

## NORTHERN VIRGINIA REGIONAL COMMISSION

### Minutes of the Commission Meeting Held Thursday, September 24, 2009

#### COMMISSIONERS

(The names of those members present are highlighted.)

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|--|--|
| Hon. Sharon Bulova                             | <i>County of Fairfax</i>               |
| Hon. John C. Cook                              | <i>County of Fairfax</i>               |
| <b>Hon. Joan Cross</b>                         | <b><i>City of Fairfax</i></b>          |
| <b>Hon. Steve DeBenedittis</b>                 | <b><i>Town of Herndon</i></b>          |
| <b>Hon. Barbara A. Favola</b>                  | <b><i>County of Arlington</i></b>      |
| Hon. John Foust                                | <i>County of Fairfax</i>               |
| <b>Hon. Penelope A. Gross</b>                  | <b><i>County of Fairfax</i></b>        |
| Hon. Pat Herrity                               | <i>County of Fairfax</i>               |
| Hon. Catherine Hudgins                         | <i>County of Fairfax</i>               |
| <b>Hon. Robert W. Lazaro, Jr.</b>              | <b><i>Town of Purcellville</i></b>     |
| <b>Hon. Harold Lippman</b>                     | <b><i>City of Falls Church</i></b>     |
| Hon. Michael C. May                            | <i>County of Prince William</i>        |
| Hon. Stevens Miller                            | <i>County of Loudoun</i>               |
| Hon. Suhas Naddoni                             | <i>City of Manassas Park</i>           |
| <b>Hon. Martin E. Nohe, NVRC Vice Chairman</b> | <b><i>County of Prince William</i></b> |
| <b>Hon. Harry J. Parrish II, NVRC Chairman</b> | <b><i>City of Manassas</i></b>         |
| <b>Hon. Redella S. Pepper, NVRC Treasurer</b>  | <b><i>City of Alexandria</i></b>       |
| <b>Hon. Frank J. Principi</b>                  | <b><i>County of Prince William</i></b> |
| <b>Hon. M. Jane Seeman</b>                     | <b><i>Town of Vienna</i></b>           |
| <b>Hon. Paul C. Smedberg</b>                   | <b><i>City of Alexandria</i></b>       |
| <b>Hon. Linda Smyth</b>                        | <b><i>County of Fairfax</i></b>        |
| <b>Hon. J. Walter Tejada</b>                   | <b><i>County of Arlington</i></b>      |
| Hon. Kristen C. Umstatt                        | <i>Town of Leesburg</i>                |
| Hon. Clyde N. Washington, Jr.                  | <i>Town of Dumfries</i>                |
| <b>Hon. Scott K. York</b>                      | <b><i>County of Loudoun</i></b>        |

#### STAFF PRESENT

|                  |   |
|------------------|---|
| G. Mark Gibb     | <i>Executive Director</i>                                 |
| Linda M. Tenney  | <i>Deputy Director</i>                                    |
| Linda Summerall  | <i>Executive Secretary</i>                                |
| Ken Billingsley  | <i>Director, Information &amp; Demographic Services</i>   |
| Laura Grape      | <i>Coastal Resources Program Manager</i>                  |
| David Schwengel  | <i>Director, Regional Emergency Preparedness Planning</i> |
| Michelle Simmons | <i>Director, Human Services</i>                           |
| Aimee Vosper     | <i>Director, Environmental &amp; Planning Services</i>    |

#### GUESTS

|                          |  |
|--------------------------|--|
| Gloria Addo-Ayensu, M.D. | <i>Health Director, Fairfax County</i>                         |
| Zack Corrigan            | <i>Executive Director, Northern Virginia Hospital Alliance</i> |
| Eric Eckl                | <i>Principal, Water Words That Work</i>                        |
| Sue Rowland              | <i>NVRC Legislative Liaison; SR Consulting, Inc.</i>           |
| Jim Schwartz             | <i>Fire Chief, Arlington County</i>                            |

CALL TO ORDER Chairman Parrish called the meeting to order at 7:36 p.m.

PLEDGE OF ALLEGIANCE The Pledge of Allegiance was recited by all present.

ROLL CALL The roll was called and all members present or absent were noted for the record.

APPROVAL OF MINUTES Commissioner Lazaro moved approval of the minutes of the July 23, 2009, meeting of the Commission. The motion was seconded and unanimously carried.

## PRESENTATIONS

### SOCIAL MEDIA

Chairman Parrish welcomed Eric Eckl, Principal for Water Words That Work, LLC. Mr. Eckl is an environmental communications consultant with many years experience assisting nature protection and pollution control organizations with their issue advocacy, behavior change, and fundraising efforts. He is supporting the Northern Virginia Clean Water Partners in their pilot study of the use of social marketing through online search engines and social networking sites for changing stormwater pollution-causing behaviors.

*Eric Eckl*

Mr. Eckl noted since 2005, national and local traditional media outlets (newspapers and television) have seen a wide-scale decline in reader/viewership causing them to reduce staff and products. At the same time, web-based social networking forums (Facebook, MySpace, and Twitter) have seen a sharp rise in use and their advertising systems are become more robust and effective. For several years, product marketing agencies are taking advantage of this paradigm shift as they seek ways to retrieve the largest return on investment through their advertising. However, uncertainty exists in the effectiveness of increasing awareness of government services through these outlets. To better understand the applicability of social networking sites for marketing changes in pollution-causing behaviors, the Northern Virginia Clean Water Partners engaged Mr. Eckl to conduct a pilot study of their "Only Rain Down the Drain" social marketing campaign. With the goals of increasing traffic to the campaign's website, recruiting subscribers for a free electronic newsletter, and ultimately changing pollution-causing behaviors, advertisements were placed on two prominent social networking sites — Facebook and MySpace — and two prominent Internet search engines — Google and Yahoo. Although the advertisements may be present on an individual's computer, the Partners only pay for the advertisement once the viewer clicks on it, taking them directly to the campaign website. This allows the Partners to track the number of visitors to the campaign's website and the specific advertisement or search engine that directs them there. Google Analytics, a web statistics program supports this effort. This is unlike radio advertising, in which a listener may or may not go to the site and it is difficult to determine if the ad motivated them enough to do so. Another important feature of all four web-based markets is the advertisements could be precisely targeted to Northern Virginia residents. GoogleAds, for example, allows the marketer to draw a box around the area they would like to target. Some of the other outlets allow the marketer to target their reach by specifying towns or zip codes.

Results from the 2009 campaign reveal:

- Social networks reached much larger audiences than the search engines.
- The audiences for social networks and search engines are different but both are worth using.
- Three ads were developed for four topics that target dog owners, home mechanics (change own motor oil), lawn care, and general environmental stewardship. The dog owner ads appealed most to both people on social networks and those using search engines; motor oil ads were the second most popular on the search engines.
- The ads with a tip or coupon offer were much more successful than those without.
- Online advertising is much more cost effective than radio advertising: It cost \$225.10 to reach 1,000 people via radio but only \$0.42 online.

Additionally, there are several lessons-learned from the use of online advertisements through the pilot study, including:

- 1) Upsides
  - Low costs
  - Low waste (i.e., know where money goes)
  - Precisely targeted audiences
  - Highly measurable results
  - Clear lessons learned from every attempt
- 2) Downsides
  - Requires *high skill* — not many people can do this
  - Requires reasonably up-to-date computers and web publishing systems
  - Ineffective at reaching some audiences
  - “Preach to the Choir” tendencies

Mr. Eckl said that this type of communication strategy would work for most government services.

*questions & answers*

Replying to Commissioner Lazaro, Mr. Eckl said he did not set up a Facebook page for the Northern Virginia Clean Water Partners.

Chairman Parrish asked about the implications for local retail stores. Mr. Eckl explained that if one is searching for a book one will be asked for a zip code and then the information on stores in that zip code that carry the book will appear.

Commissioner Tejada asked for an example of how this works for government. Mr. Eckl gave flu shots and energy audits as examples.

Mr. Gibb asked about government publications that have a long shelf life, and Mr. Eckl said search engines would work.

*H1N1 UPDATE FROM THE NORTHERN VIRGINIA EMERGENCY RESPONSE SYSTEM*

Chairman Parrish welcomed Gloria Addo-Ayensu, M.D., Health Director, Fairfax County; Jim Schwartz, Fire Chief, Arlington County; and Zack Corrigan, Executive Director, Northern Virginia Hospital Alliance.

*Gloria Addo-Ayensu* On June 11, 2009, the World Health Organization declared the H1N1 flu a pandemic. The H1N1 flu disproportionately affects teens and young adults (those under 50 years of age) and infants and young children (those under 10 years of age), whereas with seasonal flu almost half of those infected are 65 years of age and older. With H1N1 flu, people of any age with underlying health conditions such as asthma, COPD, diabetes, obesity among others, and pregnant women are also at high risk. Higher than normal illness and death is expected this flu season, with enormous demands on the health care system and possibly high absenteeism in schools and workplaces.

The good news is clinical trials show one shot for H1N1 works. The Virginia Department of Health expects its first shipment in early October; it will also be distributed to pharmacies and private physicians. There will also be school-based vaccination clinics. The regular seasonal flu shot is available now.

Dr. Addo-Ayensu also reviewed the recommendations for schools and guidance for general community settings as well as Fairfax County Health Department’s public health outreach.

*Zack Corrigan*

Mr. Corrigan reported that the region’s hospitals have folded H1N1 planning into their seasonal flu planning. The region expects to have 70,000 dosages of H1N1 flu vaccine the first week of October which will be used to inoculate health care workers and then people at high-risk.

The Northern Virginia Hospital Alliance has been planning for H1N1 since the spring and has focused preparedness efforts on the top 10 areas of biggest concern at present (not in order):

- H1N1 vaccination planning
- antiviral planning
- emergency department surge planning
- pediatrics surge planning
- community surge planning
- respiratory protection/PPE planning
- cohorting/negative pressure isolation surge planning
- communications and public information planning
- human resources/workforce policy planning

*Jim Schwartz*

Chief Schwartz emphasized that the Northern Virginia Emergency Response System (NVERS) is taking a coordinated, integrated approach across disciplines in its H1N1 flu planning. Very few regions do this kind of work.

NVERS is concerned with ensuring consistency, both with what the public sees and hears in a message and what its own workforce sees in terms of policies, and creating situational awareness that will trigger consistent reactions from the emergency response community. Chief Schwartz said that while the H1N1 flu is in Northern Virginia, NVERS members are not seeing a great deal of it now but expect the number of cases to increase this fall. If that is the case, as demand on the system increases emergency response will be different than what it currently is. NVERS is looking at alternative protocols, triage calls: 911 callers about flu may get advice over the phone, or perhaps only one EMS technician will arrive at the caller's home and make an assessment as to the type of treatment needed.

To date, Virginia has not declared an emergency around H1N1; Maryland has. NVERS is still working on how the distribution of the vaccine will be administered, since paramedics are not allowed to give flu shots unless an emergency is declared.

*questions & answers*

Commissioner York asked if the region's hospitals are prepared for a flu epidemic. Mr. Corrigan replied affirmatively, pointing out that single rooms can be converted to two-person rooms. Additionally, elective surgeries can be delayed.

Replying to Commissioner Principi, Mr. Corrigan said the Northern Virginia hospitals are prepared to set up heated tents in their parking lots if needed to deal with increased admissions; Virginia Hospital Center-Arlington will use its "express care" eight-bed facility in the emergency department instead. He added that hospital space not normally used for patient care, such as conference rooms, will be utilized if needed. He confirmed that the level of care the patients receive will not be compromised. Dr. Addo-Ayensu added that the Northern Virginia Emergency Response System is working with/ educating private practice physicians so they don't unnecessarily send people to the hospital.

Commissioner Lippman asked for briefing points to relay to the Falls Church City Council. Commissioner Favola said she will ask for a televised briefing from the Arlington County Health Director. Commissioner Lazaro suggested the website flu.gov; the presenters concurred. Briefing points from tonight's presentation were distributed.

**CONSENT AGENDA** Commissioner Favola moved approval of the Consent Agenda, consisting of the items outlined below. The motion was seconded and unanimously carried.

- A. Resolution No. P10-03: Authorization to Use USAI Funds to Reimburse Fairfax County for Purchasing H1N1 (Flu)-Related Supplies for Northern Virginia's First Responders

- B. Resolution No. P10-04: Authorization to Receive and Subcontract 2009-2010 Minority AIDS Initiative Funds Under the Ryan White treatment Modernization Act of 2006 for Services to Persons Living With HIV/AIDS

EXECUTIVE  
DIRECTOR'S  
REPORT

Mr. Gibb distributed a copy of his report, which included updates on:

- New data released on uninsured persons — a chart of health insurance coverage in Northern Virginia was distributed.
- State Stormwater Management Permit Regulations
- Federal Stormwater Rules
- Loudoun County Community Energy Plan
- Virginia's Energy Efficiency Community Block Grant Program — NVRC will be the lead PDC, coordinating with the Dept. of Mines, Minerals and Energy and the PDCs.
- State Cuts Affect PDCs — NVRC's funding for FY 2010 has been cut 17% or over \$76,000; the amount of funding in cents that NVRC receives from the state is less than what it received in 1978; 17.7¢ vs. 19¢.
- Local Budget Directors — continue meeting at NVRC and compared strategies for coping with state budget cuts affecting schools, public safety and constitutional officers. They will meet again in January.
- Regional BRAC Position to be Funded — The application for a twelve-month funded position will be submitted to the DOD Office of Economic Adjustment by the end of September.

CHAIRMAN'S  
REPORT

Chairman Parrish reported he has sent a letter to Rep. Gerry Connolly thanking him for his assistance in having the DOD Office of Economic Adjustment meet with NVRC staff and Commissioners regarding the funding application for a regional BRAC coordinator. Commissioner Favola reported that Rep. Jim Moran was also instrumental, as she spoke with his chief of staff several times about this. The Chairman will send a letter to Rep. Moran.

Chairman Parrish reminded the members that the Northern Virginia Emergency Response System will conduct a full-scale exercise throughout the region this Saturday, September 26. Several Commissioners expressed concern that they had not been briefed on this.

LEGISLATIVE  
REPORT

Commissioner Gross, Legislative Committee Chairman, reported that the committee met immediately before the Commission meeting and strengthened the language in some positions and added some positions. The committee will meet October 22, the night of the Commission meeting. The proposed legislative program will be presented to the Commission in December.

COMMUTER  
FERRY SERVICE  
STUDY

Commissioner Principi reported that VDOT funded this study. The Prince William Board of County Supervisors has endorsed the study and asked that NVRC and MWCOG discuss it. He distributed a CD of the feasibility study.

Mr. Gibb added that this will be a presentation next month.

ADJOURNMENT There being no further business, Chairman Parrish adjourned the meeting at 9:52 p.m.

Respectfully submitted:

Approved by:

G. Mark Gibb  
Executive Director

Harry J. Parrish II  
Chairman