

MINUTES
TRAFFIX Subcommittee Meeting

November 1, 2017

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

In Attendance:

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
VOTING MEMBERS:			HRTPO Staff		
Brian Solis	City of Virginia Beach	P	Sam Belfield	HRTPO	P
Garrett Morgan or Britta Ayers	City of Newport News	P	Steve Lambert	HRTPO	P
Carl Jackson	VDOT (Chair)	P	Rob Case	HRTPO	P
Chris Arabia	DRPT	P			
Eric Stringfield	VDOT	P	Non-voting Members		
Jamie Oliver	Isle of Wight County	A	Herb Pittman	US NAVY	P
Jeff Raliski	City of Norfolk	P	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
Susan Wilson	City of Portsmouth	P	Emily Cass	HRT	P
Joshua Moore	WATA	P	Ron Hodges	HRT	P
Alternates			Guests:		
Jackie Kassel	Newport News Alternate	A	Pat Woodbury	HRT TDCHR Chair	P
Keisha Branch	HRT Alternate	P			
Benjamin Camros	Chesapeake Alternate	P			
Claudia Cotton	Newport News Alternate	A			
Mark Shea	Virginia Beach Alternate	A			

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 and Mr. Ron Hodges introduced Ms. Pat Woodbury as his special guest. She is the current chair for TDCHR (HRT Commission).
2. **Public Comment Period (Limit 3 minutes per individual)** – There were no public comments.
3. **Approval of June 7, 2017 Meeting Minutes:** It was moved and seconded to approve the minutes from the June 7, 2017 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. **Approval of Policy and Procedure** – It was moved and seconded to approve the Policy and Procedures draft document included in the meeting packet. Discussion followed, a vote was taken, and the Policy and Procedures was approved as presented. It was determined that it would go into effect immediately.
6. **Approval of Chair's Term** – There was some discussion as to the need for this approval request. A motion was made and seconded. A vote was taken, and the motion was approved to start the current sitting Chair's term today, November 1, 2017.

7. **Director's Report**

- A. **Outreach Efforts** – Mr. Hodges talked about Outreach Staff's engagement at ODU and TCC. They have completed surveys at SECEP, TNCC, and Hampton VA Hospital. Surveys are the first engagement step with the employers. There has been outreach regarding VDOT Express Lane with the military bases.
- Mr. Rob Case mentioned a data base called Street Life that tracks where people travel via their cell phones. There was discussion regarding use of data collection and the military restrictions. There is no input of data, it goes strictly by zip codes location of cell phones. Daryl Johnson @ VDOT would be the person to contact to answer any questions about analysis of the data.
 - Try Transit week was in September and about 100 tickets were handed out for free rides. There was a discussion about how to track weather there was an increase to the ridership or not, and whether the effort made a difference.
 - October was Rideshare month where the staff held Vanpool Coordinator luncheons and did outreach for the park and ride lots.
- B. **Park & Ride** - Mr. Hodges stated that the Lynnhaven Mall just signed a contract in October for about 15 spaces. If it is determined that more spaces are needed, there is the option to go back and renegotiate for more spaces.
- C. **Rideshare Programs** – Mr. Hodges gave a short history regarding HRT and the vanpool program. He stated that there are currently 120 registered vanpools, with 41 of them using Monthly Stipends. Since the last meeting, there has been an average of 700 carpool matches per month and 86 guaranteed rides home given. During the Try Transit week, there was one van start/van save.
- Mr. Pittman stated how it is difficult for military individuals using transit services to be at work on time, and getting home within a reasonable time after their shift, given the variety of shifts being worked. He stated that creating a vanpool sometimes helps those persons with transportation, as there may be others working the same crazy hours for them to be able to carpool with. He also suggested that possible matches be available on the TRAFFIX website, and Ms. Emily Cass stated that one of the goals of the TRAFFIX program is to get all customers registered in the NuRide system that will track all that types of data to assist individuals to find ridesharing solutions. For the military folk being deployed and getting stipends, vanpools work much better because the stipend can be put on hold and reinstated much easier.
- D. **GoPass365** – Mr. Hodges stated the newest company addition to the GoPass365 Program in addition to Days Inn in Virginia Beach, is Gold Key Resorts in downtown Norfolk. He explained the partnering with area businesses that are willing to give a discount to GoPass commuters. Another change is the creation of the GoSemesterPass portion of the program, which began on January 1, 2017. This type of pass works better for the colleges and universities that are part of the GoPass365 program. Some students only attend for a semester, and don't need a pass for the whole year. This allows passes to be purchased for a shorter period of time, adjusting to student semesters. Another portion of GoPass365 has been partnering with retailers willing to offer discounts to GoPass Commuters and maintaining that list on the website for the GoPass commuters.
- E. **Annual Report** – A copy of the Draft Annual Report was included in the meeting packet. All members were asked to review it and make any edits by November 10, 2017 to Mr. Hodges, Mrs. Cass, or Mrs. Muncy.

- F. **Bike Repair Station** – Ms. Susan Wilson commented on the location of the newest bike repair station in Portsmouth. It is located near High Street and will be operational in about two weeks. Mr. Hodges stated that he would like to put a bike station in each jurisdiction/city. The cities will maintain security and upkeep of the station after TRAFFIX completes the initial installation in cooperation with the city for locations.
- G. **SIR Marketing Research** – Mr. Hodges stated that TRAFFIX has received the report and the staff will be looking at what can be withdrawn from the report to enhance the current TDM program. He will provide an electronic copy for anyone wishing to read the report
- H. **Marketing & Advertising** - Mr. Hodges asked Mrs. Emily Cass to address all the exciting changes that are being made to the TRAFFIX program. Ms. Cass noted that awareness in the region was lacking in the past, and this was one area that was identified as needing improvement. TRAFFIX staff is being more creative in the marketing and advertising arena, in an effort to remedy that.
- a. **Website** – Regarding the website: The TRAFFIX website was included in the HRT website, and now it is a stand-alone website. What that means is TRAFFIX staff can now change/update this website without having to go through the process of putting in a request for marketing assistance through the marketing department, and then waiting for changes to be made. Any changes – redesign, new verbiage, rearrangement of placement on the page, can all now be completed instantly by TRAFFIX staff. The future intent is to direct all to the TRAFFIX website, where all vanpools and NuRides will be able to sign up.
- b. **New TRAFFIX App** – There is a new TRAFFIX app, an Apple app being launched and in six months, an Android version should be available. This will enable our commuters to log their trips and there is a mechanism that can connect to others going the same way. One should also be able to access rewards through this app and discounts from area businesses. There will be a large launch once the Android app is also available.
- c. **Bikeshare Sponsorship** – An update regarding Zagster: The picture of the TRAFFIX advertising on the bike basket on the PowerPoint page. The last communication from the city of Norfolk, is that we have three (3) bike stations, 15 bikes per station, and the program is ready to be launched this or next month. We had hoped to wait until the Spring and have a huge launch since we felt there would be a larger interest due to the inclement weather now, preventing as many folk riding bikes. It was requested that TRAFFIX help do the same kind of program in Newport News and Mr. Hodges stated he would assist.
- d. **New Ad Campaign** – Ms. Cass spoke about the New Ad Campaign portrayed in the meeting packets, under the Director’s Reports. These are an attempt to get attention brought to the TRAFFIX program. They are in the process of being tweaked. There were many comments. These will be on the website, on billboards – being put into congestion areas and ads. There will also be teaser ads, and plans for radio spots. This is evolving. Questions were asked as to how will we measure the exposure. Answer included “clicks” to the website, and tracking any signups for NuRide.
- We are teaming with Enterprise and working with DRPT
 - The radio spot was very good, saying the word “vanpool” over 4 times, but there were concerns about getting people to actually pay attention to the adds.
 - Concerns expressed included SOV being very close to HIV, and people thinking they have a disease. Larger fonts were also suggested.

Approval of Budget (Including Position)

1. New TDM Manager Position

- a. **Job Description/Justification** – Mr. Hodges explained the need for this new position and gave some of the differences with this position as opposed to the manager position that Ms. Carol Russell retired from. The job description was included in the packet with the pay grade/scale to be determined by HRT HR Department.
- b. **Funding** – There was a significant and lengthy discussion regarding the budgets that were presented in the packet, and which way best to present the expenditures in relation to the budget for future meetings. Part of the confusion, was the three different portrayals of TRAFFIX budgets that were included in the packet: one appearing to be a calendar year, the other two, showing two different FYs (one current and one future). Ms. Keisha Branch helped with the explanation, stating that now, since federal funding has been flexed, all is running smoother now, with the receipt of the monies being closer to the actual Fiscal Years. Of note, FY 17 and FY 18 monies will probably not be received until March of 2018. It was also noted, that TRAFFIX is considered a Capital Budget for HRT, and therefore revenue and expenditures are captured for each “Project”. It was also determined that TRAFFIX would continue to portray the budget information as it has for the past thirteen years from a FY standpoint – July 1 through June 30, being consistent. Regarding the budget information provided in the Annual Report, it was determined it will be revised from the pie chart percentage of what was budgeted, to a spreadsheet format showing budget and expenditures during the FY 17 timeframe – July 1, 2016 through June 30, 2017.
 - A motion was made and seconded to approve the New TDM Manager Position based on the current budget. A vote was taken, and the motion carried unanimously.
 - There was clarification of the budget presented under the Director’s report, to be a Capital Project snapshot, where the spending of that particular’s project started on January 1, 2017. It did not mean that the Capital Budget portrayed was a calendar year budget...it is active budget that could possibly take 14 or 15 months to spend since, monies included in that budget were carryover.
 - A motion was made and seconded to table the approval of the FY 19 budget (July 1, 2018 – June 30, 2018 to the next meeting in either February or March. A vote was taken, and the motion carried.
 - It was also decided that there was no need to vote on the FY18 TDM budget since we were already six months into that budget with six months left. The next budget vote will be in Feb 2018 on the TDM FY19 budget.

2. **TRAFFIX Outreach Vehicle** – Mr. Hodges stated the vehicle would be an additional vehicle purchase and not a replacement. It was requested that Mr. Hodges check out the federal rules for the life cycle of the vehicles. This will be a request that Mr. Hodges will bring to the committee next year after research has been completed.

Roundtable Discussion- The roundtable discussion was tabled to the next meeting.

Old Business/New Business – There was no old business, nor new business.

Additional comments – There were no additional comments.

November 1, 2017 – TRAFFIX Subcommittee Meeting Minutes, Continued

Next Meeting – February 7, 2018

The membership will be informed of the next meeting due to a conflict on February 7th, 2018 for the meeting room.

The meeting adjourned at 1:15 pm.

Respectfully submitted,

Carleen K. Muncy

Carleen Muncy, B.A., CAP, OM

Executive Assistant for Planning and Development Department, Hampton Roads Transit