

DRAFT MINUTES

TRAFFIX Oversight Subcommittee Meeting

November 2, 2011

Regional Building, 723 Woodlake Dr., Chesapeake, Room D

Meeting commenced at 11:25.

Chairman Jeff Raliski called the meeting to order.

In Attendance

Ron Hodges	HRT/TRAFFIX
Sam Belfield	HRTPO
Gary Walton	City of Chesapeake
Susan Wilson	City of Portsmouth
Chris Arabia	DRPT
Carl Jackson	City of Newport News
Travis Campbell	City of Virginia Beach
Stephanie Shealey	HRTPO
Rob Case	HRTPO
Sheran Johnson	TRAFFIX (Recorder)
Keith Cannady	City of Hampton
Ivan Rucker	FHWA
Tiffany Swindell	TRAFFIX
Latwana McClure	TRAFFIX
Carleen Muncy	HRT/TRAFFIX

Request for Public Comment: Chairman Jeff Raliski opened the floor for public comments. No comments were made.

Approval of Previous Meeting Minutes: Previous minutes from May 5, 2011 was approved and accepted.

Past Spending Report & TRAFFIX Business Growth: Ron Hodges (TRAFFIX) presented the subcommittee with a spreadsheet summary depicting TRAFFIX's expenditures for FY11 & FY12 from which he gave an overview. Ron pointed out that the majority of the budget is dedicated to TRAFFIX administration salaries first, and then to advertising and promoting. A significant amount is also spent on material and supplies to include promotional give-a-ways. Spending is currently tracked monthly and by line item. Sam Belfield (HRTPO) suggested that TRAFFIX financial information be summarized in an annual report format. The report should reflect categories rather than individual charges to show growth in particular areas.

A question was asked about how webhosting and online ridematching was paid. TRAFFIX ridematching service is provided by Commuter Connection which is operated by Metropolitan

Washington Council of Governments (MWCOC). There is a yearly charge for the services provided by MWCOC along with periodical charges for postage. TRAFFIX web pages are integrated within Hampton Roads Transit's website; therefore, maintained by the IT Department.

Ron Hodges also gave a brief overview of TRAFFIX expected growth for FY12. He began discussing NuRide which is expected to grow from 3,914 participants to 5,000. NuRide is a program that offers ridematching and incentive rewards to participants. The Guaranteed Ride Program (GRP) is expected to add 400 additional participants to the current 3,100 registered participants. Current GRP participants are able to use the service up to two times a month not to exceed twelve times a year which is down from four times a month and twenty-four times a year due to usage abuse by participants.

The van leasing program has been a great success. The total number of available leased vans is currently 57. Individuals wanting to lease a van are placed on a waiting list or referred to VPSI Inc. The number of leased van decreased for a period of time due to regulation changes which disqualified the community based organizations; therefore, those leases were terminated, eleven in total. There is currently a shortage on vans due to the popularity of the program.

TRAFFIX influence on transit can be measured by the heavy promotion of light rail and working with HRT's Planning department in regards to strategic scheduling and routing of buses. With continued outreach, transit is expected to grow by 20 percent.

As for the Telework!VA program, there are currently 720 teleworkers from Hampton Road's employers. Funding for Telework!VA has been approved for FY12. A full-time employee will be hired to administer the program.

TRAFFIX Involvement in Light Rail and Park & Ride Lots: The Tide was projected to move 2,900 riders per day; however, the actual daily ridership is averaging 4,986. The success of light rail can be directly contributed to the outreach efforts the TRAFFIX. Outreach personnel visited over two hundred businesses promoting feeder bus routes and free park and ride lots that connect to the light rail stations. Past analysis showed an 80 percent vacancy rate on the combined transit modes; therefore, as an effort to increase ridership, the GoPass365 was developed.

The GoPass365: A program that allows employers and educational institutions to pay a set rate per employee and student which will enable them to ride any HRT mode freely just by showing a work or school badge. The rate an employer will pay depends on the total number of employees; all employees must be covered under the program. Universities and colleges pay \$6.50 per student and staff. Since its inception, three employers Norfolk & Southern, Glasser & Glasser, and Portfolio Recovery; and four universities ODU, NSU, EVMS, and TCC have signed up with GoPass365 securing revenue equivalent to 67,368 additional riders. The current contracts under the pilot period will end June 30, 2012.

Keith Cannady (Hampton) asked for clarification on how employers pay and what does the employees and students receive. Ron (TRAFFIX) explained that the employer pays a lump sum which will allow employees and students to ride any of HRT's modes by just showing their work or student badge. However, beginning January 2012, a serialized card will be

distributed to program participants. The fare card reader will capture reportable information from the cards that will be provided to the employers on a monthly basis. The data will also help determine realistic rates going forward. Ron (TRAFFIX) also stated that it is the decision of the buyer as to how the cost will be absorbed.

Gary Walton (Chesapeake) asked about the long term vision of the GoPass365 program once we gain ridership from these large businesses/organizations. He stated concern about the program initially losing money because the passes are sold at a significantly reduced rate. He asked if there are future plans to transition the initial users to everyday users in order to recapture cost. Mr. Walton also asked if pricing will be determined on an individual basis or across the board, and will it depend on whether the entity is a school or corporation. Ron (TRAFFIX) responded to reiterated that the program is a pilot program which means that every contract will expire June 30, 2012. However, once data is received, it will help gauge ridership which will dictate the restructuring of the price model.

Mr. Walton (Chesapeake) and Mr. Carl Jackson (VDOT) had concerns and questions about parking. It was asked if the monies from the program can subsidize additional parking locations or construct garages. An answer will not be available until a cost allocation is provided and a profit margin is actually identified. As a member of a parking review council, Ron (TRAFFIX) is working with the state to identify potential parking sites; it is an ongoing process. Because of the success of the light rail, additional overflow parking was obtained around the Newtown Road station. An agreement was made with First Baptist to lease 212 spaces of overflow parking for four years at \$49,500. Susan Wilson (Portsmouth) stated since the Newtown Rd station is being used heavily for commuting purpose, that even more parking is needed there. Ms. Wilson (Portsmouth) also stated that providing a bus to/from a satellite parking lot for the Newtown Rd station may be an option for future growth. Ron responded stating that an additional 700 more spaces may be accessible through First Baptist Church. Keith Cannady (Hampton) stated that the Tide LRT issue where demand is exceeding capacity (parking) is a good problem to have and needs to be discussed at future HRTPO TTAC meetings.

Additional TRAFFIX Employee: Tiffany Swindell, TRAFFIX Outreach Coordinator, made a lateral move from HRT's Communications Department. Tiffany's current primary duty is to serve as liaison for the GoPass365. After a few months Tiffany will assist with other TRAFFIX outreach efforts.

New Business:

- Chris Arabia (DRPT) requested that a list of reward sponsors for NuRide be provided at the next meeting.
- Gary Walton (Chesapeake) asked how can the van leasing program be expanded. Ron stated the upcoming grant monies may allow for the purchase of new vans. He also shared that TRAFFIX refers potential van lessees to VPSI in exchange for the emission and VMT data. Chris suggested that 5307 monies be used, if possible, to help sustain the program.

- Congratulations was given to Latwana McClure, TRAFFIX Vanpool Manager, for her due diligence in qualifying potential lessees that resulted in HRT receiving a safety award from Lancer Insurance Company for the safest vanpool fleet.
- Sam Belfield (HRTPO) shared that the HRTPO Military Commuter Survey link is now in place on HRTPO's site and will also be in TRAFFIX's newsletter. He thanked TRAFFIX for partnering with the HRTPO to distribute the survey.
- Ron (TRAFFIX) invited the city representatives to inform TRAFFIX of any traffic issue that they may need assistance with.

Adjournment: The meeting adjourned at 1:00 p.m. Next meeting will be held on Wednesday, February 1, 2012.