



*Thomas G. Shepperd, Jr, Chair, John L. Rowe, Jr., Vice-Chair  
Robert A. Crum, Jr., Executive Director*

**Agenda  
TRAFFIX Subcommittee  
November 6, 2019, 11:30 AM**

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 June 5, 2019 Minutes – Chair
4. Approval of Agenda – Chair
5. Director’s Report – Ron Hodges
6. Marketing – Emily Cass and Ron Hodges
7. HRTPO&TRAFFIX Joint Logo vote – Emily Cass
8. ACT Conference – Carl Jackson
9. Annual Report DRAFT and Procurement for Ad Agency January 2020 – June 2021 - Ron Hodges
10. Round table Discussion – Chair
11. Next Meeting: February 5, 2020 – Chair

**ADJOURNMENT**

### **AGENDA ITEM #3: APPROVAL OF MINUTES**

Summary minutes of the TRAFFIX Subcommittee meeting held on June 5, 2019 are attached.

Attachment 3

### **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.

### **AGENDA ITEM #5: Director's Report – Ron Hodges**

Mr. Hodges will report on current TRAFFIX matters, including:

- Staff Changes
- Program Results (AgileMile, OLGA)
- Outreach (Rideshare Month)
- Vanpools
- Park & Ride
- GoPass365

### **AGENDA ITEM #6: Marketing – Emily Cass and Ron Hodges**

Ms. Cass and Mr. Hodges will give an update on the TRAFFIX marketing.

### **AGENDA ITEM #7: HRTPO & TRAFFIX JOINT LOGO – Emily Cass**

Ms. Cass will present the joint logo and the members of the committee will vote on the logo.

### **AGENDA ITEM #8: ACT Conference – Carl Jackson**

Mr. Jackson will report on the ACT conference which took place August 4, 2019 – August 7, 2019 in New York City.

### **AGENDA ITEM #9: Annual Report DRAFT and Procurement for Ad Agency January 2020 – June 2021 – Ron Hodges**

Mr. Hodges will present the Annual Report DRAFT and Procurement for Ad Agency