

**June 18, 2018**

**Memorandum #2018-70**

**TO: TRAFFIX Subcommittee (TS) – (A Subcommittee of the Transportation Technical Advisory Committee)**

**BY: Steve Lambert, Transportation Planner II**

**RE: TS Meeting – July 11, 2018**

Attached is the agenda and related materials. The TS meeting will be held on **Wednesday, July 11, 2018 @ 11:30 a.m.** in Meetings Rooms D/E, 723 Woodlake Drive, Chesapeake, VA 23320.

**Voting Members:**

Carl Jackson, PO (Chair)  
Jamie Jackson, HRT  
Mike Hayes, HA  
Britta Ayers, NN  
LJ Hansen, SU  
Jamie Oliver, IW  
Jeffrey K. Raliski, NO

Brian Solis, VB  
Ben Camras, CH  
Steve Froncillo, CH  
Joshua Moore, WATA  
Chris Arabia, DRPT  
Jamie Jackson, HRT  
Eric Stringfield, VDOT

**Voting Alternates:**

Jacqueline Kassel, NN  
Claudia Cotton, NN  
Keisha Branch, HRT

Luther Jenkins, CH  
Tara Reel, VB

**Nonvoting Members:**

Rhonda Murray, NAVY

Ivan P. Rucker, FHWA  
Herb Pittman, NAVY

# Traffix Subcommittee Agenda

July 11, 2018

**CALL TO ORDER 11:30 AM**

**The Regional Building, 723 Woodlake Dr. Chesapeake, VA, 23320**

- |   |          |
|---|----------|
| 1. Welcome- Chair   | 11:30 AM |
| 2. Public Comment Period (Limit: 3 minutes per individual)- Chair | 11:35 AM |
| 3. Approval of March 7, 2018 Minutes- Chair                       | 11:40 AM |
| 4. Approval of Agenda- Chair                                      | 11:45 AM |
| 5. Director's Report- Ron Hodges                                  | 11:50 AM |
| 6. Marketing – Emily Cass and Ron Hodges                          | 12:00 PM |
| 7. Old Business/New Business                                      | 12:05 PM |
| 8. Round Table Discussion   | 12:10 PM |
| 9. Next Meeting- November 7, 2018 - Chair                         | 12:40 PM |
| Adjournment   | 1:00 PM  |

**MINUTES**  
**TRAFFIX Subcommittee Meeting**

March 7, 2018

HRTPO, 723 Woodlake Dr., Chesapeake, VA 23320 Room D

**In Attendance:**

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
VOTING MEMBERS:			HRTPO Staff		
Brian Solis	City of Virginia Beach	P	Sam Belfield	HRTPO	A
<b>Garrett Morgan</b> or Britta Ayers	City of Newport News	P	Steve Lambert	HRTPO	P
Carl Jackson	City of Portsmouth (Chair)	P	Rob Case	HRTPO	P
Chris Arabia	DRPT	P			
Eric Stringfield	VDOT	P	Non-voting Members		
Jamie Oliver	Isle of Wight County	A	Herb Pittman	US NAVY	A
Jeff Raliski	City of Norfolk	P	Ivan Rucker	FHWA	A
Jamie Jackson	Hampton Roads Transit	P	Rhonda Murray	US NAVY	A
LJ Hansen	City of Suffolk	P			
Steve Froncillo or <b>Luther Jenkins</b>	City of Chesapeake	P	HRT Employees:		
Mike Hayes	City of Hampton	P	Carleen Muncy	HRT	P
			Emily Cass	HRT	P
Joshua Moore	WATA	P	Ron Hodges	HRT	P
Alternates			Guests:		
Jackie Kassel	Newport News Alternate	A	Maria Zae		P
Keisha Branch	HRT Alternate	A	Tara Reel	Virginia Beach	P
Benjamin Camros	Chesapeake Alternate	P	Mack Frost	FHWA	P
Claudia Cotton	Newport News Alternate	A			
Tara Reel	Virginia Beach Alternate	A			

1. **Welcome:** Mr. Carl Jackson, Chair, opened the meeting at 11:35 p.m., welcomed all and verified there was a quorum present. Each member present introduced themselves.
2. **Public Comment Period (Limit 3 minutes per individual)** – There were no public comments.
3. **Approval of November 1, 2017 Meeting Minutes:** It was moved and seconded to approve the minutes from the November 1, 2017 meeting. A vote was taken, and the minutes were approved as presented.
4. **Approval of Agenda:** It was moved and seconded to approve the proposed agenda. A vote was taken, and the agenda was approved as presented.
5. **Director's Report**
  - A. **Outreach Efforts** – Mr. Hodges talked about Outreach Staff's events for the third quarter.
    - Mr. Hodges talked about the history of vanpools: from being at HRT and now being managed by Enterprise. There are currently 100 registrations, with 42 vans using the monthly subsidy. There have been 2 new vanpools added since the last meeting.
    - Outreach has completed some Corporate Challenges at Canon ITS, Amerigroup, and Centura College in Virginia Beach. These are just a few examples of the companies that have been engaged.
    - Surveys are being completed at Sentara Careplex / Sentara Leigh and with CHKD.

**March 7, 2018 – TRAFFIX Subcommittee Meeting Minutes, Continued**

- Gold Key /PHR are the newest GoPass365 Program additions.
  - The Commuter Transportation Conference was held at Naval Station Norfolk, and the TIP program enhancements were discussed at the Regional Navy Transportation Incentive Program Review Meeting.
- B. Park & Ride** - Mr. Hodges stated that the Lynnhaven Mall has been secured and opened. We are constantly looking for additional spaces. There is a contract slotted for October to increase availability of about 15 more spaces. It was requested that the website reflect the new and updated information to stay current.
- C. GoPass365** - Mr. Hodges noted that 7,093 passes have been sold, resulting in \$828,471.55 of revenue to date. As new companies come on board, the numbers will increase.
- D. Annual Report** – A bound copy of the FY 2017 Annual Report was distributed. It was requested to portray the percent of ridership that can be contributed to the GoPass365 Program in future annual reports.
- E. Marketing & Advertising** - Mr. Hodges asked Mrs. Emily Cass to give an update of the marketing efforts that have been made since the last meeting. She highlighted the SOV campaign on billboard, HULU, and cell phones. She also highlighted the campaign to promote telework week. Ms. Emily Cass works closely with the Marketing Department at HRT on a weekly basis.

**Approval of FY 19 Budget** - Mr. Hodges answered questions as to the amounts placed in the various categories of the FY 19 proposed budget. A motion was made and properly seconded to approve the FY 19 Budget as presented. A vote was taken, and the motion unanimously was approved to accept the budget.

**Roundtable Discussion**- Mr. Hodges stated that due to the fact that the cell phone recorder did not pick up all the comments, or the comments were undisguisable, he would generalize based on each locality, as best as possible. A roundtable discussion ensued with all participants with the highlights listed as follows:

1. Norfolk – I-64 Construction over the next 4 to 5 years. Request was to work with VDOT.
2. Newport News – Outreach opportunities; communicate with the Newport News office.
3. Chesapeake – Participate where possible with events.
4. Hampton – City will give us updates on important upcoming road events.
5. Suffolk – Look for possible P&R at old Kmart in Churchland area. Ask Maria Zae about bike racks for Suffolk.
6. WATA – Connect with CEO to consider GoPass365 Expansion.
7. Virginia Beach – Would like HRT ticket sales staff to come out for discussion of possible sales.
8. VDOT – Interested in assisting with vehicle avoidance of road construction areas. Key events: upcoming of widening of High Rise Bridge; Western Branch connectivity: Express Lanes
9. Unknown: Move Park & Ride link on TRAFFIX Website to a more accessible and convenient for users looking for P & R locations.
10. HRTPO suggested support of bike month by participating with one of the events.
11. DRPT is developing an areawide calendar for bike events; Creating advisory committees brand logo; and is opening a central office.

All were instructed to pass along ideas to the TRAFFIX Staff at any time.

*March 7, 2018 – TRAFFIX Subcommittee Meeting Minutes, Continued*

**Old Business/New Business**

1. Bike repair stations: If you have a place in mind in your area, let us know.
2. Norfolk will have an April kickoff of the Bikeshare Program.

**PSA announcements on our buses are through our sales department.**

**Next Meeting – June 6, 2018**

The meeting adjourned at 12:40 pm.

Respectfully submitted,

**Carleen K. Muncy**

Carleen Muncy, B.A., CAP, OM

Executive Assistant for Planning and Development Department, Hampton Roads Transit