

goCommute Subcommittee Meeting

Minutes

June 11, 2025, 11:30 a.m.

Regional Building

The following voting members were recorded attending:

Andi Kerley (CH)	Caleb Brooks (VDOT)
Luther Jenkins (CH)	Maria Ptakowski (S)
Monique Lynch (goCo)	Latwana McClure (goCo)
Shawn Tasch (goCo)	Royall Bryan (goCo)
Amy Jordan (goCo)	Megan Gribble (P)
Chris Arabia (DRPT)	Iyanla XO (WATA)
Tiffany McClain (goCo)	

The following others were recorded attending

John Mihaly (HRTPO)	Matthew Harrington (HRTPO)
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Call to Order

The goCommute Subcommittee was called to order by the Chair Ms. Iyanla XO at 11:39 a.m. in the 757 Room of the Regional Building, 723 Woodlake Drive, Chesapeake, VA.

Approval of the Agenda

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

Approval of the Minutes

Ms. XO asked for any additions or deletions to the minutes of the (fill in date) goCommute meeting. Hearing none, Mr. Luther Jenkins Moved to approve the minutes as written; Seconded by Ms. Andi Kerley. The Motion Carried.

Public Comments

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

Directors Report

Ms. Amy Jordan highlighted the following:

A. Program Updates: Impact of various *goCommute* programs for FY 25 including factors such as reduced vehicle miles traveled, new members, trips recorded, etc. as measured from the agile mile app that hosts the connecting VA app are noted as follows:

- i. Go Pass 365: Ms. Monique Lynch stated that the *gopass365* program had added two new clients in FY 25 and then also listed the YTD ridership numbers. A revamping/slight rebrand to the program is planned to increase potential clientele and further changes to the program are likely.
- ii. Vanpool: Ms. Latwanna McClure gave a quick update on the Vanpool program which added one new van pool from Virginia Beach and also listed the qualifications for vanpool program which requires a minimum of 5 riders. The single cost charged to riders covers all operating expenses including lease, maintenance, fuel, and insurance. The program currently supports 33 total vanpools across the region.

Then, was asked about organization of the vanpools. Most meet at park and ride locations and HRT designated spots. DRPT has a vanpool creation team that assists with the development of vanpools.

- iii. Bike Month: Ms. Shawn Tasch stated that *goCommute* supported a bike expo in Hampton and Norfolk at the Slover library. The program also staffed four pit stops on the Bike to Work Day during Bike Week. Other activities included attending the Portsmouth mayor's annual lunchtime bike ride, the pedal the parkway event in Williamsburg, and Bike Night at Virginia Zoo. There is a calendar on the *goCommute* webpage detailing most of the events that took place during Bike Month.
- iv. Military: Ms. Tiffany McClain overviewed the military outreach efforts that *goCommute* has recently undertaken including staffing information tables at Naval Station Norfolk NEX and the Langley Air Force Base Air Show. Staff also attended the Portsmouth Memorial Day Parade, spoke at an "All Hands" event at Suffolk DoD Complex and attended an Annual Earth Day event at the Norfolk Naval Shipyard.
- v. Events: Ms. Tiffany McClain detailed a recent ribbon cutting that *goCommute* staff hosted for three new shelters for the Norfolk to Portsmouth ferry service.
- vi. VTA conference: staff attended the Virginia Transit Association (VTA) conference, and both presented their strategic plans and also won awards for *goCommute*'s partnership with the Navy. The staff team Learned a great deal and were glad to attend.

B. Marketing Updates

- i. goCommute General Campaign: Advertisements for Bike Month and the Bike Expos were promoted.
 - ii. Earth Month/Bike Month Campaign: Staff extended the ads through April and May, with multiple ads on a variety of platforms for the bike expos.

Ms. Amy Jordan overviewed the general numbers for bike month and earth month campaigns that ran together. Staff worked with local creators, focusing on saving money.
 - iii. Social Media Engagement: Overview of the reach, interactions/clicks and follows that were gained through the multiple social media outreach efforts from April through June was shared.
- C. Subcommittee Engagement: Ms. Amy Jordan reported that the goCommute staff was still looking for ways to encourage more engagement to increase attendance for the goCommute subcommittee. Then, she discussed steps to increase engagement with localities that have been taken to date and will be taken over the coming months.
- D. FY 2026 Proposed Goals: overviewed the goals for FY 26. (Listed Below)
- i. Implement the recommendations and marketing strategies of the Strategic Plan to solidify goCommute's brand presence in the region.
 - ii. Increase awareness of the new brand by educating businesses, government officials and other regional stakeholders about the TDM solutions in Hampton Roads.
 - iii. Strengthen and Diversify Partnerships with Military Support Organizations to Advance Tailored Transportation Demand Management (TDM) Solutions.
 - iv. Strengthening the regional dialogue and ownership of TDM efforts by broadening participation and engagement in HRTPO subcommittees and its members.
 - v. Increase user engagement by implementing two new campaigns.
 - vi. Continue to develop goCommute's position in active transportation growing Hampton Roads Bike Month, Bike Boost and other active transportation incentives and programs.
- E. FY 2026 Proposed Budget: Ms. Amy Jordan highlighted the main items in the agency's FY 26 budget including a proposed increase in salary and benefits with goCommute now being fully staffed. The FY 26 Budget also included reductions in subscriptions/memberships and utilities. Further, there is a large decrease in materials and supplies planned due to last year's budget including the rebranding program. The FY 26 budget also includes advertising and marketing line items. In total, there is a reduction to the overall FY 26 budget from the previous year.

- i. Ms. Iyanla XO Moved to approve FY 2026 Budget, and the FY 2026 Goals and Measurements as presented. Seconded by Ms. Andi Kerley; The Motion Carried.

Regular Roundtable of Current TDM Efforts of Members

WATA: Ms. XO said that WATA had discussions at last board meeting on changing fares for students and children. HRT has experience making this change and are starting a youth ridership commission.

DRPT: Mr. Arabia said the State Six Year Improvement Program (SYIP) is being voted on by the CTB on June 25th. Once this happens, contracts will begin to be posted online.

Portsmouth: Ms. Gribble discussed the new stop/extension of the route located at the Portsmouth Jail.

Suffolk: Ms. Ptakowski stated that Suffolk is about to award a contract for the TDP recommended commuter routes connecting to Victory Crossing.

Chesapeake: Ms. Kerley stated that Chesapeake is starting a micro transit pilot project in southern Chesapeake in October. goCommute can assist with marketing this new service which could include ads at current bus stops.

VDOT: Mr. Brooks stated that park and ride inventory took place in April, and VDOT will be going out again in July. Signs for goCommute located at the park and rides will be installed in April.

Next Meeting Date

The next meeting will be either November 5th or 12th.

Old/New Business

There was no old or new business to report.

Adjournment

The meeting was adjourned at 1:03 p.m.