



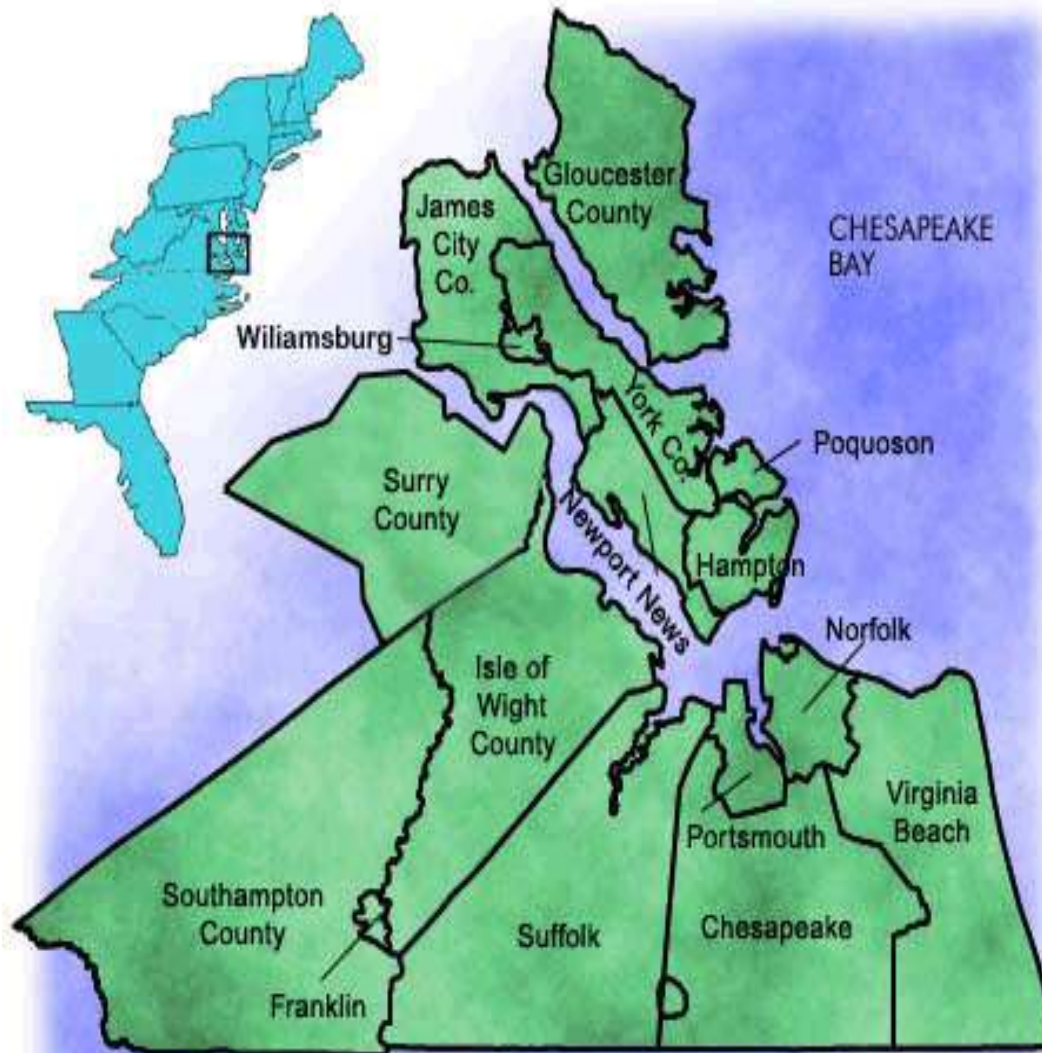
David Sullivan

Sr. V.P. Technology

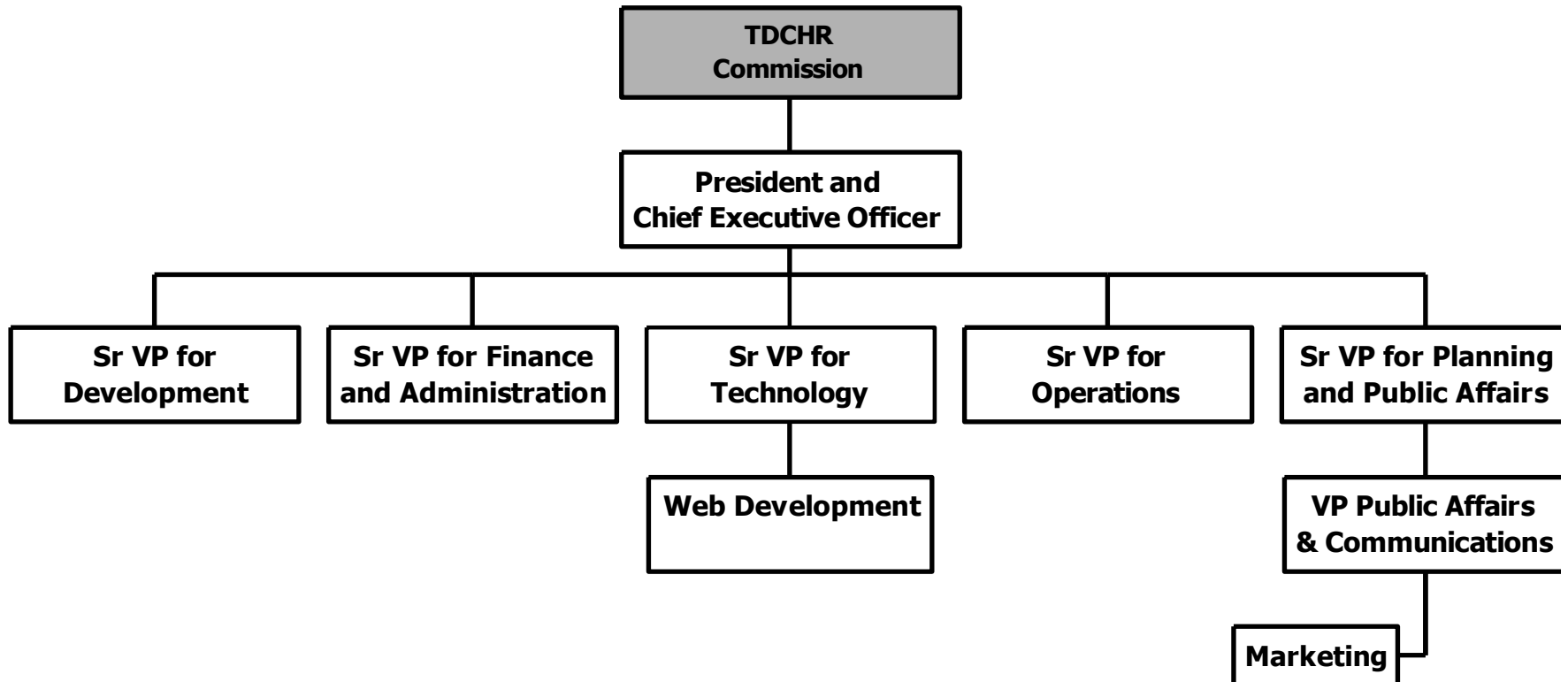
Marketing and IT
Collaboration at



What is Hampton Roads Virginia?



HRT Organization



HRT Internet Products

- goHRT.com
- RidetheTide.com
- CureSOV.com
 - TraffixOnline.com
- Facebook Fan Page - Hampton Roads Transit
- Twitter - @goHRT_com
- YouTube – HamptonRoadsTransit
- LinkedIn – Hampton Roads Transit
- Flickr - goHRT

HRT Web Team

- VP Public Affairs & Communications
 - Marketing Director
 - Marketing Specialist
 - Graphics Designer
 - Communications Director
 - Communications Specialist
 - Community Relations Specialist
 - Customer Service
 - Transportation Demand Management
- Service Planning
- Sr. VP Technology
 - Web Developer

HRT Web Team

- Meets Monthly
- Formal Agenda, Minutes and Action Items List
- Review of Google Analytics for all Sites
 - Strategy Discussion for Improving Results
- Project Review and Status Updates
- Issues
- New Initiatives
- Assignments and Deadlines

Shared Team Responsibilities

- Mission Success
- Goals and Objectives
- Policy Recommendations
- Overall Design
- Consensus on Look and Feel
- Audience Expansion

Departmental Roles & Responsibilities

- Marketing & Communications
 - Customer Focus
 - Content
 - Message Development
 - Brand Development
 - Consistency
 - Team Lead
- Service Planning
 - Schedules
 - Service Alerts
- Technology
 - Server and Hosting
 - Website Code
 - Underlying Page Technology
 - Domain Name Management

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