

PROJECT STATUS REPORTS

1. Regional Economics Program

Technical Assistance

Economics staff routinely provides technical assistance and support to member jurisdictions and regional organizations. Both the HRPDC Data Book and the Commission's Benchmarking Study provide easy access to a great deal of regional information. Staff also provides special reports and newsletter articles on topics of timely significance, such as payroll and unemployment reports. Over the past two months, staff has provided briefings to member localities (per request), provided interviews and presentations for information purposes, and has responded to information requests from individuals, member localities, regional organizations, and the media.

Hampton Roads Data Center

In keeping with the state mandate that calls for Planning District Commissions to collect and maintain demographic, economic, and other data concerning the region and member localities, and to act as a state data center affiliate in cooperation with the Virginia Employment Commission, staff routinely collect and maintain a variety of data sets. This year, as per the Commission's work program, staff are moving from the publication of data in an annual Data Book, to an online data repository that will enable efficient access for those seeking regional data. Staff are in the process of moving to an online system; a process that is expected to be ongoing as new information is released.

HRPDC Annual Economic Forecast

Each January, the HRPDC Economics Department delivers a regional economic forecast. This effort includes a review of trends in the regional economy over the preceding year along with a detailed regional forecast for the coming year. Staff will deliver the regional economic forecast at the HRPDC Quarterly Meeting on January 16, 2014.

2. Emergency Management Project Update

Ready Hampton Roads

Staff continues to support the Ready Hampton Roads (RHR) program. Current efforts are described below.

ReadyHamptonRoads.org

HRPDC staff are currently reviewing bids and responses to an RFQ advertisement for improvements to the RHR.org site. These improvements will include:

- Calendar syncing
- A virtual joint information center

- A secure area for committees and working groups to collaborate online
- A responsive site that works well on all devices

The redesign of the site will include a dramatic enhancement of user appeal, increase in time spent on the site, and improved content.

ReadyHR Strategic Plan

The HRPDC's Inclusive Emergency Planner continues to develop the strategic plan that will establish ReadyHR.org as a 'one stop shop' for citizens looking for emergency and disaster related public information and educational information. An initial meeting was held in 2013 and participants supported the development of the plan and utilizing RHR as the regional public information tool. Since that time, several other organizations have begun efforts to regionalize disaster public information. In January, HRPDC staff will work with these organizations to combine the multiple regional public information efforts under the ReadyHR banner. This will streamline efforts and will contribute to the success of the regional public information effort. These efforts include the Regional Catastrophic Planning Team's community outreach framework development, VA Department of Health/Eastern North Carolina effort, and VDEM's effort to regionalize public information.

HRPDC was selected by the Regional Catastrophic Planning Team's Community Outreach Subcommittee to develop the Regional Community Outreach Framework. This framework will be a part of the larger RHR Strategic Plan.

Ready Hampton Roads Preparedness Channel

The Special Needs Subcommittee designated \$25,000 to support a ReadyHR on demand channel for the region. HRPDC's Inclusive Emergency Planner is developing an RFP in January. Anticipated launch of the channel is June 2014. The channel will feature videos on how to prepare, where to find information before, during and after an event, and volunteer opportunities. The channel will not be intended for use in providing disaster response/life safety information.

Social Media Campaign

HRPDC's Inclusive Emergency Planner has developed a 2014 social media preparedness topic calendar to guide development of a regional social media campaign. Each month, most posts and tweets will pertain to a focused topic. These posts and tweets will also be provided to localities and other stakeholders for use on their social media. HRPDC will utilize Hootsuite to manage the monthly social media campaigns. Whenever possible, the topic selected is aligned to a national campaign month or week to increase effectiveness of the messaging.

Each month HRPDC's Inclusive Emergency Planner evaluates data on the social media campaign to make improvements. This may include data such as time of day followers on Facebook are active, types of posts that receive the most engagement, types of Tweets that are retweeted, etc.

Ready Hampton Roads Serving Outside HR

HRPDC's Inclusive Emergency Planner currently represents Ready Hampton Roads as a member of the Department of Homeland Security Division of Science and Technology's Virtual Social Media Working Group and will be serving as the lead public information officer for the upcoming Regional Catastrophic Planning Team's Multiagency Coordination Center exercise.

Additionally, HRPDC's Inclusive Emergency Planner will be participating in an experiment in January being conducted by the National Defense University on personally identifiable information avoidance when using social media for situational awareness. Participants in the experiment will include other large regions and localities, Department of Homeland Security, Department of Justice, U.S. Northern Command, U.S. Department of Health & Human Services, and FEMA. HRPDC's Inclusive Emergency Planner will be using the information learned and best practices developed from this experiment to guide development of similar policies and practices for ReadyHR.

Special Needs Subcommittee

The REMTAC Special Needs Subcommittee continues to be supported by the Regional Inclusive Emergency Planner (formerly the Regional Special Needs Planner) and EM Staff as needed.

HIPAA Compliance Project

A HIPAA consultant met with stakeholders on October 24, 2013 at the HRPDC to give an overview and answer questions on how HIPAA impacts the region and localities. The meeting was live streamed and can be reviewed from a link off the HIPAA resource page developed on ReadyHamptonRoads.org located at: <http://readyhamptonroads.org/Practitioners/HIPAA.aspx>

The meeting was attended virtually by Marcie Roth, FEMA's Director of the Office of Disability Integration and Coordination, and Harvey Ball, Deputy Director of the US Department of Health and Human Services Operations Team Lead for the Office of Assistant Secretary for Preparedness & Response, Office of Policy & Planning.

Since October, the consultant has completed:

- A review of current HIPAA-related policies and procedures
- Provided a gap analysis to identify areas HRPDC is not currently compliant with HIPAA
- Provided a security and privacy self-assessment for HRPDC staff to complete
- Draft policies and form templates for review by the HRPDC

During the evaluation, it was determined that local emergency management offices may need to comply with HIPAA, federal privacy laws, and/or the state privacy law. Because of this, the Special Needs Subcommittee will be comparing the effectiveness of the registry tool to the requirements it will impose on local offices to determine if

the registry tool should be continued. HRPDC's Inclusive Emergency Planner and the HIPAA consultant will provide specifics on the requirements and steps needed to comply so that local emergency managers may make an informed decision.

New York City Class Action Lawsuit

An opinion and order in the NYC class action lawsuit was issued in November 2013. The lawsuit claimed that NYC violated the ADA and Rehab Act by failing to properly and adequately plan for the needs of individuals with disabilities during a disaster. The opinion and order is a 119 page legal document. HRPDC's Inclusive Emergency Planner read and analyzed the document and provided a 15 page summary of trial evidence and opinions for the region's stakeholders. This summary has been used across the state.

Functional Needs Support Services (FNSS) Training & Shelter Support Unit Training

To date, HRPDC's Inclusive Emergency Planner has provided two FNSS trainings locally and was asked to provide the training on behalf of the Virginia Department of Emergency Management to statewide emergency management stakeholders. Pam Wakefield, American Red Cross, was asked by Red Cross Headquarters to write up a description of the FNSS training as a national best practice for the American Red Cross. The FNSS training was provided to the City of Hampton's shelter management staff as well as shelter management staff and county/city executives from Isle of Wight, Portsmouth, and Suffolk.

The Special Needs Subcommittee has dedicated funding to support the MMRS providing training to localities on the set up and use of the shelter support units (SSU). All training must be conducted by June 2014. To date Norfolk, Gloucester and Newport News have requested trainings. In January, HRPDC's Inclusive Emergency Planner will also request funds to film the trainings to create a just in time training video on the SSU to provide online and distribute to localities.

Special Needs Charter & Long Term Strategic Plan

In March, the Special Needs Subcommittee will begin outlining a five year strategic plan and examining and possibly refining its mission statement. The Subcommittee will utilize the Regional Gap Assessment, Region V Measure and the NYC Opinion and Order to guide its strategic priorities. Once the strategic plan has been developed, short term plans of action to meet the long term goals will be established.

Also in March, the Subcommittee will review and revise the charter.

Research Sharing Tool

HRPDC's Inclusive Emergency Planner is currently evaluating online tools to easily aggregate relevant articles and research for regional stakeholders. This tool will make providing articles, links and research relevant to inclusive planning easy and very accessible to those interested. The tool selected will be accessible from tablets and smart phones.

Natural Registries National Working Group

HRPDC's Inclusive Emergency Planner and Emergency Management Administrator are working with Marcie Roth, FEMA's Director of the Office of Disability Integration and Coordination, on establishing a national-level working group to examine the possibility of utilizing service, or natural, registries in addition to or instead of self-identifying registries. These registries provide a more complete and up to date list of individuals who will need extra support and services during a disaster and will reduce the burden on local emergency managers who are overtasked already.

These registries include lists like Hampton Roads Transit's Paratransit rider list (~24,000 individuals), Meals on Wheels, Dept. of Health, and the VA. The purpose of the working group is to:

- Identify natural registries
- Identify potential problems and issues with gaining access to the registries (HIPAA, privacy laws, resources, software changes)
- Brainstorm solutions to the identified problems and issues
- Work at the local, regional and national level with natural registry organizations
- Draft policies and legislation to encourage and support sharing of the natural registries with local emergency managers

2014 & Beyond Projects

HRPDC's Inclusive Emergency Planner is also working on projects that will begin later in 2014. These include:

- A volunteer program similar to Evacuteer
- A set of tools and MOAs for local emergency managers to use during response and recovery including:
 - MOAs and points of contact for accessing durable and consumable medical equipment
 - Volunteer subject matter experts in specialized areas (visually impaired, Autism Spectrum Disorder, behavioral health) to assist in evaluating accessibility of facilities and services and to provide services within a shelter to provide direct support
 - Paratransit services and vehicle owners
- An online emergency operations plan assessment tool that combines guidance from FEMA, the National Council on Disability, Red Cross, the NYC Opinion and Order, and more to provide a self-assessment of any EOP. The tool would provide a report that includes lists of required, recommended, and optional components that are missing.

Regional Emergency Management Technical Advisory Committee (REMTAC)

The Emergency Management staff continues to manage and support the Regional Emergency Management Technical Advisory Committee and its associated tasks and committees. The REMTAC last met November 12, 2013.

Mitigation Planning

- **Poquoson Multi-Hazard Mitigation Plan Update**
HRPDC continues to assist with the 2009 Multi-Hazard Poquoson mitigation plan. A kick-off meeting with a Poquoson representative, HRPDC Staff and Salter's Creek Consulting occurred November 25, 2013, whereupon a development timeline and roadmap were accomplished.
- **Hampton Roads Hazard Mitigation Plan**
The REMTAC is in full support of moving forward with a Regional Hazard Mitigation Plan, with Peninsula, Southside and Western Tidewater annexes. Currently, HRPDC Staff are revising the grant application to increase the level of specificity and detail of the proposed enhanced hazards analysis, based on available local input and other available data, in order to satisfy a request by FEMA.

Urban Area Security Initiative (UASI)

The Emergency Management staff continues to manage and support the Hampton Roads Urban Areas Security Initiative (UASI) Grant Program for the Urban Area Working Group (UAWG). Recent activity includes:

- **FY 2013 State Homeland Security Grant Program (SHSGP) Funding Results**
After the region was no longer eligible to receive UASI grant funding, regional stakeholders turned to the SHSGP to sustain regional capabilities. The HRPDC and Resource Allocation Subcommittee of the UAWG went through a thorough process to select and submit an application package totaling \$2.1 million (\$1,076,685 in regional sustainment). While the region did receive \$1.2 million, these funds were directed to projects submitted by individual localities. \$150,950 was allocated to sustain regional projects submitted by the UAWG.
- **Regional All-Stakeholders Meeting**
The Hampton Roads Urban Area Working Group (UAWG) is organized by discipline. During the December meeting, representatives were asked to invite additional members from the discipline they represent. During the meeting, the HRPDC provided an analysis of funds received since the region was no longer eligible to receive UASI funding. As the amount of funding received was not sufficient to sustain regional capabilities, the possibility of using a regional contribution was discussed.

Hampton Roads Interoperable Communications Advisory Committee (HRICAC)

Beginning in June, 2013, the HRPDC has begun providing project management and support for the HRICAC and associated tasks and subcommittees. Recent activity includes:

- **Regional Interoperability Communication Road Map**
The HRPDC has applied for and received an FY 2011 UASI grant for the completion of a regional interoperability road map. Two workshops were held with regional communications stakeholders to gather information. The plan is now complete.
- **Region V Interoperability Field Operations Guide (IFOG)**
The HRPDC on behalf of HRICAC is managing a grant funded contract to complete a region V IFOG. The IFOG will serve as a reference guide for public safety radio technicians and communications planners providing communications points-of-contacts, tables of radio channels, and technical reference information.
- **HRTacRan End User Equipment**
The HRPDC has applied for a received a FY 2011 UASI grant for the replacement of HRTacRan end-user equipment. The HRPDC has contracted with a vendor to provide the necessary equipment and installation. To date, the communications equipment has been received and a SOW between the vendor and HRPDC for installation had been signed. The equipment will be placed in each locality's Emergency Operation Center and allow for video conferencing over the internet and Hampton Roads Microwave Ring.

3. Housing & Human Services Technical Assistance

The staff is monitoring the State's proposed biennial budget in which Governor McDonnell included continued funding for the newly established Virginia Housing Trust Fund (VHTF). Approximately \$9 million was included in the 2014-2016 budget in additional funding for the Virginia Housing Trust Fund, the Rapid Re-Housing Program, and efforts to further enhance data collection on homelessness.

Staff members continue to assist the Hampton Roads Housing Consortium (HRHC) and will assist in completing the second and final phase of the "Pathways to Partnership" initiative. The first phase of the project brought professionals from the public, private and non-profit organizations together to discuss important issues such as expanding housing opportunities for low and moderate income households. The second phase of the project, which will be held in January, will focus on implementation of some of the findings from the group discussions.

Hampton Roads Loan Fund Partnership

Staff recently completed a grant application for 2014 HOME funding from the Department of Housing and Community Development (DHCD). The HOME program provides down payment and closing cost assistance to qualified individuals in the region. Staff members are also working on year-end closing reports for the program.

Google Analytics Report



YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS

Website Analysis 2013

Month	Web Site	Visits	Page Views	Pages per Visit	Bounce Rate	Avg. Time on Site	% New Visits	Unique Visitors
January	askhrgreen.com	2,833	6,841	2.41	54.18%	0:02:39	75.43%	2,280
February	askhrgreen.com	2,543	6,953	2.73	50.33%	0:03:06	70.66%	1,939
March	askhrgreen.com	3,486	8,125	2.33	60.93%	0:02:36	74.01%	2,758
April	askhrgreen.com	3,649	8,339	2.29	61.85%	0:02:07	74.32%	2,901
May	askhrgreen.com	2,645	5,357	2.03	65.78%	0:01:40	74.63%	2,144
June	askhrgreen.com	2,108	4,491	2.13	65.65%	0:02:02	73.53%	1,656
July	askhrgreen.com	2,943	7,246	2.46	61.88%	0:02:25	73.33%	2,296
August	askhrgreen.com	2,613	6,005	2.3	62.88%	0:02:07	68.66%	1,937
September	askhrgreen.com	2,610	5,996	2.3	60.92%	0:01:59	75.75%	2,140
October	askhrgreen.com	2,985	6,883	2.31	57.12%	0:02:17	75.31%	2,400
November	askhrgreen.com	5,818	11,109	1.91	69.82%	0:01:30	82.12%	4,979
December	askhrgreen.com	4,554	9,153	2.01	64.62%	0:01:26	82.26%	3,939
Year-to-Date		38,787	86,489	2.23	62.09%	0:02:05	75.93%	29,844
7/1/13-12/31/2013		21,523	46,392	2.16	63.95%	0:01:51	77.60%	17,015
7/1/12-6/30/2013	12-13 Fiscal Year Total	34,080	75,251	2.21	61.27%	0:02:10	75.50%	26,081