

MINUTES
TRAFFIX Subcommittee Meeting
June 5, 2019

In Attendance:

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
VOTING MEMBERS:			HRTPO Staff		
Brian Solis	City of Virginia Beach	A	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	A	Non-voting Members		
Jamie Oliver	Isle of Wight County	A	Herb Pittman	US NAVY	A
Christine Armstrong	City of Norfolk	A	Ivan Rucker	FHWA	A
Jamie Jackson	Hampton Roads Transit	P			
LJ Hansen	City of Suffolk	A	HRT Employees:		
Luther Jenkins	City of Chesapeake	P	Carleen Muncy	HRT	P
Mike Hayes	City of Hampton	A	Emily Cass	HRT	P
Joshua Moore	WATA	P	Ron Hodges	HRT	P
ALTERNATES			Guests:		
Jackie Kassel	Newport News Alternate	A	Angela Biney	VDOT	P
Keisha Branch	HRT Alternate	P	Michael Glass (Intern)	VDOT	P
Benjamin Camras	Chesapeake Alternate	P	Isabella Young	VDOT	P
Rhonda Russell	Newport News Alternate	P			
Tara Reel	Virginia Beach Alternate	P			

1. **WELCOME:** Mr. Carl Jackson, Chair, opened the meeting at noon and welcomed all. He verified there was a quorum present. Each member present introduced themselves. There was a moment of silence held for condolences for the Virginia Beach tragedy. Mr. Jackson stated that TRAFFIX will connect with Mr. Brian Solis and Ms. Tara Reel to see if there is anything that could be coordinated to assist with vanpooling the displaced city employees.
2. **PUBLIC COMMENT PERIOD (Limit 3 minutes per individual)** – There were no public comments.
3. **APPROVAL OF February 6, 2019 MEETING MINUTES:** It was moved and seconded to approve the minutes from the February 6, 2019 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**
Program Results - Mr. Hodges stated that today's report covers the timeframe from February 1, 2019 through May 31, 2019, and gave an overview of the Program Results which included:

- 12,718 Members (323 since February 1, 2018); Contacts with 733 Employers; 2,022 Rideshare Matches; 29,458 Trips Recorded; 640,798 Reduced VMTs; 308 tons of reduced emissions; 31,399 gallons of gas saved; and 170 parking spots saved per weekday. Mr. Hodges stated that he was proud of the increase in the numbers from the last meeting.

Outreach – Mr. Hodges highlighted the outreach results from February 1, 2019 through May 31, 2019, stating there have been 59 commuter events; 55 program meetings; and 51 new information requests. Also, he noted that TRAFFIX sponsored all five Hampton Roads Chamber of Commerce State of the City Events as well as presenting at the Parking Association of Virginias.

- Mr. Hodges stated that the TRAFFIX staff has been very busy with employer events. He highlighted some of the events that occurred in the following areas:
 - **Military Outreach:** Meeting with Admiral Rock and the Military and HRT Leadership with over 100 commands present; and continued monthly INDOC Presentations at NSN and Norfolk Naval Shipyard.
 - **Southside Outreach:** Completion of three Corporate Ride Share Challenges at Norfolk State University (for students/staff), Sutherland Global Services & Amerigroup at their Virginia Beach location; Attended the Mayor’s Sustainability Advisory Committee for the City of Chesapeake; re-established a partnership with the Virginia Beach Hotel Association; and Established Van Pool with employer Ocean Rentals Linen Service.
 - **Peninsula Outreach:** Completed Events at Newport News Shipbuilding & Apprentice School Transportation; and processed over 120 surveys received from LTD Hospitality and Embassy Suites Hampton which included 50 Survey Participants, and both organizations being potential GoPass365 Partners.
 - **Telework Week (March 4-8, 2019)** – Focused outreach to Sentara Norfolk General, LTD Hospitality, Amerigroup, and Sutherland Global in which 323 telework days were recorded; 39 Telework participants were tracked resulting in 570 work trips and 9,898 VMT’s being saved; and MARCMC Command (Mid-Atlantic Regional Command-one of the larger command in Norfolk) began a Telework Program.
 - **Earth Day (April 22, 2019)** – Events were held at NSA Hampton Roads, Naval Station Norfolk, Virginia Living Museum, Virginia Zoo, and Capital Group resulting in 6,005 Non-SOV (Single Occupancy Vehicles) being recorded; as well as 189 Telework Participants; 6,430 work trips and 106,729 VMTs; and 38 new members joined during this promotion to NuRide program to enter their own information into the database, allowing them to receive rewards for various levels of participation.
 - **Bike Month (May)** – Events were held in Suffolk (Bike with the Mayor); Norfolk Bike to Work Day Pit Stop and Bike Expo; Portsmouth Lunch Bike Ride; and Naval Station Norfolk Bike Appreciation Event which resulted in 548 recorded bike trips; 25 Bike Commuter participants; 548 work trips were saved as well as 2,779 VMTs; and 5 new bike commuters joined during these promotions.

Vanpools – Mr. Hodges continued by stating the Vanpool Program is doing very well and has 90 Registered Vanpools YTD, with 43 of them having monthly subsidies. There were 9 new vanpools in this reporting period. HRT engages Enterprise for vanpools and the vehicles are wrapped like the other TRAFFIX vans. Mr. Hodges stated that HRT will begin monthly subsidy for vanpools that have been subsidized these last 24 months by the grant subsidy.

Park & Ride - Mr. Hodges briefly talked about the current efforts to obtain the Park & Ride lot at the Chesapeake Square Mall Park and Ride. Negotiations are in progress with the Mall administration. This process of negotiations also includes the City of Williamsburg Park and Ride which is a new location for those Newport News shipyard workers. The Chesapeake Square Mall has 12 spaces awaiting bumper and sign installation and the City of Williamsburg Park and Ride has 19 spaces awaiting signage.

GoPass365 - Mr. Hodges reviewed the statistics for HRT GoPass365 program for the time between February 1, 2019 and May 31, 2019. He reported that 8,013 passes were sold with a current revenue of \$960,493 for 265,249 trips. The newest client is Global Hospitality with Newport News Shipyard still being the largest. There are 25 employers involved in the program.

6. **MARKETING** - Ms. Cass reported that TRAFFIX is now working with Siddall Agency through the DRPT contract for marketing and communication services. The goal is to have an advertising campaign to increase awareness of TRAFFIX programs, to also increase employer engagement, community outreach, employer community relations, and media relations.

- **Awareness Campaign** – The Objectives and Goals include increasing awareness and increase usage
- **Target Audience** – The target audiences are commuters and employers.
- **Messaging** – The messaging initiatives will help TRAFFIX improve the daily commute through proven plans that work; saving time and cost; and through personal wellness.
- **Media Placement** – Media placement will be *INSIDE BUSINESS* print ads called “Time for TRAFFIX”; outdoor billboards, radio traffic tags and NPR sponsorship; digital banner ads; and Facebook and LinkedIn ads. For LinkedIn, TRAFFIX can specify the demographics where the ads are targeted. There are no TV ads at this time.
- Slides 16 through slide 21 of the meeting PowerPoint showed examples of the ads used for the various media and outreach campaigns- with different ones for larger promotions – Earth day, Bike month, Community Outreach. Earth Day and Bike Month had a \$25.00 gift card as a raffle and various bags filled with promotional items.
- **Community Partnership** – To assist with the outreach plan, Ms. Cass has been meeting with Ms. Delceno Miles to come up with one-on-one meetings where TRAFFIX could introduce and promote TRAFFIX through their communication channels, speaking engagements and shared events with the Hampton Roads Chamber of Commerce, the Peninsula Chamber of Commerce and the Hampton Roads and Greater Peninsula Workforce Councils. Mr. Hodges added that an event with Hampton Roads Chamber and Rideshare Month Celebration at Silverleaf with radio remote, will assist in this partnership with the community.
- **Media Releases** – Earth Day Press Release; “Best Places to Work” – Inside Business & Coastal Virginia Business Magazine (upcoming); Pitch Public Radio Interview (upcoming); HRBT Construction (upcoming).

7. OLD / NEW BUSINESS

OLD BUSINESS

- **Bike Repair Stations** –All stations have been delivered. Suffolk has installed theirs at the train station (Visitor Center).
- **Manager Position** – Mr. Hodges stated that this position has been posted with an upcoming interview process and the position to be filled by July 1, 2019.
- **Chair to attend ACT Conference** - Mr. Hodges stated that the travel arrangements have been made for the Chair of this Committee to attend the next ACT conference in New York City on August 3-8, 2019.
- **Silverleaf Bike Amenities** – TRAFFIX has met with VDOT and they recommended not replacing bike lockers, but instead installing bike repair stations and bike racks. Details are being finalized and should be scheduled for completion by Fall of 2019.
- **Waze Carpool** – Mr. Hodges informed the committee that going forward at this time would be too expensive. Ms. Cass added that TRAFFIX was interested in emulating a pilot program on the west coast. AgileMile was working with WAZE to have trips logged automatically into the TRAFFIX app, but it was determined it was cost prohibitive from AgileMile. She is still speaking with WAZE about rideshare promotion during Rideshare Month in October.

8. NEW BUSINESS

- **Budget**– Mr. Hodges asked the Committee to approve the budget that was presented in the PowerPoint Meeting packet on slide #26. The only difference from last year's budget is the increase to the advertising line which will include:
 - Continue brand awareness campaign including TV slots
 - Continue with partnerships similar to the Chambers
 - Update Marketing materials and website
 - Post Campaign Awareness Survey

It was noted that \$400,000 was carry-over from a previous year. Discussion followed.

It was noted that the salary supports 7 full time staff and a small percentage to a few other positions that perform duties in other departments for TRAFFIX. (Examples: Marketing, Communications, and Customer Service.)

- Ms. Rhonda Russell asked to be sent a copy of the Annual Report.
- A motion was made to approve the 2020 budget as presented and was properly seconded. There was no additional discussion. A vote was taken and unanimously approved to accept the 2020 Budget.
- **Work Plan Goals** – Mr. Hodges gave an overview of the new Work Plan Goals as provided on slide #27 and #28.

Goal 1: Promote use of alternative transportation by increasing the use of alternative modes for commuting to work

Goal 2: Active Participation by Employers by maintaining relationships with current employers; creating relationships with new employers; Identifying, train and energize

employees at work sites that can incite mode shift/change the worksite culture; and create worksite programs to decrease SOV commute trips.

Goal 3: Active Participation by Commuters by engaging individuals into rethinking their mode choices; participating in area bike associations, sustainability committees; creating a “Tagged by TRAFFIX” program to identify and promote those commutes who participate in an alternative mode.

Goal 4: Increase awareness of commute options and the TRAFFIX Commute program by continuing advertising campaigns; partnerships with Hampton Roads Chamber of Commerce, Peninsula Chamber of Commerce, Peninsula Workforce Development Council, and Hampton Roads Workforce Council; and attending and network at all “State of the City” events (7 cities).

Goal 5: Regional coordination by maintaining consistent and open lines of communication with stakeholders; providing outreach services to all cities and counties in TRAFFIX service area; and working with HRTPO, VDOT and ERC on upcoming projects in a TDM partnership environment

- **Work Plan Measurements**

- 200 Engaged Employers (100 at Levels 3 or 4)
- 55 New Employers
- 400 Program Meetings
- 180 Commuter Events
- 20 Corporate Challenge
- 50 Employer Regional Campaign Events (Telework Week, Earth Day, Bike Month, Try Transit Week, and Rideshare Month)
- 1000 New Commuter Members in AgileMile (formally NuRide)
- 15 New Registered Vanpools
- 1.5% Growth in GoPass365 Trips

9. **ROUNDTABLE DISCUSSION of ADDITIONAL ITEMS**

- A. **WATA – Mr. Joshua Moore** – No comments or suggestions at this time.
- B. **Chesapeake – Mr. Luther Jenkins** - No comments or suggestions at this time.
- C. **Newport News – Ms. Rhonda Russell** - No additional comments or suggestions at this time.
- D. **DRPT - Mr. Chris Arabia** – Mr. Arabia suggested looking at other “best places to work” programs. Now is the time to start talking about Try Transit Week and he talked about DRPT’s promotions.
- E. **Portsmouth – Mr. Carl Jackson** – Mr. Jackson thanked TRAFFIX for their promotions and the lunch time bike ride in Portsmouth. Portsmouth is working with a Park & Sail lot and possibly a conversion into a Park and Ride or a bus transfer facility.
- F. **Virginia Beach – Tara Reel** – Thanked all for the prayers. There are over 400 displaced employees and could use some assistance from TRAFFIX in their commutes.
- G. **Hampton Roads Transit – Jamie Jackson** - No comments or suggestions at this time.
- H. **HRTPO – Steve Lambert** - No comments or suggestions at this time.

The meeting adjourned at 1:05 pm.

Next Meeting –November 6, 2019

Respectfully submitted,

Carleen K. Muncy

Carleen Muncy, B.A., CAP, OM

Executive Assistant for Planning and Development Department, Hampton Roads Transit