

February 4, 2019

Memorandum #2019-19

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

BY: Uros Jovanovic, Transportation Engineer

RE: TS Meeting – February 6, 2019

Attached is the agenda and related materials. The TS meeting will be held on **Wednesday, February 6, 2019 @ 11:30 a.m.** in The Regional Building, 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
Christine Armstrong, NO

Brian Solis, VB
Ben Camras, CH
Vacant, 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:

Ivan P. Rucker, FHWA

Herb Pittman, NAVY

Agenda
TRAFFIX Subcommittee
February 6, 2019

The Regional Building, 723 Woodlake Drive, Chesapeake, VA, 23320

1. Call to Order - Chair
2. Public Comment Period (limit 3 minutes per individual) – Chair
3. Approval of Nov. 7, 2018 Minutes – Chair
4. Approval of Agenda – Chair
5. Usage of HRTPO logo on TRAFFIX materials – Kendall Miller
6. Director’s Report – Ron Hodges
7. Marketing – Emily Cass and Ron Hodges
8. Call for ideas for TRAFFIX FY20 work program – Uros Jovanovic
9. Old Business/New Business
10. Round table Discussion
11. Next Meeting: June 5, 2019 – Chair

ADJOURNMENT

AGENDA ITEM #1: CALL TO ORDER

The meeting will be called to order by the Chair at approximately 11:30 a. m.

AGENDA ITEM #2: PUBLIC COMMENT PERIOD

Members of the public are invited to address the TRAFFIX Subcommittee. Each speaker is limited to three minutes.

AGENDA ITEM #3: APPROVAL OF MINUTES

Summary minutes of the TRAFFIX Subcommittee meeting held on November 7, 2018 are attached.

AGENDA ITEM #4: APPROVAL OF THE AGENDA

Members are provided an opportunity to add or delete items from the agenda. Any item for which member desires action from the TRAFFIX Subcommittee should be submitted at this time, as opposed to under "Old/New Business".

AGENDA ITEM #5: Usage of HRTPO logo on TRAFFIX materials – Kendall Miller, HRTPO

The HRTPO has been funding TRAFFIX since 1995, when it was established as a Transportation Demand Management Service for Hampton Roads. Since 2014, The HRTPO has been in discussions with TRAFFIX to determine how to best inform the public, that TRAFFIX is a project of the HRTPO.

With the belief that TRAFFIX represents an investment on the part of the HRTPO, to greater mobility and less congestion in the region, HRTPO staff will discuss with the TRAFFIX subcommittee, the steps needed to be taken in order to ensure that HRTPO is connected with the TRAFFIX brand in a highly visible way.

Ms. Kendall Miller, Principal Lead, Office of Community Relations and Civil Rights, will lead this discussion.

Action: per discussion

AGENDA ITEM #6: Director's report – Ron Hodges

Mr. Hodges will report on current TRAFFIX matters.

AGENDA ITEM #7: Marketing – Emily Cass and Ron Hodges

Ms. Cass will give an update on the TRAFFIX marketing.

AGENDA ITEM #8: Call for ideas for TRAFFIX FY20 work program

In 2018, Carl Jackson (chair), Ron Hodges (TRAFFIX), Steve Lambert (HRTPO), Uros Jovanovic (HRTPO), and Rob Case (HRTPO) agreed to the following annual schedule for the TRAFFIX Subcommittee:

Feb/March: Ideas for following FY work program
May/June: Work program and budget for approval
Oct/Nov: Annual Report (from Ron Hodges)

Therefore, at this the first TRAFFIX meeting of the calendar year, the committee will discuss ideas for TRAFFIX FY20 work program.

MINUTES
TRAFFIX Subcommittee Meeting
November 7, 2018

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
Garrett Morgan or Britta Ayers	City of Newport News	A	Steve Lambert	HRTPO	P
Carl Jackson	City of Portsmouth (Chair)	P	Rob Case	HRTPO	A
Chris Arabia	DRPT	P	Uros Jovanovic	HRTPO	P
Eric Stringfield	VDOT	P	Non-voting Members		
Jamie Oliver	Isle of Wight County	P	Herb Pittman	US NAVY	A
Jeff Raliski	City of Norfolk	A	Ivan Rucker	FHWA	A
Jamie Jackson	Hampton Roads Transit	P	Rhonda Murray	US NAVY	A
LJ Hansen	City of Suffolk	P			
Steve Froncillo or Luther Jenkins	City of Chesapeake	P	HRT Employees:		
Mike Hayes	City of Hampton	A	Carleen Muncy	HRT	P
Joshua Moore	WATA	A	Emily Cass	HRT	P
			Ron Hodges	HRT	P
ALTERNATES					
Jackie Kassel	Newport News Alternate	A	Guests:		
Keisha Branch	HRT Alternate	A	Mack Frost	DOT	P
Benjamin Camros	Chesapeake Alternate	P	Maria Ptakousk	City of Suffolk	P
Claudia Cotton	Newport News Alternate	A	Barbara Creel	WATA	P
Tara Reel	Virginia Beach Alternate	P	Christine Armstrong	City of Norfolk	P

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 July 11, 2018 Meeting Minutes:** It was moved and seconded to approve the minutes from the July 11, 2018. 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**
 - **Outreach** - Mr. Hodges stated that today's report covers the timeframe from July 1, 2018 through November 1, 2018 and gave an update on the collected information during that time. There were 12,323 members in NuRide – 343 added since July 1st.; 672 Employers, 2,753 Carpool Matches; 56,484 Trips Recorded; 1.1M VMT; 526 Reduced Emissions; 53K gallons of gas saved; and 257 Parking Spots saved per week day. Mr. Hodges also reported 66 Commuter Events; 33 Program Meetings; and 159 New Information Requests. Mr. Hodges stated TRAFFIX has partnered with Huntington Ingalls/Newport News Shipyard to help reduce parking stress. With TRAFFIX's help, they have reduced three parking lots to two as a result of the GoPass

November 7, 2018 – TRAFFIX Subcommittee Meeting Minutes, Continued

program. TRAFFIX has had a positive effect on their planning process and will be included in the Parking Committee meetings in the future.

- **Try Transit Week – September:** Mr. Hodges stated that September was Try Transit week and the staff held many employer events and promoted HRT MAX route promotion.
 - **Rideshare Month - October:** Mr. Hodges talk about the month of October as being Rideshare Month mentioned that the staff also held employer events, Vanpool Appreciation Luncheon and did “pop-ups” at the various Park and Ride lots. Mr. Hodges explained the importance of the coordination being done by Mr. Braxton in acquiring convenient Park and Rides within the area.
 - **Vanpools** – There are 110 Registered Vanpools. Mr. Hodges gave a very quick history of the Vanpool Program and mentioned the new vanpools and vanpool promotions. There are three new vanpools this quarter: two from the Peninsula to Naval Station Norfolk and another to VDOT Suffolk offices.
 - **Park & Ride -** Mr. Hodges briefly talked about the efforts to obtain Park & Ride lots at the Janaf Shopping Center and at Chesapeake Square Mall. Mr. Brian Solis asked about metrics for the new rideshare lots at Lynnhaven Mall, TCC- Virginia Beach, TCC- Portsmouth and Thomas Nelson Community College. Mr. Eric Stringfield stated VDOT counts the area park and ride lots and can provide a report to TRAFFIX. They can also add all TRAFFIX RideShare lots in this report.
 - **GoPass365** - Mr. Hodges went over the statistics for GoPass365 for the time between July 1, 2018 and November 1, 2018. He reported that 5,925 passes were sold bringing in a revenue of \$761,846 with Ridership being at 234,157; and talked about the downtown consortium. Mr. Hodges stated that Sentara wants more parking spaces for customers.
 - **ACT** – Mr. Hodges gave an overview of the ACT International Conference staff attended in Anaheim, California. Ms. Emily Cass with Kevin Chau of Enterprise presented a session on Vanpool Marketing as part of the Professional Development services. In addition, Ms. Cass was elected to a two-year team as Vice President of the ACT Chesapeake Chapter. A lot of great knowledge was gained by attending the various workshops by the staff. This month staff will attend the ACT TDM Forum in Nashville, Tennessee.
6. **Marketing** – Ms. Cass gave an update on the TRAFFIX van wraps completion as a tool to build awareness. TRAFFIX is in beginning talks with an advertising agency to help market the program. This contact will fall under the DRPT Contract for General Marketing and Communication services. TRAFFIX will seek approval from the Transportation District Commission of Hampton Roads since the task order is \$450,000. TRAFFIX is developing the ability to perform surveys and email marketing in the OneCommute/Salesforce CRM program.
7. **OLD BUSINESS**
- **Bike Repair Stations** –All bike repair stations have been delivered and awaiting install. These include Cities of Portsmouth, Suffolk, Virginia Beach, WATA, Thomas Nelson Community College, and Old Dominion University. ODU is receiving five bike racks as well. If you would like one in your particular area, please let us know. Ms. Cass will check into the one in Chesapeake. Mr. Stringfield suggested one at the VDOT Suffolk location.
 - **Manager Position** – Mr. Hodges stated that this position was on hold and should be in the budget for the next coming year. He will be able to give a better answer at the next meeting in February.

NEW BUSINESS

- **Chair to attend ACT Conference** Mr. Hodges started a discussion about the benefits to the committee for the Chair of this committee be funded to attend the ACT Conferences. It was moved, seconded and voted to approve travel to the annual ACT conference for the Chair of the TRAFFIX Subcommittee.
 - **Silverleaf Bike Amenities** -The bike lockers will be refurbished/replaced at Silverleaf.
 - **Annual Report** - The 2018 Annual Report should be completed by the February 6, 2019 meeting for review by the committee.
8. **Roundtable - Discussion of Additional Ideas**- Mr. Hodges asked for suggestions during the Roundtable.
- A. **Mr. Luther Jenkins (Chesapeake)**- Suggested connecting with Dollar Tree. He also asked about the bike repair station at Liberty Station.
 - B. **Ms. Jamie Oliver (IOW County)** - Suggested looking at a Park and Ride near the James River Bridge off of Route 17 near Eagle Harbor in Isle of Wight. It is was recently cleared to improve functionality with signage and pedestrian access. Maybe add directional signs on Rt 17 or closer to the lot. There is a community center near there and suggested to place information there. TRAFFIX will look into coordination of signage with VDOT.
 - C. **Ms. Barbara Creel (WATA)** – no comment
 - D. **Ms. Christine Armstrong (Norfolk)** - no comment.
 - E. **Mr. Brian Solis (Virginia Beach)** - Rideshare in Virginia Beach. Asked about the request from Sandbridge Realty. He would like help in policies regarding Rideshare projects and is meeting with the City of Norfolk soon. Mr. Solis suggested re-engaging with the Central Business District Association (CDBA) about GoPass. He also would like to see Park & Ride metrics in the Annual Report.
 - F. **Mr. Eric Stringfield (VDOT)**- Wanted to have staff come down to speak and do a presentation. He also suggested a bike repair station locator on the TRAFFIX website and a presentation on the conferences we attend.
 - G. **Mr. Chris Arabia (DRPT)** – Stated the shared contract be in order regarding the partnership about the marketing.
 - H. **Mr. Carl Jackson (Portsmouth)** - Talked about some planning that is being completed in the City of Portsmouth regarding the Park & Sail lot into a potential Bus Transfer Station.

Next Meeting – February 6, 2019 - The meeting adjourned at 12:45 pm.

Respectfully submitted,

Carleen K. Muncy

Carleen Muncy, B.A., CAP, OM

Executive Assistant for Planning and Development Department, Hampton Roads Transit