

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

March 2, 2016

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

Mr. Carl Jackson, Chair, Opened the meeting at 11:35 a.m.

**In Attendance:**

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
<b>MEMBERS:</b>			<b>HRTPO Staff</b>		
Brian Solis	City of Virginia Beach	P	Sam Belfield	HRTPO	P
Eric Stringfield	VDOT	P	Seth Schipinski	HRTPO	P
Jamie Oliver	Isle of Wight County	P	<b>Non-voting Members</b>		
Jeff Raliski	City of Norfolk	P	Carl Jackson (Chair)	VDOT	P
Julie Navarrete	Hampton Roads Transit	P	Chris Arabia	DRPT	P
Keith Cannady	City of Hampton	P	Herb Pittman	US NAVY	P
Vacant	WATA	N/A	Ivan Rucker	FHWA	P
Britta Ayers	City of Newport News	A-Excused	Rhonda Murray	US NAVY	A
LJ Hansen	City of Suffolk	P	<b>HRT Employees:</b>		
Steve Froncillo	City of Chesapeake	P	Carleen Muncy	HRT	P
Brian Swets	City of Portsmouth	P	Carol Russell	HRT	P
			Emily Cass	HRT	P
<b>Alternates</b>			Latwana McClure	HRT	P
Jackie Kassel	Newport News Alternate	A	Rick Braxton	HRT	P
Keisha Branch	HRT Alternate	A	Ron Hodges	HRT	P
Luther Jenkins	Chesapeake Alternate	P	Sheran Johnson	HRT	P
Claudia Cotton	Newport News Alternate	A	Siru Barber	HRT	P
Mark Shea	Virginia Beach Alternate	P	<b>Guest:</b>		
			Donna Sayegh	Virginia Beach Citizen	P

**Request for Public Comment:** Mr. Jackson asked for any public comments. Ms. Donna Sayegh, made some comments about a letter that Randy Forbes sent her regarding transportation in Portsmouth and the importance of Portsmouth transportation.

**Approval of Agenda and Previous Meeting Minutes:** The agenda was approved as presented. Mr. Jackson asked for a motion to approve the minutes. The November 4, 2015 meeting minutes were revised to show that Mr. LJ Hansen and Mr. Mark Shea were in attendance. The November 4, 2015 minutes were approved as amended.

**General Updates**

- **Introduce Rick Braxton** – Mr. Ron Hodges introduced Mr. Rick Braxton as the new Commuter Outreach for the Northside. Mr. Braxton told a little about himself and his qualifications.
- **State of the Commute** – Mr. Hodges talked about extraction/mining of data from the TDM reports that have been completed to DRPT. This has been discussed with Mr. Chris Arabia and there is a lot of interest in mining the data. This will be reported on in the near future.
- **TRAFFIX Grant: Issues and Concerns** – Mr. Hodges commented on the history of receiving grants from TPO and the many issues of trying to find money for the program. Since that time, TRAFFIX has come a long way and the only issues now is receiving the money for the current year. We are still using money from FY 15.
- **CelWell – What to Expect** - Mr. Hodges explained what CelWell was, and how it will interface with state statistics and performance data regarding the reporting processes. He complimented the work that Ms. Cass has completed already, and how her preparations of data will easily be integrated with CelWell's comprehensive reporting systems.

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- **Economic Impact Study** – Mr. Hodges talked about the HRT Economic Impact Study which consisted of Round Table Discussions with the Higher Learning groups, Health Care Provider groups and 4 other key industry groups to determine how TRAFFIX can impact the region. Once the information is compiled, he will share the results.
- **Park and Ride Specialist Update** – Last year, the TOS committee approved hiring of a position to totally coordinate the park and ride lots. With the concern of receiving this year’s funding, Mr. Hodges decided to combine the Outreach Coordinator position for the Northside with the park and ride specialist position. Mr. Braxton will now be covering both positions. We are looking forward to his sales experience to be an asset as he locates new park and ride prospective lots, better manage the current park and rides, and possibly enter into new contracts for new locations for more park and rides.

**Military TDM Update** - Ms. Emily Cass spoke about the upcoming events that will be covered by the Outreach Staff, as well as the events she has covered for her Military Outreach. These events were included on slides 1 and 3 of the packet handout. Ms. Cass also addressed the marketing and PR portion of her duties, entailed on slide 2 of the packet handout. Ms. Cass highlighted a presentation she gave regarding “Creating Commuter Options in Hampton Roads” at the Transportation Research Board Meeting in January. She will also be writing a feature article for the Transportation Management and Engineering (April Issue) and the Health Journal. She also highlighted the various military commands and programs that she is working with, coordinating with Mr. Herb Pittman. There were some questions addressed regarding the MAX route in Suffolk.

**Southside Report** – Ms. Siru Barber addressed the next 4 slides (slide 4-7) of the packet handout, highlighting the higher education, the employers, and the events/meetings that she has coordinated, promoting TRAFFIX programs. She explained the various levels of involvement with each of the employers she has contacted. Under the special projects/events, she highlighted the updated information that the coordinators were helping to inform the communities, as well as Earth Day and Bike Month Events. Mr. Hodges added the exciting news of the addition of another park and ride lot in Portsmouth to capture potential riders on the ferry between Portsmouth and Norfolk with the cooperation of the Downtown Norfolk Cooperative (DNC).

**Van Pool Status** – Ms. Latwana McClure reported on slide 8 of the packet handout, highlighting that the HRT Vanpool Program had ended on June 30, 2015 with 27 vanpools. HRT went to two third party vendors: Enterprise and vRide, where there are currently 23 vans that have the TRAFFIX wrap and are being tracked for NTD reporting. Ms. McClure also stated that HRT is working with these two vendors to promote vanpooling in the community by having a table at events, through outreach, and assistance from the HRT Marketing Department. The huge advantage to HRT for changing the Van Pool Program, is that HRT is no longer responsible for any maintenance costs, saving HRT money and time coordinating the repair side of the program. Enterprise and vRide handle all those issues now, allowing the van pool recipients access to safer and upgraded vehicles to drive.

**GoPass365 Report** – Ms. Sheran Johnson addressed the last 4 slides (slides 9 – 12) of the packet handout. She promised to have charts that will be easier to understand the portrayal of the GoPass365 Program and the changes that have taken place in the last year. She also added and distributed a GoPass365 Yearly Transit Pass flyer. Ms. Johnson explained the two options to the program, along with the benefits now available. The current business/school participants were listed on the back of the flyer. Ms. Johnson stated her goals for the program’s growth, and prospective businesses to be added to the Downtown Norfolk Consortium. It was noted that the charts provided include information across two fiscal years.

**Old Business / New Business**

- **Ridership** – Mr. Hodges addressed the issues with Ridership and clarified the differences between the reporting of the ridership from the beginning and now, as reported in the annual report. There are many initiatives to increase ridership that will be kicked off in the near future, with the goal being to reach a “new” rider.
- There was open discussion and questions about a variety of topics that included park-n-rides at the new transfer center in Norfolk; the possibility of using “UBER” drivers to partnership with the guaranteed ride program; and HRT being able to acquire better data across the board regarding ridership in the various areas. Ms. Julie Navarrete addressed the HRT ridership data collection process.
- Mr. Herb Pittman addressed the military ridership issue with getting personnel on the various bases in an effort to reduce the congestion around the entrances.
- Mr. Hodges asked all members to review the draft version of the Annual Report for FY 2015, included in the meeting packets, and for all comments/edits to be sent to him within the next week.

**Special Announcement**

Mr. Carl Jackson asked Ms. Carol Russell to come forward for a special presentation of a plant for her 39 years of service to HRT, and in celebration of her retirement to be effective the end of April.

**Next Meeting** – The next meeting is scheduled for July 6, 2016 @ 11:30 p.m.

The meeting adjourned at 1:05 p.m.

Respectfully submitted,

*Carleen K. Muncy*

Carleen Muncy, B.A., C.A.P.-O.M.  
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