comments

70
Comments



Issue Count By City*

Top 10

Ashland	734
Richmond	590
Fredericksburg	246
Alexandria	173
Henrico	69
Glen Allen	64
Washington, D.C.	60
Midlothian	51
Arlington	44
Doswell	37

Issues Count by Topic*

Top 10

Mailing List Request	377
Alignments-Ashland	334
Public Involvement	315
Stations	288
Information Request	236
Specific Landowner Issues	170
Property Access	168
Alignments - Richmond	154
General Support	131
Alternatives	96

*cumulative

November 2016

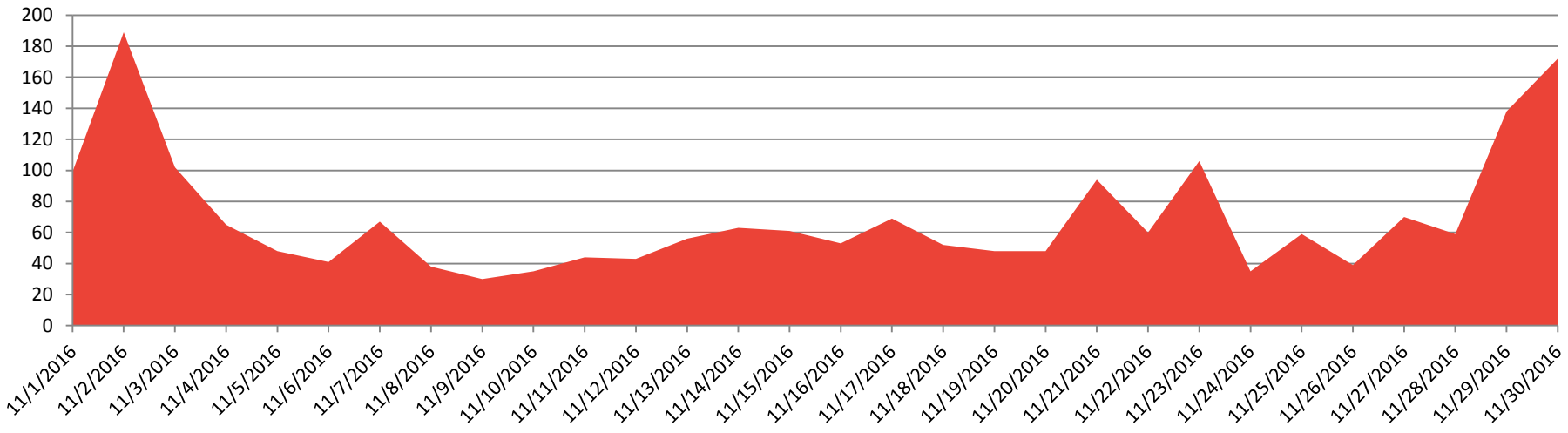
OUTREACH SUMMARY

Website/Online Meeting

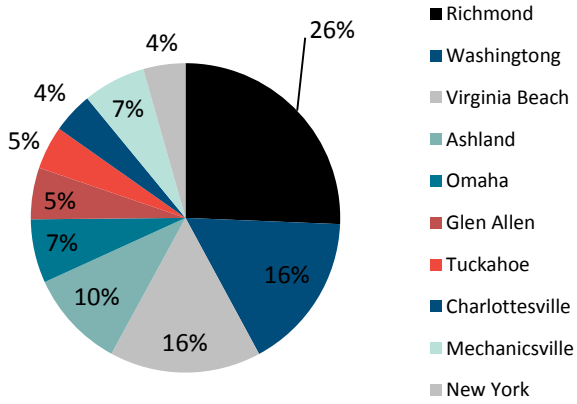
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (November 1 – 30, 2016)



% Sessions by Location



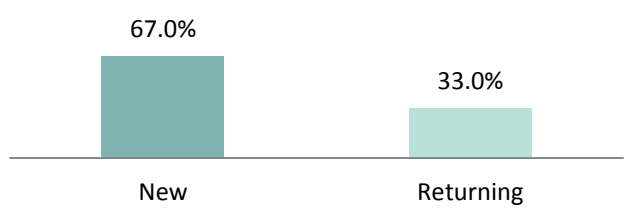
Session Totals

Totals	
Total Sessions	2,083
Total Users	1,533
Page Views	5,845
Pages / Session	2.81
Avg. Session Duration	2:56
% New Sessions	66.87%

% Sessions by Sources



Sessions by Visitor Type

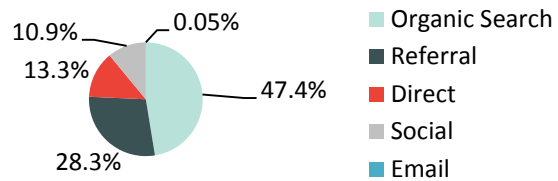


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (November 1 – 30, 2016)

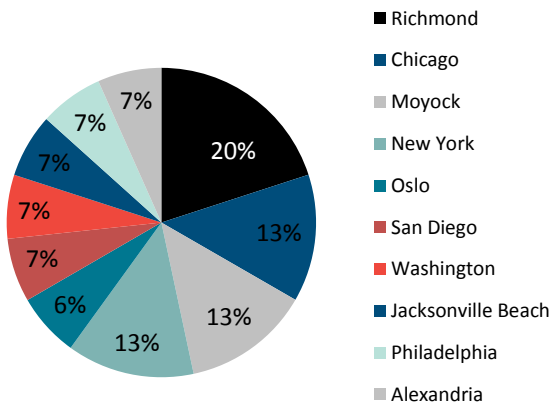
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	2,117	1:26
About/Ashland-Alternatives	364	2:54
About/Project-Maps/Richmond-Section	278	1:11
About/Project-Maps	231	0:34
Resources	194	0:36
Resources/FAQs	183	5:01
About/Project-History	167	1:43
About	165	2:02
About/Project-Maps/Central-Section	163	2:52

Top Traffic Channels	
Channel	Sessions
Organic Search	988
Referral	589
Direct	277
Social	228
Email	1

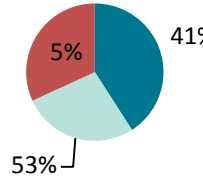


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

Statistics

OUTREACH SUMMARY

Email Distributions (November 1- 30, 2016)

Date Delivered	Title Subject Line	Recipients	Unique Open Rate	Unique Click Rate	Top Links Clicked
-	-	-	-	-	-

Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (November 1 – 30, 2016)

Twitter @DC2RVARail



14
Tweets

Total Followers*	389
Organic Impressions	2,485
Total Engagements	30
Link Clicks	10
Highest Twitter Activity	November 15
Mentions Received	1
Total Retweets	2
Favorites	13
Impressions per Tweet	177.5

Facebook



16
Posts

Fans*	404 (+5)
Impressions	3,015
Total Engagements	18
Link Clicks	4
Highest Facebook Activity	November 9
Reactions	1
Comments	0
Shares	14
Impressions per Post	188

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (November 1 – 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
11/29/2016	Mechanicsville Local	County Leaders adamant: no high speed rail plan	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_4e161976-b645-11e6-8f14-4353909afa76.html
11/22/2016	WRIC TV 8 (ABC)	Hanover board to vote on resolution opposing high-speed rail project	http://wric.com/2016/11/22/hanover-board-to-vote-on-resolution-opposing-high-speed-rail-project/
11/22/2016	Richmond Times Dispatch	Hanover supervisors oppose high-speed rail options involving western bypass and third track in Ashland	http://www.richmond.com/news/article_8031be9e-c2f7-5d77-8a75-4cb31c1b951f.html
11/22/2016	WWBT-TV	Hanover board will vote to urge changes to high-speed rail project	http://www.nbc12.com/story/33770803/hanover-board-will-vote-to-urge-changes-to-high-speed-rail-project
11/20/2016	Richmond Times Dispatch	Hanover considering call to halt current high-speed rail options	http://www.richmond.com/news/local/ashland/article_02f44747-7776-52f1-beb3-27fe52d743f3.html

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

Media (November 1 – 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
11/16/2016	Richmond Times Dispatch	Ashland Town Council begins prioritizing capital improvements	http://www.richmond.com/news/local/ashland/article_70f5ba5d-a22d-5643-8286-d7ac140c3dce.html
11/16/2016	Herald Progress, Ashland	FOIA request leads to new questions in train battle	http://www.herald-progress.com/foia-request-leads-to-new-questions-in-train-battle/
11/15/2016	WCVE NPR	Ashland Mayor Disappointed in Draft Report on Third Rail	http://ideastations.org/radio/news/ashland-mayor-disappointed-draft-report-third-rail
11/14/2016	Richmond Times Dispatch	Ashland files record request related to third rail option	http://www.richmond.com/news/local/ashland/article_48fb9c2f-63ef-5ff7-a271-cb17cf3c2ab2.html
11/8/2016	Hanover Local/Mechanicsville Local (RTD)	Town, residents tell state no to third rail plan	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_11d689d6-a5d4-11e6-87bf-f753d6ff871b.html
11/3/2016	WCVE, PBS Radio	Randolph Macon president opposes commuter rail station	http://ideastations.org/radio/news/randolph-macon-president-opposes-commuter-rail-station
11/3/2016	Herald Progress, Ashland	Hanover versus The Commonwealth Transportation Board	http://www.herald-progress.com/hanover-versus-the-commonwealth-transportation-board/
11/2/2016	Richmond Biz Sense	Brokers catch glimpse of Main Street Station train shed	http://richmondbizsense.com/2016/11/02/brokers-catch-glimpse-of-main-street-station-train-shed/

OUTREACH SUMMARY

Media (November 1 – 30, 2016)

Date	Media/Social Media Outlet	Headline	Link
11/1/2016	The Daily Progress	Opinion/Editorial: High-speed rail at price of history	http://www.dailyprogress.com/opinion/opinion-editorial-high-speed-rail-at-price-of-history/article_b0bc924c-a071-11e6-b42c-030fee72b505.html
11/1/2016	WRIC TV 8 (ABC)	Ashland mayor says proposed third rail 'would truly decimate our economy'	http://wric.com/2016/11/01/ashland-mayor-says-proposed-third-rail-would-truly-decimate-our-economy/
11/1/2016	WWBT TV 12 (NBC)	Commonwealth Transportation board reviews options for proposed high speed railway	http://www.nbc12.com/story/33563129/commonwealth-transportation-board-reviews-options-for-proposed-high-speed-railway
11/1/2016	Richmond Time Dispatch	Virginia transportation officials visit areas in Hanover that could be affected by high-speed rail	http://www.richmond.com/news/local/ashland/article_86f7b4a0-e419-5167-8d40-24edb887ba4b.html
11/1/2016	Free Lance Star	Local transportation proposals abound, but money is tight	http://www.fredericksburg.com/news/local/caroline/local-transportation-proposals-abound-but-money-is-tight/article_3f0601a4-46d5-5471-a2a9-bebe9579b8d4.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (October 1 – 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



1 Meetings
*Presentation to the
Rappahannock Area Agency on
Aging*

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in July

Community Outreach



No community outreach in October

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (November 1 – 30, 2016)

Database Contacts

13,593*
Entries



Comments

81
Comments



Issue Count By City*

Top 10

Ashland	748
Richmond	604
Fredericksburg	246
Alexandria	174
Henrico	69
Glen Allen	64
Washington, D.C.	61
Midlothian	51
Arlington	44
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	381
Alignments-Ashland	357
Public Involvement	317
Stations	292
Information Request	246
Specific Landowner Issues	176
Property Access	168
Alignments - Richmond	157
General Support	132
Alternatives	100

*cumulative

December 2016

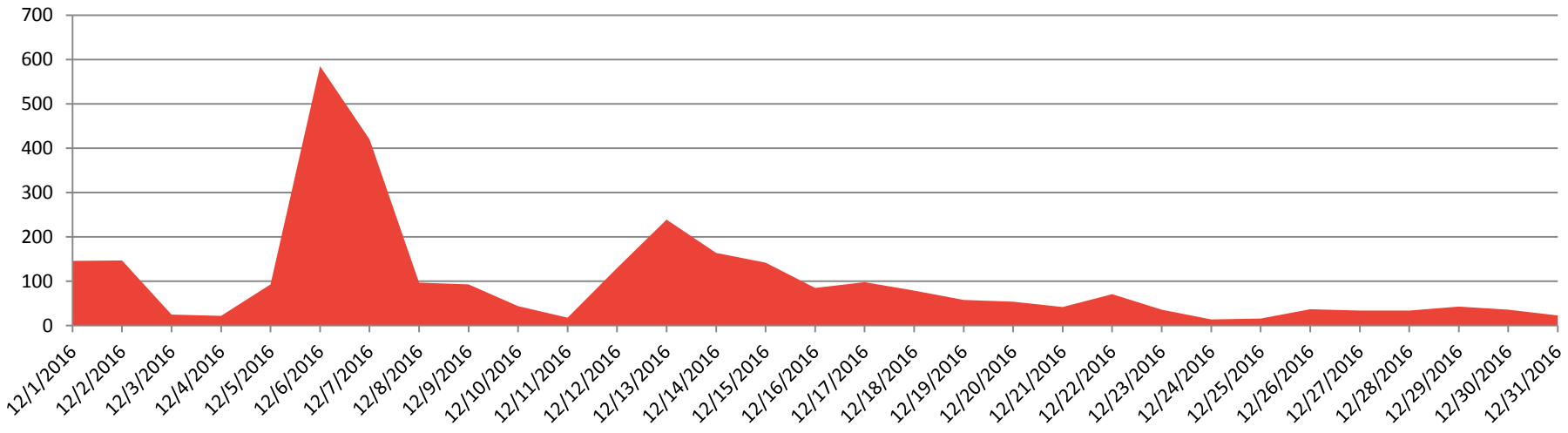
OUTREACH SUMMARY

Website/Online Meeting

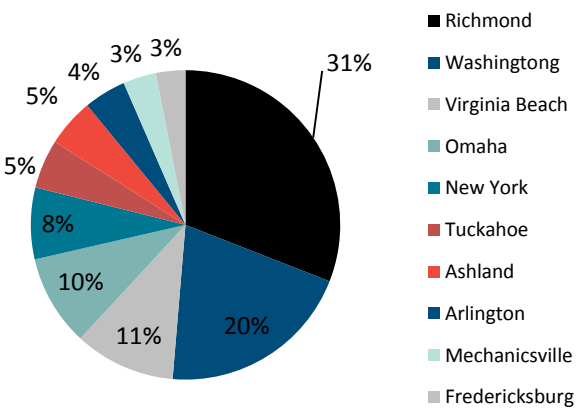
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (December 1 – 31, 2016)



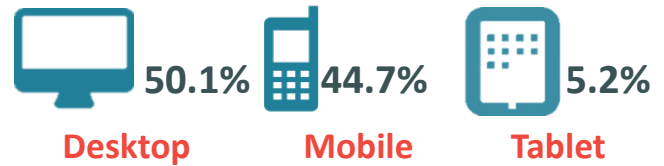
% Sessions by Location



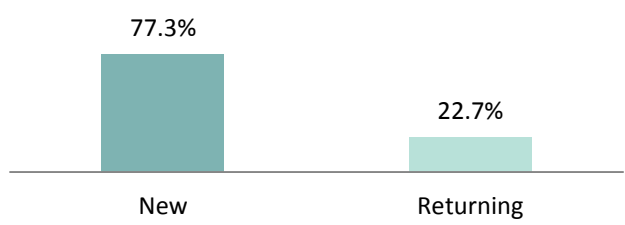
Session Totals

Totals	
Total Sessions	3,125
Total Users	2,615
Page Views	7,347
Pages / Session	2.35
Avg. Session Duration	2:15
% New Sessions	77.28%

% Sessions by Sources



Sessions by Visitor Type

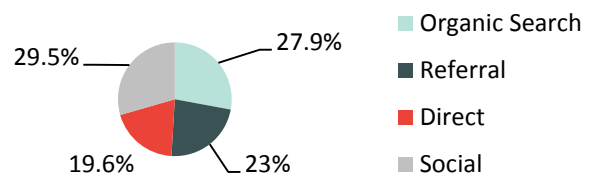


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (December 1 – 31, 2016)

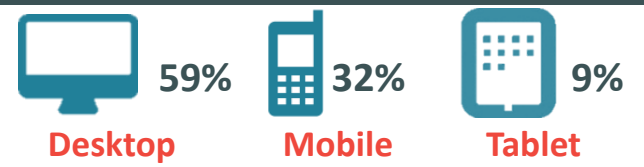
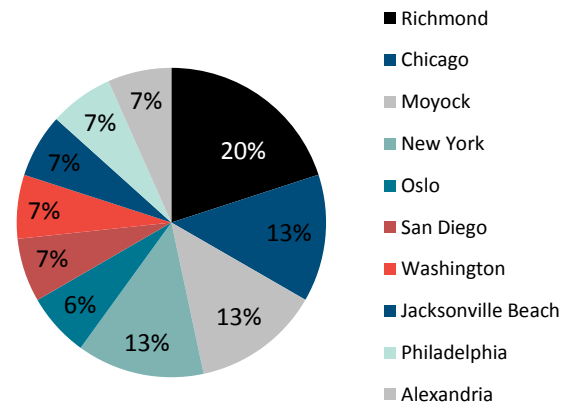
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	2,181	1:14
About/Recommendations	1,161	4:18
About/Project-Maps	373	1:49
About/Ashland-Alternatives	246	2:30
About	195	1:29
Resources/FAQs	182	3:09
Resources	180	0:35
Resources/Documents	136	3:14
About/Project-History	131	1:44

Top Traffic Channels	
Channel	Sessions
Social	921
Organic Search	872
Referral	720
Direct	612
Email	0

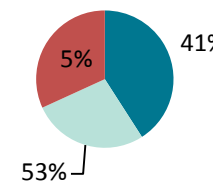


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

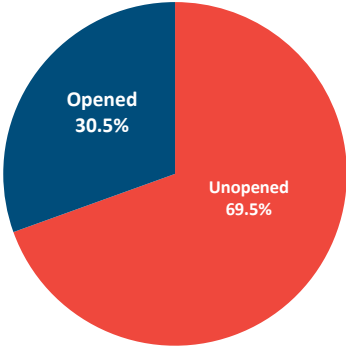
Statistics

OUTREACH SUMMARY

Email Distributions (December 1- 31, 2016)

Date Delivered	Title Subject Line	Unique Open Rate	Unique Click Rate	Top Links Clicked
Tuesday December 13	DC2RVA Draft EIS Recommendations	1,256 (30.5%)	76 (1.8%)	DC2RVA Homepage (79) DC2RVA Facebook (2)

Average Unique Open Rate



4,172

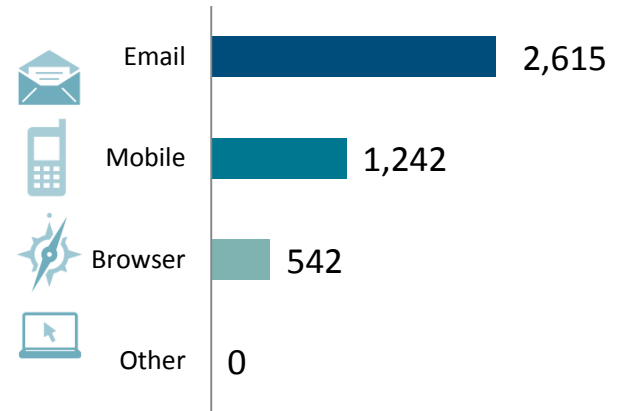
Total Unique Recipients

3.50
Opens Per Recipient

1.36
Clicks Per Recipient

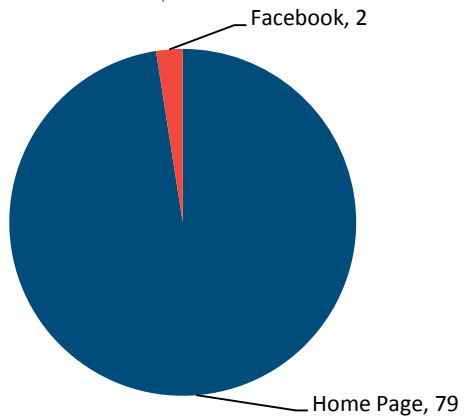
6.05% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [79] Home Page
- [2] Facebook



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (December 1 – 31, 2016)

Twitter @DC2RVARail



16
Tweets

Total Followers*	402
Organic Impressions	3,402
Total Engagements	47
Link Clicks	18
Highest Twitter Activity	December 29
Mentions Received	9
Total Retweets	5
Favorites	6
Impressions per Tweet	212.6

Facebook



15
Posts

Fans*	407 (+3)
Impressions	3,317
Total Engagements	55
Link Clicks	43
Highest Facebook Activity	December 30
Reactions	33
Comments	2
Shares	20
Impressions per Post	221

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (December 1 – 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
12/22/2016	Free Lance Star	Editorial: Project could bring rail improvements	http://www.fredericksburg.com/opinion/editorials/editorial-project-could-bring-rail-improvements/article_c2c89dc9-321e-5a29-a89a-832b5a485e69.html
12/14/2016	WWBT TV 12 (NBC)	Sen. Kaine pushes for high speed rail in RVA	http://www.nbc12.com/story/34056470/sen-kaine-pushes-for-high-speed-rail-in-rva
12/13/2016	Herald Progress, Ashland	Ashland hopes to hold on to their history, while fighting to control their fate	http://www.herald-progress.com/ashland-hopes-to-hold-on-to-their-history-while-fighting-to-control-their-fate/
12/12/2016	WCVE - PBS Radio	Ashland Council Favors High Speed Trains But Not Third Rail	http://ideastations.org/radio/news/ashland-council-favors-high-speed-trains-not-third-rail
12/12/2016	The Atlantic - City Lab	Faster Rail Service Is Coming to America—Slowly	http://www.citylab.com/commute/2016/12/faster-rail-service-is-coming-to-america-slowly/509954/
12/12/2016	Richmond Times Dispatch - Metro Section	Two diff headlines for print and online: 1) Ashland would favor no railroad tracks over three 2) Ashland willing to bid adieu to rail service to prevent 3rd track addition	http://www.richmond.com/news/local/ashland/article_03f695bd-6efb-5948-b047-cfb8b2954432.html

Continues on next page...

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Media (December 1 – 31, 2016)

Date	Media/Social Media Outlet	Headline	Link
12/12/2016	Martinsville Bulletin	Ashland willing to bid adieu to rail service to prevent 3rd track addition	http://www.martinsvillebulletin.com/news/ashland-willing-to-bid-adieu-to-rail-service-to-prevent/article_5e944102-9613-5207-b36a-d21238a00ae4.html
12/7/2016	Herald Progress, Ashland	Hanover voices finally heard in rail decision	http://www.herald-progress.com/hanover-voices-finally-heard-in-rail-decision/
12/7/2016	Herald Progress, Ashland	Town Council continues fight against rail	http://www.herald-progress.com/town-council-continues-fight-against-rail/
12/7/2016	Richmond Magazine	Rail Plan Endorses Local Station	http://richmondmagazine.com/news/news/rail-plan/
12/7/2016	WTOP Radio, DC Metro	New Northern Va. Train tracks could provide I95 alternative right to downtown Richmond	http://wtop.com/sprawl-crawl/2016/12/new-northern-va-train-tracks-could-provide-i-95-alternative-right-to-downtown-richmond/
12/6/2016	Richmond Times Dispatch	DRPT asks for more time to study high-speed rail through Ashland and Hanover	http://www.richmond.com/news/article_3cfdaeaf-0bb7-58f3-bc83-95436ae6caf9.html
12/6/2016	Free Lance Star	High-speed rail coming to downtown?	http://www.fredericksburg.com/news/transportation/high-speed-rail-coming-to-downtown/article_85035f7b-282c-59ec-8237-17a575a6a49c.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (December 1 – 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in December

Community Outreach



No community outreach in December

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (December 1 – 31, 2016)

Database Contacts

13,625*
Entries



Comments

37
Comments



Issue Count By City*

Top 10

Ashland	751
Richmond	607
Fredericksburg	248
Alexandria	178
Henrico	71
Glen Allen	67
Washington, D.C.	61
Midlothian	51
Arlington	45
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	385
Alignments-Ashland	349
Public Involvement	313
Stations	295
Information Request	245
Specific Landowner Issues	178
Property Access	169
Alignments - Richmond	162
General Support	134
Alternatives	101

*cumulative

January 2017

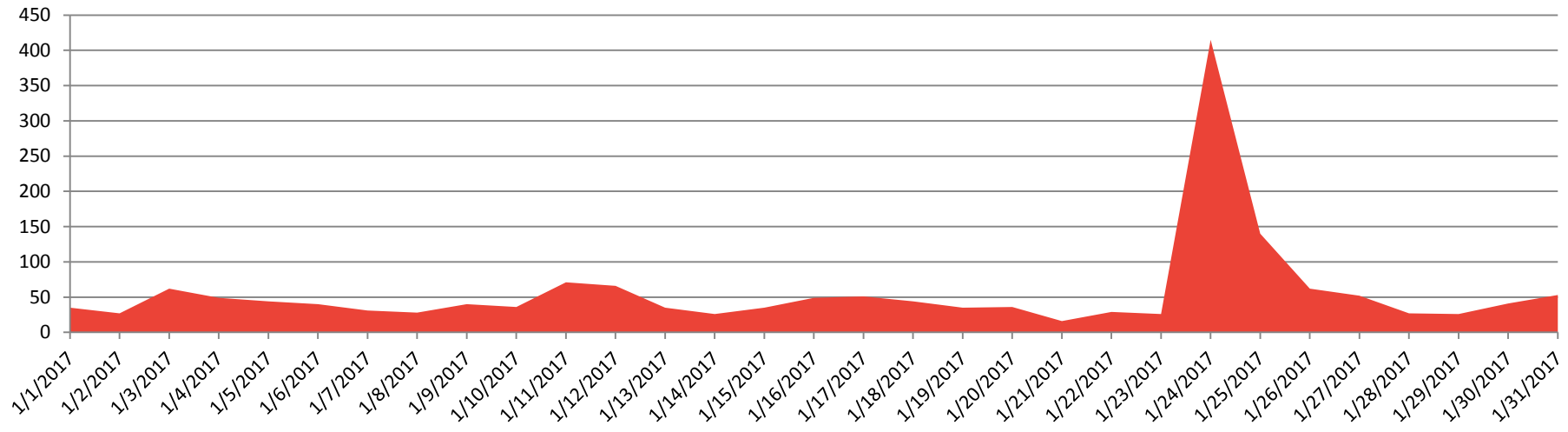
OUTREACH SUMMARY

Website/Online Meeting

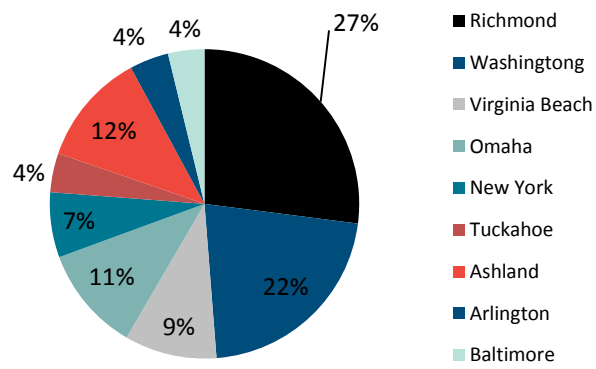
Statistics

OUTREACH SUMMARY

DC2RVARail.com Sessions (January 1 – 31, 2017)



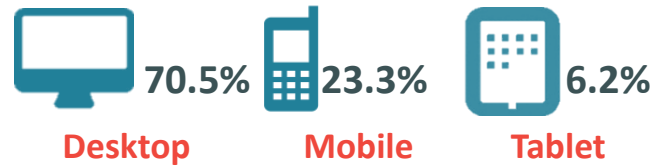
% Sessions by Location



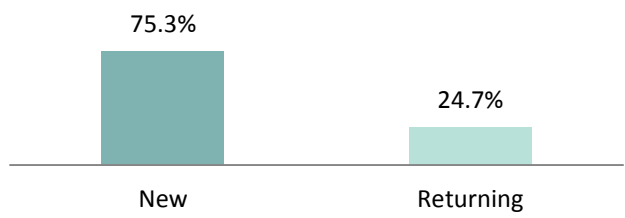
Session Totals

Totals	
Total Sessions	1,727
Total Users	1,429
Page Views	5,013
Pages / Session	2.9
Avg. Session Duration	2:43
% New Sessions	75.28%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

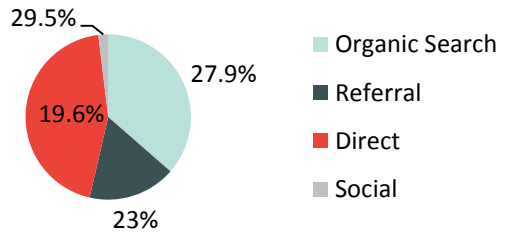
DC2RVArail.com Website Statistics (January 1 – 31, 2017)

Top Pages Visited

Page	Page Views	Average Time on Page
Home	1,181	1:05
About/Recommendations	403	3:51
About/Project-Maps	218	2:04
Newsroom/Newsletter/New-Information-Project-Website	217	0:30
About/Ashland-Alternatives	207	2:13
Newsroom/Newsletter/Alternatives-Under-Study-Section	149	1:15
Newsroom/Newsletter	137	0:45
Newsroom/Newsletter/DC2RVA-Team-Attends-Local-Public-Meeting	137	1:12
Resources/FAQs	127	4:33

Top Traffic Channels

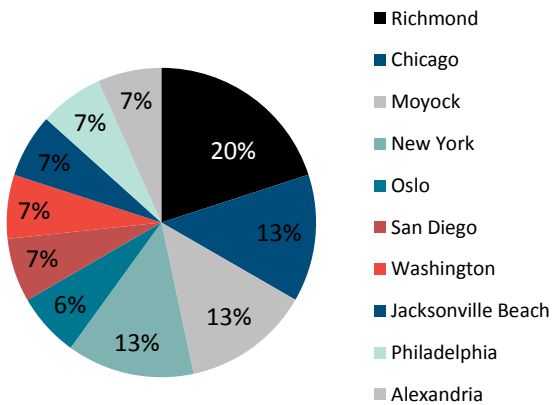
Channel	Sessions
Direct	768
Organic Search	629
Referral	797
Social	33



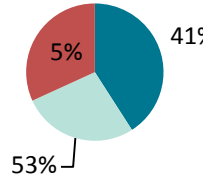
DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals

Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

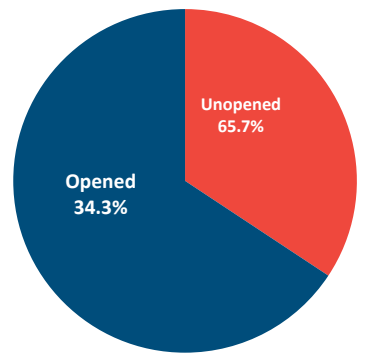
Statistics

OUTREACH SUMMARY

Email Distributions (January 1- 31, 2017)

Date Delivered	Title Subject Line	Unique Open Rate	Unique Click Rate	Top Links Clicked
Tuesday January 24	DC2RVA Rail Mail: Fifth Edition	1,420 (34.3%)	420 (10.2%)	Alternatives Under Study (181) Recommendations (168)

Average Unique Open Rate



4,191

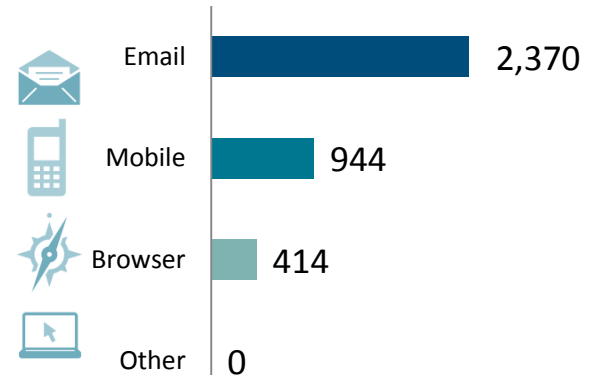
Total Unique Recipients

2.62
Opens Per Recipient

2.53
Clicks Per Recipient

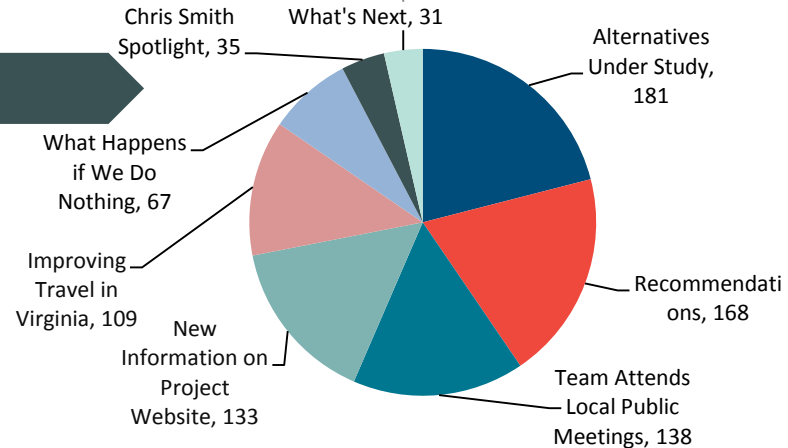
6.05% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [181] Alternatives Under Study
- [168] Recommendations
- [138] Team Attends Local Public Meetings
- [133] New Information Project Website
- [109] Improving Travel in Virginia
- [67] What Happens if We Do Nothing
- [35] Chris Smith Spotlight
- [31] What's Next



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (January 1 – 31, 2017)

Twitter @DC2RVARail



13
Tweets

Total Followers*	419 (+17)
Organic Impressions	3,549
Total Engagements	35
Link Clicks	15
Highest Twitter Activity	January 1
Mentions Received	2
Total Retweets	0
Favorites	7
Impressions per Tweet	273.0

Facebook



15
Posts

Fans*	408 (+1)
Impressions	2,100
Total Engagements	15
Link Clicks	17
Highest Facebook Activity	January 26
Reactions	1
Comments	2
Shares	12
Impressions per Post	140

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (January 1 – 31, 2017)

Date	Media/Social Media Outlet	Headline	Link
1/29/2017	Free Lance Star	Big change on deck for city train station?	http://www.fredericksburg.com/news/transportation/big-change-on-deck-for-city-train-station/article_34f0d0bb-b9c1-5c16-92ba-57c8d6cab31f.html
1/26/2017	Richmond Times Dispatch	Michael Paul Williams: New mayor should bring new vision for Shockoe Bottom	http://www.richmond.com/news/local/michael-paul-williams/article_3b76fe70-c024-5598-8144-d9b99617a72f.html
1/25/2017	WRIC TV 8 (ABC)	Ashland pledges additional safety precautions to prevent future train/car collisions	http://wric.com/2017/01/25/ashland-pledges-additional-safety-precautions-to-prevent-future-traincar-collisions/
1/16/2017	WRIC TV 8 (ABC)	Community shaken after trains hit two cars during 24 hour span in Ashland	http://wric.com/2017/01/16/community-shaken-after-trains-hit-two-cars-during-24-hour-span-in-ashland/
1/17/17	WWBT-TV	Meeting to discuss building third rail line in Ashland	Meeting to discuss building third rail line in Ashland

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

Continues on next page...

OUTREACH SUMMARY

Media (January 1 – 31, 2017)

Date	Media/Social Media Outlet	Headline	Link
1/7/2017	Virginian Pilot	With new tunnel open, CSX shifts to double-stack-only trains from Portsmouth	http://pilotonline.com/business/ports-rail/with-new-tunnel-open-csx-shifts-to-double-stack-only/article_e0d5f848-abc5-587f-9090-bc66bfcc9dd9.html
1/3/2017	Mechanicsville Local	Century Farms' owners: keep rail out of history	http://www.richmond.com/news/local/hanover/mechanicsville-local/article_3cd7937e-d1cf-11e6-a656-038933b744fa.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (January 1 – 31, 2016)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in January

Community Outreach



**No community outreach in
January**

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (January 1 – 31, 2017)

Database Contacts

13,653*
Entries



Comments

66
Comments



Issue Count By City*

Top 10

Ashland	757
Richmond	612
Fredericksburg	250
Alexandria	182
Henrico	71
Glen Allen	71
Washington, D.C.	63
Midlothian	51
Arlington	45
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	406
Alignments-Ashland	354
Public Involvement	320
Stations	296
Information Request	248
Specific Landowner Issues	179
Property Access	169
Alignments - Richmond	163
General Support	135
Alternatives	106

*cumulative

February 2017

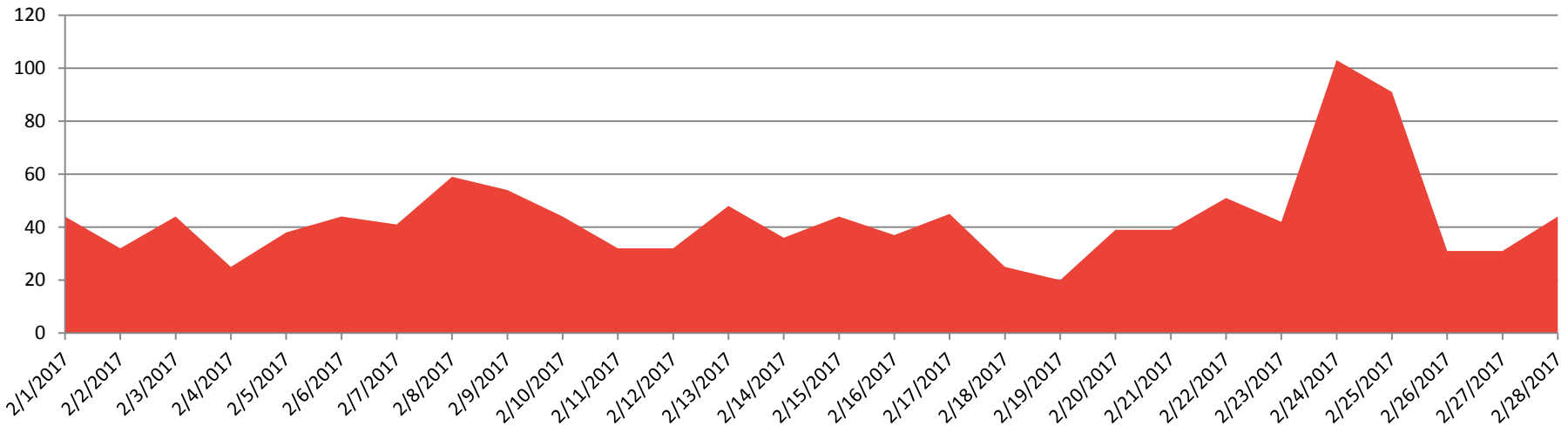
OUTREACH SUMMARY

Website/Online Meeting

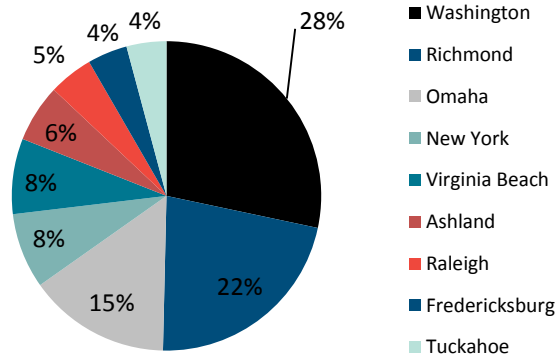
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (February 1 – 28, 2017)



% Sessions by Location



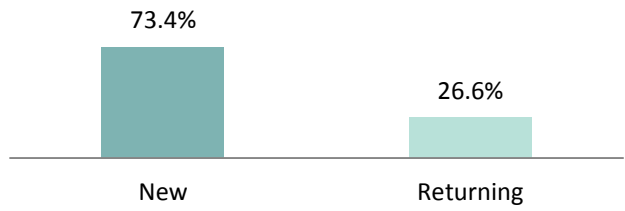
Session Totals

Totals	
Total Sessions	1,215
Total Users	1,003
Page Views	3,874
Pages / Session	3.19
Avg. Session Duration	2:58
% New Sessions	73.42%

% Sessions by Sources



Sessions by Visitor Type

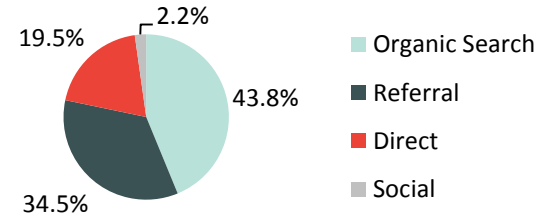


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (February 1 – 28, 2017)

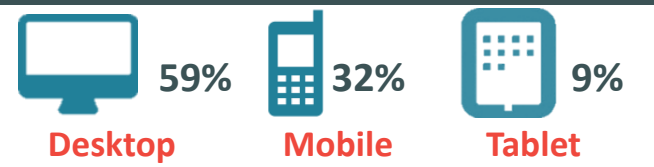
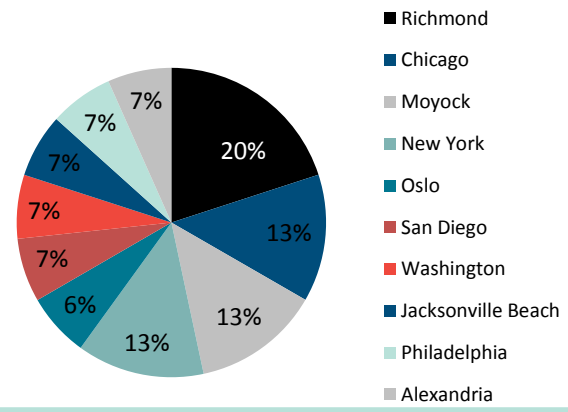
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	1,726	0:41
About/Project-Maps	247	2:29
About/Recommendations	130	4:28
About/Ashland-Alternatives	124	3:36
Resources	113	0:45
About	111	1:36
About/Project-History	98	1:34
Resources/FAQs	81	3:30
Newsroom/Newsletter	77	0:17

Top Traffic Channels	
Channel	Sessions
Direct	237
Organic Search	532
Referral	419
Social	27

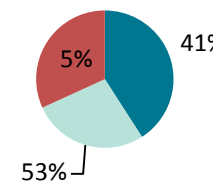


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Email Distribution

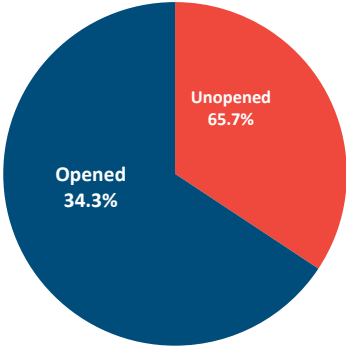
Statistics

OUTREACH SUMMARY

No Distributions in February - Email Distributions (January 1- 31, 2017)

Date Delivered	Title Subject Line	Unique Open Rate	Unique Click Rate	Top Links Clicked
Tuesday January 24	DC2RVA Rail Mail: Fifth Edition	1,420 (34.3%)	420 (10.2%)	Alternatives Under Study (181) Recommendations (168)

Average Unique Open Rate



4,191

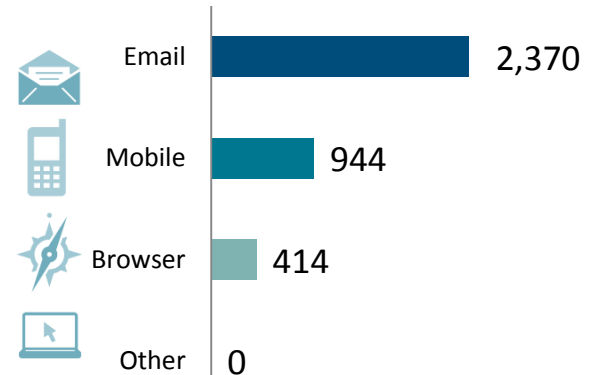
Total Unique Recipients

2.62
Opens Per Recipient

2.53
Clicks Per Recipient

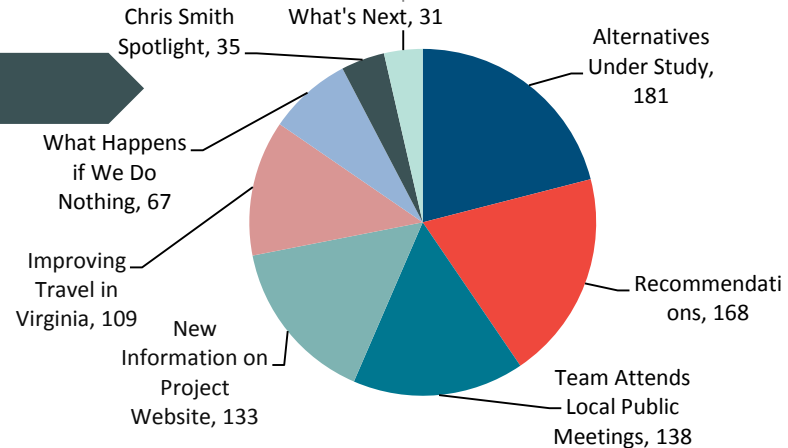
6.05% Click to Open Rate [CTOR]

Open by Device Category



Unique Clicks by Link Type

- [181] Alternatives Under Study
- [168] Recommendations
- [138] Team Attends Local Public Meetings
- [133] New Information Project Website
- [109] Improving Travel in Virginia
- [67] What Happens if We Do Nothing
- [35] Chris Smith Spotlight
- [31] What's Next



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (February 1 – 28, 2017)

Twitter @DC2RVArail



14
Tweets

Total Followers*	421 (+2)
Organic Impressions	3,850
Total Engagements	547
Link Clicks	12
Highest Twitter Activity	February 14
Mentions Received	2
Total Retweets	1
Favorites	4
Impressions per Tweet	275.0

Facebook



15
Posts

Fans*	410 (+2)
Impressions	3,608
Total Engagements	20
Link Clicks	16
Highest Facebook Activity	February 15
Reactions	10
Comments	3
Shares	7
Impressions per Post	241

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (February 1 – 28, 2017)

Date	Media/Social Media Outlet	Headline	Link
2/5/2017	Free Lance Star	Column: Virginia building an economy for the future	http://www.fredericksburg.com/opinion/columns/column-virginia-building-an-economy-for-the-future/article_94622417-8f97-540c-9338-6e26d6699795.html

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (February 1 – 28, 2017)

Telephone Outreach



0
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in January

Community Outreach



No community outreach in
February

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (February 1 – 28, 2017)

Database Contacts

13,666*
Entries



Comments

20
Comments



Issue Count By City*

Top 10

Ashland	763
Richmond	625
Fredericksburg	250
Alexandria	189
Henrico	71
Glen Allen	71
Washington, D.C.	64
Midlothian	51
Arlington	45
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	416
Alignments-Ashland	355
Public Involvement	320
Stations	298
Information Request	252
Specific Landowner Issues	180
Property Access	169
Alignments - Richmond	168
General Support	135
Alternatives	106

*cumulative

March 2017

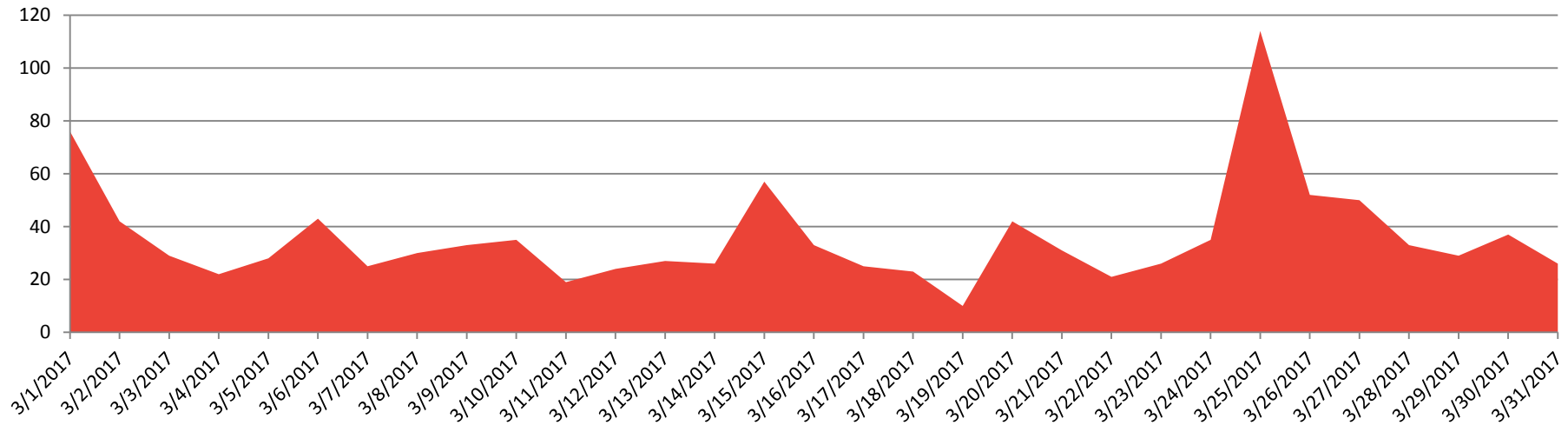
OUTREACH SUMMARY

Website/Online Meeting

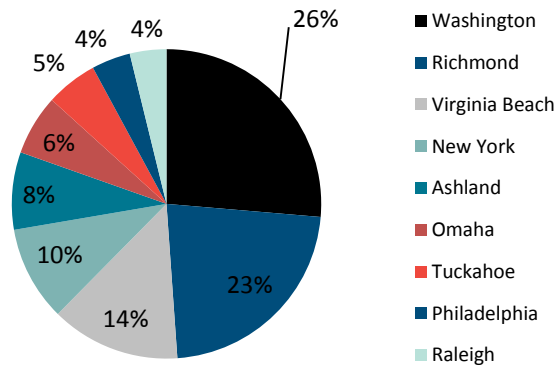
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (March 1 – 31, 2017)



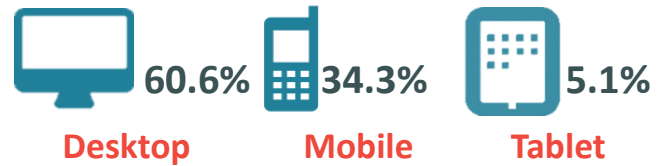
% Sessions by Location



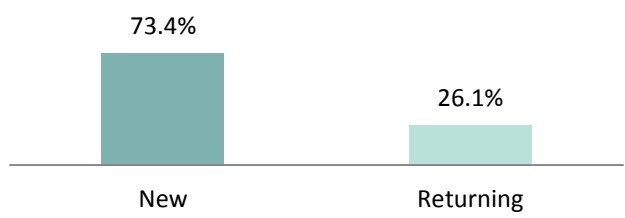
Session Totals

Totals	
Total Sessions	1,103
Total Users	920
Page Views	2,803
Pages / Session	2.54
Avg. Session Duration	2:16
% New Sessions	73.9%

% Sessions by Sources



Sessions by Visitor Type

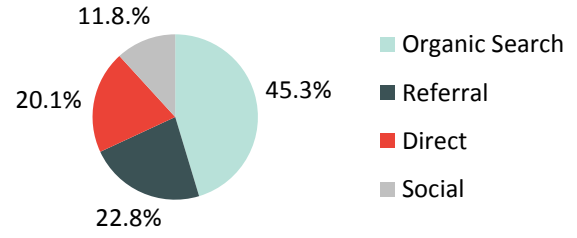


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (March 1 – 31, 2017)

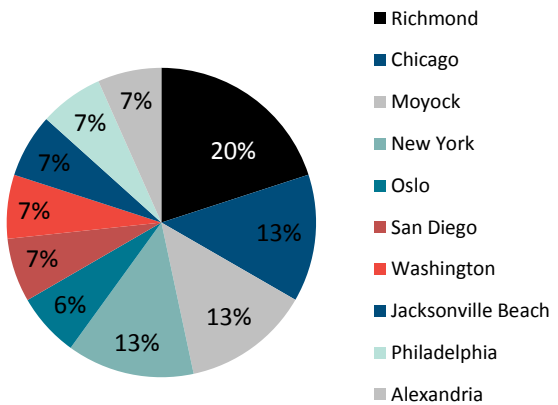
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	846	1:01
About/Recommendations	287	2:53
About/Project-Maps	173	2:07
Resources	105	0:16
Resources /FAQs	94	3:14
About	92	1:58
About/Ashland-Alternatives	76	3:22
About/Project-History	75	2:09
About/Propety-Owner-Information	69	1:52

Top Traffic Channels	
Channel	Sessions
Direct	222
Organic Search	500
Referral	251
Social	130

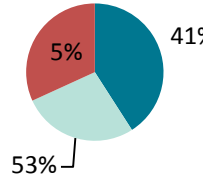


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (March 1 – 31, 2017)

Twitter @DC2RVArail



13
Tweets

Total Followers*	425 (+4)
Organic Impressions	2,782
Total Engagements	81
Link Clicks	2
Highest Twitter Activity	March 31
Mentions Received	0
Total Retweets	0
Favorites	1
Impressions per Tweet	214.0

Facebook



14
Posts

Fans*	413 (+3)
Impressions	5,746
Total Engagements	28
Link Clicks	19
Highest Facebook Activity	March 25
Reactions	17
Comments	2
Shares	9
Impressions per Post	410

* cumulative

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (March 1 – 31, 2017)

Telephone Outreach



1
Phone Conversations

Title VI Outreach



0 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in January

Community Outreach



No community outreach in
February

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (March 1 – 31, 2017)

Database Contacts

13,677*
Entries



Comments

18
Comments



Issue Count By City*

Top 10	
Ashland	763
Richmond	638
Fredericksburg	250
Alexandria	191
Henrico	72
Glen Allen	71
Washington, D.C.	64
Midlothian	51
Arlington	45
Doswell	40

Issues Count by Topic*

Top 10	
Mailing List Request	422
Alignments-Ashland	356
Public Involvement	322
Stations	299
Information Request	255
Specific Landowner Issues	182
Property Access	170
Alignments - Richmond	169
General Support	135
Alternatives	106

*cumulative

April 2017

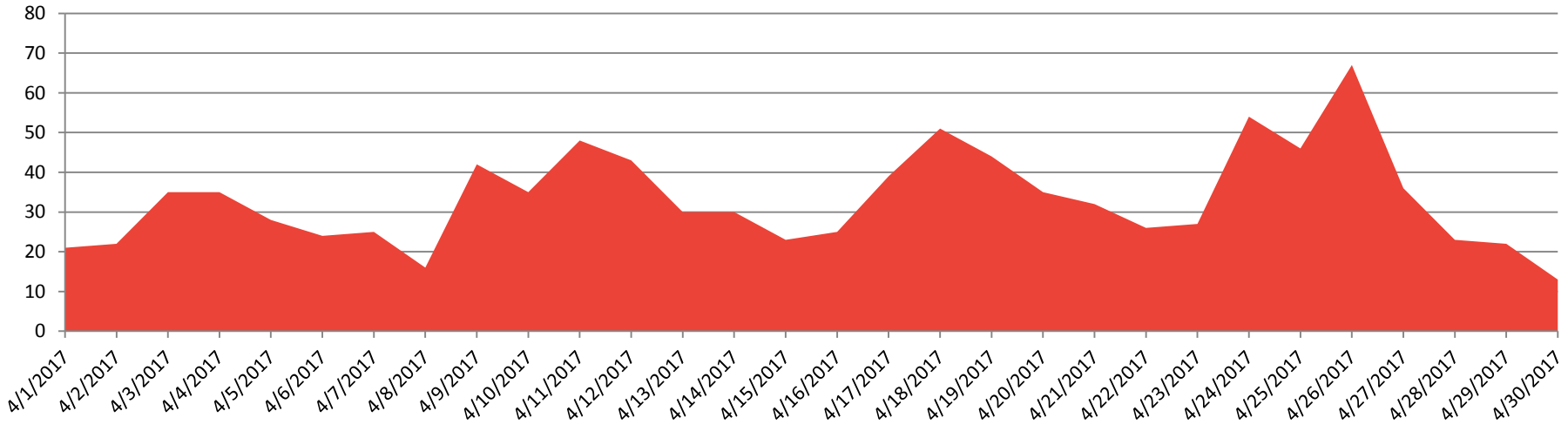
OUTREACH SUMMARY

Website/Online Meeting

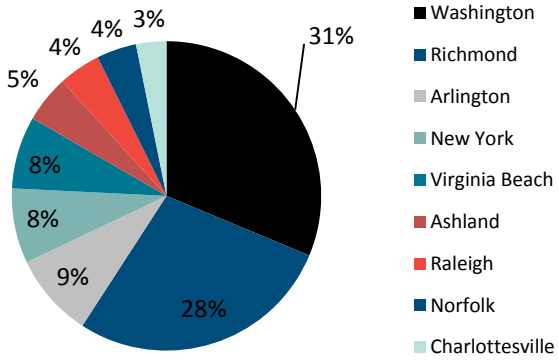
Statistics

OUTREACH SUMMARY

DC2RVArail.com Sessions (April 1 – 30, 2017)



% Sessions by Location



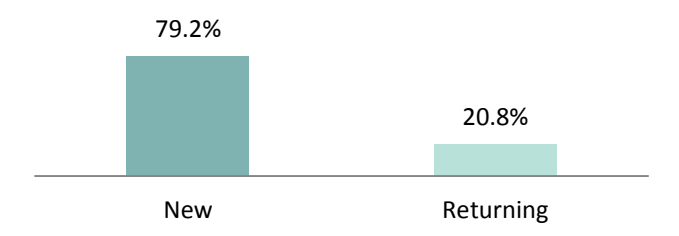
Session Totals

Totals	
Total Sessions	997
Total Users	858
Page Views	2,421
Pages / Session	2.54
Avg. Session Duration	2:21
% New Sessions	79.14%

% Sessions by Sources



Sessions by Visitor Type



OUTREACH SUMMARY

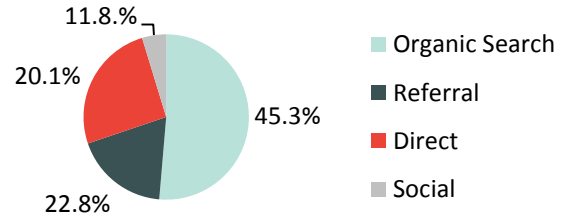
DC2RVArail.com Website Statistics (April 1 – 30, 2017)

Top Pages Visited

Page	Page Views	Average Time on Page
Home	893	1:04
About/Project-Maps	200	2:25
About/Recommendations	103	3:37
About	97	2:42
About/Project-History	96	1:34
About/Ashland-Alternatives	95	2:30
Resources/FAQs	88	2:51
Resources	79	0:19
About/Richmond-Alternatives	66	0:53

Top Traffic Channels

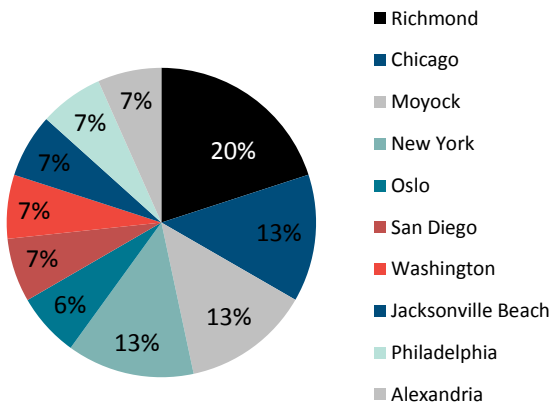
Channel	Sessions
Direct	254
Organic Search	512
Referral	184
Social	47



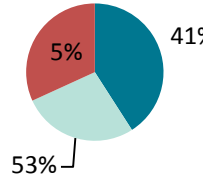
DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals

Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (April 1 – 30, 2017)

Twitter @DC2RVArail



12
Tweets

Total Followers*	437 (+12)
Organic Impressions	3,721
Total Engagements	82
Link Clicks	15
Highest Twitter Activity	April 4
Mentions Received	1
Total Retweets	8
Favorites	6
Impressions per Tweet	310.1

Facebook



13
Posts

Fans*	415 (+2)
Impressions	3,180
Total Engagements	28
Link Clicks	10
Highest Facebook Activity	April 28
Reactions	18
Comments	1
Shares	9
Impressions per Post	245

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (April 1 – 30, 2017)

Date	Media/Social Media Outlet	Headline	Link
4/26/2017	Mechanicsville Local	Foley: changes coming in railroad corridor plan	http://www.richmond.com/news/local/hanover/mechanicsville-local/foley-changes-coming-in-railroad-corridor-plan/article_c4cb377c-29bd-11e7-87db-c7db83a053b5.html
4/24/2017	WCVE PBS (NPR)	High Speed Rail Meeting with Ashland/ Hanover Stakeholders	http://ideastations.org/radio/news/high-speed-rail-meeting-ashland/hanover-stakeholders
4/23/2017	Richmond Times Dispatch	Ashland stakeholder group forming to continue study of high-speed rail proposal	http://www.richmond.com/news/local/ashland/ashland-stakeholder-group-forming-to-continue-study-of-high-speed/article_eb5d025e-ec89-5e34-9ef9-7e317e5ae576.html
4/21/2017	Herald Progress	Train talk at town council meeting	http://www.herald-progress.com/train-talk-at-town-council-meeting/

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

OUTREACH SUMMARY

Media (April 1 – 30, 2017)

Date	Media/Social Media Outlet	Headline	Link
4/17/2017	ABC News 8/WRIC.com	New High Speed Rail Service Could be coming to Colonial Heights	http://wric.com/2017/04/17/new-high-speed-rail-service-could-be-coming-to-colonial-heights/
4/14/2017	Richmond Times Dispatch	Renovated Main Street Station pitched as grand new event space - but it will cost city millions to operate	http://www.richmond.com/news/local/city-of-richmond/renovated-main-street-station-pitched-as-grand-new-event-space/article_858a51b1-61fb-5475-9dcd-559276a891d9.html

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (March 1 – 31, 2017)

Telephone Outreach



1
Phone Conversations

Title VI Outreach



1 Meetings

Hotline Calls



0 Calls
0 Voicemails

Materials Distribution



0 Handouts distributed in January

Community Outreach



No community outreach in
April

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (April 1 – 30, 2017)

Database Contacts

13,679*
Entries



Comments

13
Comments



Issue Count By City*

Top 10

Ashland	772
Richmond	640
Fredericksburg	250
Alexandria	193
Henrico	72
Glen Allen	71
Washington, D.C.	64
Midlothian	51
Arlington	45
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	422
Alignments-Ashland	359
Public Involvement	322
Stations	299
Information Request	255
Specific Landowner Issues	182
Property Access	170
Alignments - Richmond	169
General Support	135
Alternatives	106

*cumulative

May 2017

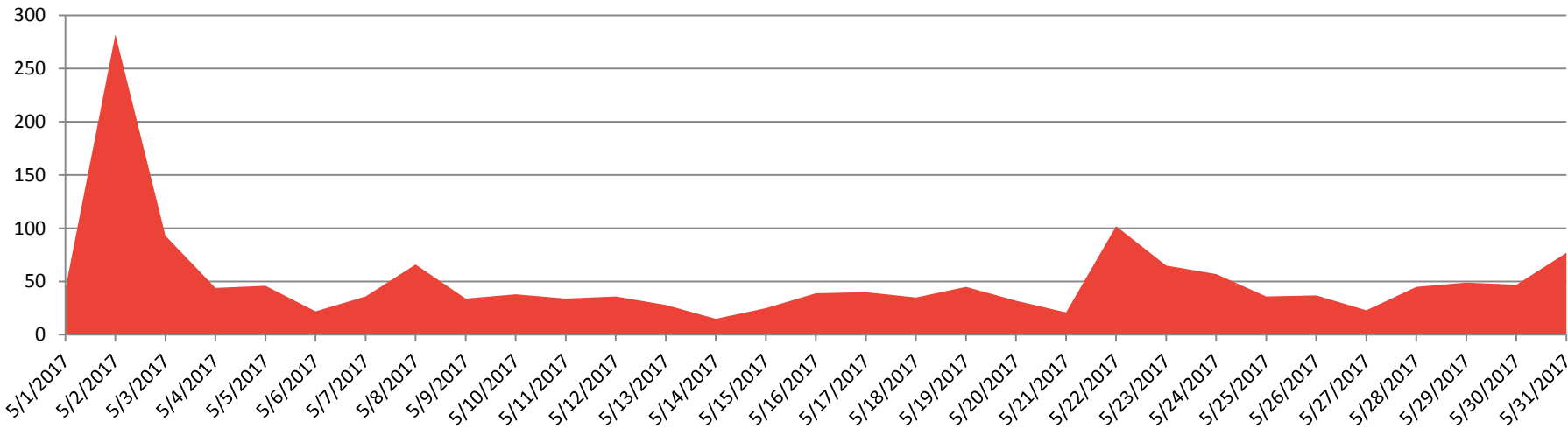
OUTREACH SUMMARY

Website/Online Meeting

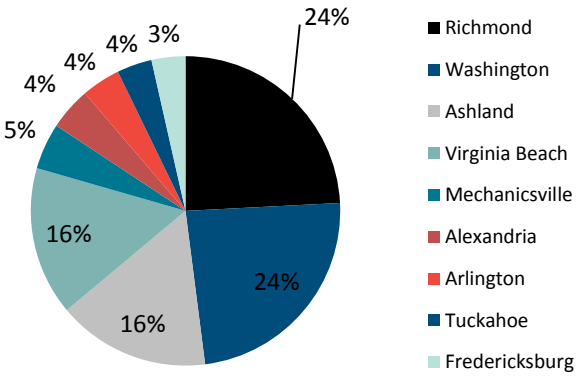
Statistics

OUTREACH SUMMARY

DC2RVARail.com Sessions (May 1 – 31, 2017)



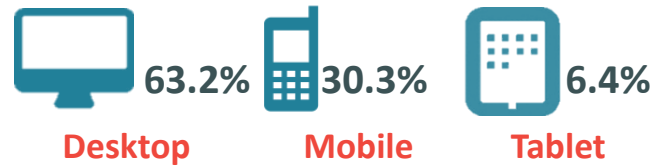
% Sessions by Location



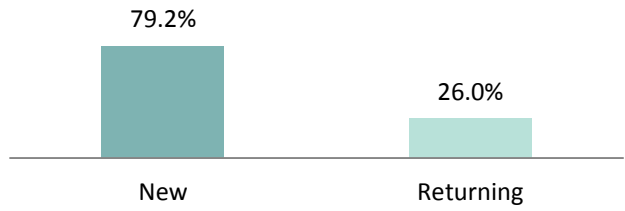
Session Totals

Totals	
Total Sessions	1,592
Total Users	1,300
Page Views	4,090
Pages / Session	2.57
Avg. Session Duration	2:48
% New Sessions	73.99%

% Sessions by Sources



Sessions by Visitor Type

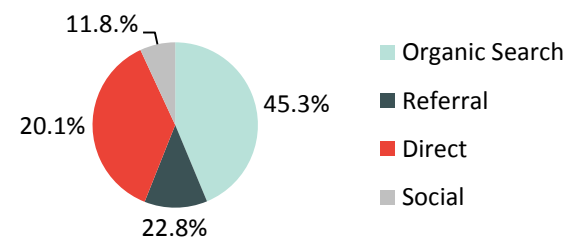


OUTREACH SUMMARY

DC2RVArail.com Website Statistics (May 1 – 31, 2017)

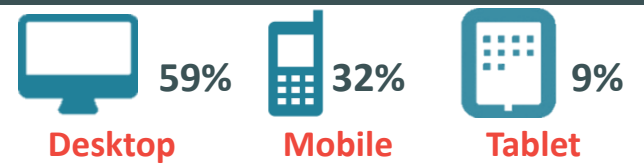
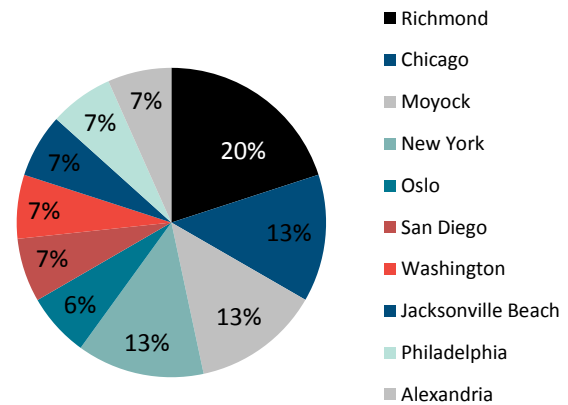
Top Pages Visited		
Page	Page Views	Average Time on Page
Home	1,205	0:53
Resources/Documents	437	4:38
About/Project-Maps	275	3:19
About/Ashland-Alternatives	218	3:12
About	133	2:43
About/Recommendations	131	3:08
Resources/FAQs	130	4:15
About/Project-History	124	1:36
Newsroom/News/ashland-stakeholder-group-forming-continue...	101	2:40

Top Traffic Channels	
Channel	Sessions
Direct	590
Organic Search	696
Referral	196
Social	110

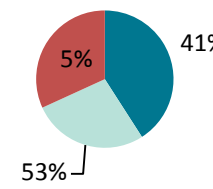


DC2RVArail.com Online Meeting 3 Statistics (August 1- 31, 2016)

Totals	
Total Sessions	22
Total Users	20
Page Views	52
Pages / Session	2.36
Avg. Session Duration	0:16



Channel	Sessions
Direct	9
Organic Search	7
Referral	6



Social Media

Statistics

OUTREACH SUMMARY

Social Media Statistics (May 1 – 31, 2017)

Twitter @DC2RVArail



13
Tweets

Total Followers*	437 (+0)
Organic Impressions	3,161
Total Engagements	51
Link Clicks	9
Highest Twitter Activity	May 4
Mentions Received	1
Total Retweets	1
Favorites	6
Impressions per Tweet	243.2

Facebook



13
Posts

Fans*	419 (+4)
Impressions	2,795
Total Engagements	23
Link Clicks	18
Highest Facebook Activity	May 20
Reactions	11
Comments	2
Shares	10
Impressions per Post	215

* cumulative

Media

Statistics

OUTREACH SUMMARY

Media (May 1 – 31, 2017)

Date	Media/Social Media Outlet	Headline	Link
5/25/2017	Herald-Progress	Hanover, Ashland stakeholders review DC2RVA rail rproject	http://www.herald-progress.com/hanover-ashland-stakeholders-review-dc2rva-rail-project/
5/22/2017	Richmond Times-Dispatch	Ashland, Hanover searching for common ground as hig speed rail meetings start	http://www.richmond.com/news/local/ashland/ashland-hanover-searching-for-common-ground-as-high-speed-rail/article_faaa4ed1-c5f6-5b85-834f-e72da2574913.html
5/9/2017	Richmond Times-Dispatch	Advisory Rail Committee Meeting set for May 22	http://www.richmond.com/news/local/hanover/mechanics/ville-local/advisory-rail-committee-meeting-set-for-may/article_b0b691f2-34ce-11e7-9c04-73035e1a5bda.html
5/2/2017	Ideastations.org/WCVE PBS	Ashland Mayor Updates DC to Richmond High Speed Rail Project	http://ideastations.org/radio/news/ashland-mayor-updates-dc-richmond-high-speed-rail-project

Press Release/Media Advisory Distribution



0
*Press Releases/
Media Advisories*

PIO Outreach



0 Postings

Paid Advertisements



0 Paid Ads

No paid ads are scheduled at this time.

General Outreach

Statistics

OUTREACH SUMMARY

General Outreach (May 1 – 31, 2017)

Telephone Outreach



1
Phone Conversations

Title VI Outreach



0
Meetings

Hotline Calls



0
Calls
0
Voicemails

Materials Distribution



0
Handouts distributed in January

Community Outreach



1
Ashland/Hanover CAC Meeting

Contacts and Comments

Statistics

OUTREACH SUMMARY

Contacts and Comments (May 1 – 31, 2017)

Database Contacts

13,712*
Entries



Comments

20
Comments



Issue Count By City*

Top 10

Ashland	794
Richmond	641
Fredericksburg	251
Alexandria	194
Henrico	72
Glen Allen	71
Washington, D.C.	64
Midlothian	51
Arlington	46
Doswell	40

Issues Count by Topic*

Top 10

Mailing List Request	425
Alignments-Ashland	369
Public Involvement	325
Stations	299
Information Request	255
Specific Landowner Issues	184
Property Access	171
Alignments - Richmond	169
General Support	136
Alternatives	107

* cumulative