

goCommute Subcommittee Meeting

Minutes

February 12, 2025, 9:30 a.m.

Regional Building

The following voting members were recorded attending:

Shawn Tasch (goCo)
Tiffany McClain (goCo)
Lotwana McClure (goCo)
Angela Hopkins (NN)
Luther Jenkins (CH)
Steve Lambert (VB)
Amy Jordan (goCo)
Andrea Kerley (CH)

Monique Lynch (goCo)
Iyanla XO (WATA)
Amber-Leigh Wimbrough (goCo)
William Copeland (HRT)
Caleb Brooks (VDOT)
Caleb Smith (goCo)
Royall Bryan (goCo)

The following others were recorded attending:

John Mihaly (HRTPO)

Matthew Harrington (HRTPO)

Call to Order

The goCommute Subcommittee was called to order by Ms. Iyanla XO at 9:35 a.m. in the 757 room of the Regional Building, 723 Woodlake Drive Chesapeake.

Approval of Agenda

Ms. XO asked for any additions or deletions to the agenda. Hearing none, Mr. Luther Jenkins Moved to approve the agenda as written; Seconded by Mr. John Mihaly. The Motion Carried.

Approval of Minutes

Ms. XO asked for any additions or deletions to the minutes. Hearing none, Ms. Angela Hopkins Moved to approve the minutes; Seconded by Mr. Luther Jenkins. The Motion Carried.

Public Comments

There were no submitted comments or members of the public present.

Director's Report

A. Program Updates

- i. Go Pass 365: Ms. Monique Lynch presented statistics for the Go Pass program including the ridership year to date which totaled 278,243.
- ii. Vanpool: Ms. Latwana McClure detailed the Vanpool Program, with two new vanpools starting this quarter. One from North Carolina to the Newport News Shipyard, and the other from Heathsville, VA to the Newport News Shipyard. She overviewed data from December 2024 showing 30 total vanpools with 216 riders.
- iii. Bike Boost: Ms. Amber-Leigh Wimbrough detailed the Bike Boost Program. The Bike amenity program launched in May of 2024, with the application window running through September. Staff received 11 total applications from organizations throughout the region. The goCo team selected 5 applications to receive bike repair stations/bike racks.
 - i. Ms. Shawn Tasch overviewed the Hampton Roads Bike Month events that goCommute was taking part in.
- iv. Transit Advocacy Day: Mr. Caleb Smith detailed the efforts of goCommute staff for Transit Advocacy Day. Staff met with Hampton Roads legislators and discussed transit-related bills as well as doing a Podcast.
- v. Military: Mr. Caleb Brooks detailed the Base Express, which has surpassed 100,000 riders in its two years of operation. He stated that there is one year left on the contract, and an application had already been submitted to extend the contract. Staff is looking into additional routes as well as extending the service to other bases and supporting locations.

B. Marketing Updates

- i. goCommute: Ms. Amy Jordan detailed the new advertisements that have been posted and receiving over 2,500 hits a day. She overviewed the wrap for the train cars of The Tide, as well as the seasonal ads that were posted. (Vanuary and Ride Share the Love).
- ii. Social Media Engagement: Ms. Royall Bryan discussed the reach and interactions on the various social media platforms for the goCommute brand.

C. Subcommittee Engagement

- i. The subcommittee discussed ways to encourage participation from the localities because of turnover at HRT and localities. Discussion on ways to continue outreach and engagement took place as well:
 - i. Mr. Lambert said that it would be good to attend TTAC as well as attending the meetings at Virginia Beach.
 - ii. Mr. Mihaly stated that the Community Advisory Committee would be a beneficial place for engagement.

D. Funding Source

- i. Ms. Amy Jordan discussed the funding mechanism of the goCommute Program. The program is mostly funded through Congestion Mitigation and Air Quality improvement (CMAQ) funding from the HRTPO. The funding is penciled in off the top of the available funding for the CMAQ program.

Regular Round Table of Current TDM Efforts of Members

- WATA: Officially launched mobile ticketing as of February 3 and gained contract approvals for the construction of the Northern Transfer Station.
- Chesapeake: Mr. Luther Jenkins stated that he would be reducing his time at the goCommute meetings and that his alternate would be taking over. He stated that there was a new location for homeless housing providing options for transit riders to help the homeless.
- Newport News: Ms. Angela Hopkins suggested that a change of date for the meetings would be beneficial.
- Virginia Beach: Mr. Steve Lambert said that the city is close to their comprehensive plan update being completed and have had many conversations on transit lines and the issues there.
- VDOT: Announced that they completed their quarterly park and ride lot inventory.

Next Meeting Date

The next meeting date will be June 11, 2025 at 11:30 am.

Old/New Business

There was no old or new business to report.

Adjournment

The meeting was adjourned at 10:42 a.m.