

**October 23, 2018**

**Memorandum #2018-126**

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

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

**RE: TS Meeting – November 7, 2018**

Attached is the agenda and related materials. The TS meeting will be held on **Wednesday, November 7, 2018 @ 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  
Vacant, 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:**

Rhonda Murray, NAVY

Ivan P. Rucker, FHWA  
Herb Pittman, NAVY



*Thomas G. Shepperd, Jr., Chair, John L. Rowe, Jr., Vice-Chair*

## **Traffic Subcommittee Agenda**

**November 7, 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 July 11, 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 Meetings for 2019   | 12:40 PM |
| February 6, 2019; June 5, 2019; and November 6, 2019              |          |
| Adjournment   | 1:00 PM  |

**MINUTES**  
**TRAFFIX Subcommittee Meeting**  
 July 11, 2018

**In Attendance:**

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
<b>VOTING MEMBERS:</b>			<b>HRTPO Staff</b>		
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	P	<b>Non-voting Members</b>		
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	A	Rhonda Murray	US NAVY	A
LJ Hansen	City of Suffolk	P			
Steve Froncillo or Luther Jenkins	City of Chesapeake	P	<b>HRT Employees:</b>		
Mike Hayes	City of Hampton	A	Carleen Muncy	HRT	P
Joshua Moore	WATA	P	Emily Cass	HRT	P
			Ron Hodges	HRT	P
<b>ALTERNATES</b>					
Jackie Kassel	Newport News Alternate	A	<b>Guests:</b>		
Keisha Branch	HRT Alternate	A			
Benjamin Camros	Chesapeake Alternate	P			
Claudia Cotton	Newport News Alternate	A			
Tara Reel	Virginia Beach Alternate	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 March 7, 2018 Meeting Minutes:** It was moved and seconded to approve the minutes from the March 7, 2018 meeting as corrected. A vote was taken, and the minutes were approved as corrected.
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**  
 Mr. Hodges stated that the Outreach Staff is understaffed, due to one of the coordinators being on an extended leave of absence due to health issues, which has affected some of the performances and efforts for Southside businesses.
  - A. Mr. Hodges highlighted the events that the outreach staff has been involved in:
    - **State of the City:** Chamber of Commerce for Norfolk, Portsmouth, and Virginia Beach have already been attended.
    - **Biz to Biz Expo** in Chesapeake.

*July 11, 2018 – TRAFFIX Subcommittee Meeting Minutes, Continued*

- **Promoted Telework Week Commuter Events** with Amerigroup at two locations, Kantar Media, Sentara Careplex, and Sentara Norfolk General. This resulted in recording 346 telework days, 14,700 vehicle miles reduced, and 612 reduced car trips for the month of March.
  - **Earth Day Commuter Events** with Capital Group, City of Virginia Beach, ECPI Virginia Beach, Naval Support Activity Hampton Roads, Naval Facilities Engineering Command Atlantic – Lafayette Annex, and events at Mount Trashmore in Virginia Beach and the Virginia Living Museum in Newport News. Reported for the month of April were 13,000 alternative transportation trips, 217,000 vehicle miles reduced, and 13,600 reduced car trips.
- B. Bike Share Launch** - Mr. Hodges talked about the promotions/events that were attended for Bike Month. The Norfolk Bike Share was launched on May 6, 2018. The TRAFFIX station that TOS approved last year, is ranked #2 as being utilized. There were 241 total rides, 6 locks/unlocks, total ride times of 6,200 minutes, and 364 mobile impressions on their phones. There was a discussion about logistic issues, maintenance and retrieval of equipment, and gathering of statistical information. TRAFFIX is looking for expansion to do this in other cities. It was also noted that if you put the PACE app on your phone, you can get a \$10 discount on your first free ride using the TRAFFIX promo code.
- C. Bike Month Events** - Mr. Hodges stated that the First Friday rides have been very successful in Norfolk. The ridership has been growing week after week. Some of the events included in were pit-stops at Silverleaf and Newport News Transit Center. We participated in Hampton Bike ride with the Hampton Mayor, and we did “Bike to Work Day” with the Norfolk City Council. The TRAFFIX Pit Stop Sign was spray painted on the stops (washed away after a few rains) by Ms. Latwana McClure and Ms. Emily Cass. We recorded 511 bike trips, 2,400 vehicle miles reduced and 511 reduced car trips for the month of May.
- D. Vanpools** - Mr. Hodges noted there are 44 vans that fall under the vanpool subsidy program, and there are 116 Registered Vanpools. Newport News shipyard or Huntington Ingalls Contract with Enterprise Rideshare is about to take off and increase their usage due to their employees moving into this area.
- Enterprise is willing to find lots serve as park and rides for ridesharing.
  - In coordination with DRPT, we are looking into the new VANPOOLVA! Program.
- E. Park & Ride** - Mr. Hodges talked about the two newest Park & Rides that are currently in process of having the contracts signed. They are at Janaf Center and Chesapeake Square.
- F. GoPass365** - Mr. Hodges went over the statistics for GoPass365 and noted that they are trending lower than last year Gold Key/PHR is a new client. He talked about forming a Hampton Consortium and working with Christopher Newport University to be the newest addition.
- Mr. Hodges noted that Ridership on the busses is down, but ridership does seem to be doing well on the light rail and ferry boats.
- 6. Marketing** – Ms. Cass stated that the goal of past marketing efforts was to increase awareness of the TRAFFIX programs, and there has been a steady increase in interest. There has been an increase in NuRide signups as well. There will be two more non-revenue vans being wrapped with TRAFFIX logo to also assist with the advertisement.
- There will be another campaign starting up in the fall. There have been Hulu, and radio station broadcasts, with social media being part of the next phase.

**7. OLD BUSINESS**

**Bike Repair Stations** – Mr. Hodges reported that Bike Repair Stations are delivered and awaiting installation in the cities of Portsmouth, Suffolk, Virginia Beach and Hampton. The other locations: James City County/WATA, TNCC, and ODU should have their installations complete by August. These repair stations seem to receive high reviews.

**Manager Position** – Mr. Hodges stated that this position won't be filled until next year as HRT is not hiring. HRT requested me to put the hiring of this position on hold.

**NEW BUSINESS**

**Advertising Agency** – At the next meeting Mr. Hodges stated that he would like to contract the advertising and marketing component out to an RFP process. Currently we have tried to utilize the HRT marketing and communications department, and they are overwhelmed doing HRT promotions. Mr. Hodges stated that he felt it was time to hire an agency that was fully dedicated and focused on TRAFFIX. He will bring this to the table for discussion at the next meeting.

**8. Roundtable Discussion**- Mr. Hodges asked for suggestions during the Roundtable.

- A. DRPT- Mr. Chris Arabia stated that the next meeting would be after “TRY TRANSIT WEEK” and asked all to keep it in mind.
- B. Mr. Hodges stated that the ACT Conference would be the end of July.
- C. Mr. Ben Camros of Chesapeake talked about looking for possible park & rides in his area. His contact number is 757-382-6176 to discuss further.
- D. Mr. L. J. Hansen of Suffolk suggested that as a Region, there should be better coordination to include the “region as a whole,” instead of each city doing their own thing. Possibly have a calendar of regional events that starts by February or earlier so that the entire region to participate.
- E. Mr. Luther Jenkins of Chesapeake suggested we speak with Josh Fisher to coordinate to have a food truck at our events through September.
- F. Mr. Eric Stringfield of VDOT wanted to remind all about bike safety events and putting in more bike shares. He also wanted to remind all about coordination with the road construction areas and the impact on TRAFFIX.
- H. It was questioned as to why there was not a Park & Ride at Bowers Hill. It needs to be explored and researched – this should be brought up at possibly an environmental project.
- I. Mr. Jeff Raliski of Norfolk also stated it would be good for TRAFFIX to assist with funding programs that manage projects for the whole Regional picture. Conversations need to be started by TRAFFIX subcommittee possibly.
- J. Mr. Steve Lambert talked about getting people to “try transit week”.
- K. Mr. Carl Jackson of Portsmouth talked about installing a bike repair station at the north landing ferry dock near the existing bike racks and the City would like to convert the park and sail lot into a bus transfer center.
- L. The TRAFFIX staff will be attending the ACT conference from July 28<sup>th</sup> – August 2<sup>nd</sup>.

**Next Meeting – November 7, 2018** - The meeting adjourned at 12:50 pm.

Respectfully submitted,

**Carleen K. Muncy**

Carleen Muncy, B.A., CAP, OM

Executive Assistant for Planning and Development Department, Hampton Roads Transit