

MINUTES
TRAFFIX Oversight Committee Meeting
February 6, 2013
HRTPO, 723 Woodlake Dr., Chesapeake, VA 23320 Room D

Chairman Jeff Raliski called the meeting to order at 11:35 a.m.

In Attendance:

NAME	ASSOCIATION	A/P	NAME	ASSOCIATION	A/P
MEMBERS:			Non-voting Members		
Eric Stringfield	VDOT	A	Chris Arabia	DRPT	P
Gary Walton	City of Chesapeake	A	Carl Jackson	VDOT	P
Jamie Oliver	Isle of Wight County	A	Ivan Rucker	FHWA	A
Jeff Raliski (Chair)	City of Norfolk	P	Thomas Slaughter	City of Newport News	P
Keith Cannady	City of Hampton	P			
Kevan Danker	WATA	P	HRT Employees:		
Mark Schnauffer	City of Virginia Beach	P	Carleen Muncy	HRT	P
Michael King	City of Newport News	A	Carol Russell	HRT	P
Susan Wilson	City of Portsmouth	P	Dawn Reed	HRT	N/A
Scott Mills	City of Suffolk	P	Delores Gee	HRT	P
Keisha Branch	HRT	P	Jeff Fykes	HRT	P
Wendy Vachet	NAVY	P	Gene Cavasos	HRT	P
			Ron Hodges	HRT	P
HRTPO Staff			Tiffany Swindell	HRT	N/A
Sam Belfield	HRTPO	P			
Rob Case	HRTPO	A	Guests		
			Angela Beney	VDOT	P

Request for Public Comment: Chairman Raliski opened the floor for public comments. There were none.

Approval of Agenda and Previous Meeting Minutes: The agenda was approved as presented. Chairman Raliski asked for a motion to approve the minutes. The October 3, 2012 meeting minutes were moved, seconded, and approved as presented.

Traffic Annual Report (FY 2012) – Mr. Ron Hodges, Director of Business Development at Hampton Roads Transit reported on the information included in the meeting packets. The statistical data from 2005 to 2012 included information about all the programs: NuRide, Commuter Computers, Outreach, Park & Ride, Park & Sail, Telework!VA, Guaranteed Ride Program, Vanpools, TRAFFIX Website, Transit MAX Ridership, GoPass365, and The Tide.

- There was an increase in the commuter computer 2012 numbers because previously NuRide would not allow persons not connected to a business to sign up – now it does. So on the next report a decrease in commuter computer should be recorded and a significant increase to NuRide should be shown.
- There has been a major re-boot of the TRAFFIX Program with the addition of Mrs. Carol Russell as the Outreach Manager and newly revised employment performance measures. These revisions should allow more detail in future reporting. For example: it would show the amount of time it took to provide outreach to a business with 50 employees compared to the amount of time it would take to provide outreach to a company with 2,000 employees.
- Other suggestions to the way the information is reported, included adding a “Grand Total” column; a row for total numbers of employees per contact; possibly a line showing the numbers of employers contacted that were not initially interested; a line showing the percentage of military commands contacted and also inclusion of how the information was interpreted in regards to real time logistics. An example of this would be the difference of views when the gas costs were over \$4.00/gallon as opposed to when it is just over \$3.00/gallon.
- There was a lot of discussion about the Park-n-Ride in Portsmouth with the anticipation of tolls. It was suggested to also consider one from Norfolk to Portsmouth.
- Mr. Hodges asked the group whether a sub-group might be helpful, composed of Ms. Susan Wilson, Ms. Wendy Vachet, Mrs. Carol Russell, Mr. Gene Cavasos, Mr. Chris Arabia, and Ms. Keisha Branch to make recommendations to the group in regards to identifying needs and finding solutions to parking, tolls, and

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acquiring partners within the next 60 days. This was a suggestion that Ron made but there was no further discussion to move forward with this group or not to move forward.

- Mr. Hodges and Ms. Delores Gee explained the statistics on the Telework!VA Program as well as Guaranteed Ride Program and Vanpools. The printed material and website # of hits were addressed. The webpage is also in the process of being revamped to utilize all the capabilities currently not being addressed.
- Ms. Vachet suggested including Mr. Herb Pittman when needing Navy input. Mr. Danker would like to work with Mr. Jeff Fykes to help coordinate with businesses on the Northside.
- April 1, 2013 is the target date for GoPass365 new program.
- It was suggested to display the information in pie charts and graphs to give an easier view of the information.

Telework!VA – Current Status and Update – Ms. Delores Gee reviewed the Telework!VA data.

Advertising and Marketing Flight Plan for CY2013 - Mr. Gene Cavazos, Marketing Manager, played the advertisement that is being shown on the radio, television, cable, newspapers online or billboard, that will be running at peak times through June 2013.

- It was suggested to request a link be added on all the city websites: Hampton, Virginia Beach, Newport News, Suffolk, Norfolk, Chesapeake, and Portsmouth, directing them to the TRAFFIX webpage.

Old Business: It was suggested to go simpler with all the GoPass365 funding sources by simply providing a student pass, and become upgraded with technology as to provide the most economic access to riding the services available. It was the consensus of this board that the TOS committee be more utilized to assist with getting additional TRAFFIX vehicles, and more funding.

New Business: - HRT would like to purchase another TRAFFIX car for the peninsula side. DRPT granted HRT permission to purchase the one we have now through the Traffix grant a few years ago. After general group discussion noting that the current vehicle is a roving Traffix billboard, there was general concurrence amongst the group to move forward with the purchase. Mr. Arabia suggested that we may be able to move forward with this purchase and that we would figure the funding mechanism out. Ron Hodges then asked the TOS for permission to purchase another vehicle and asked the TOS if there were any objections to purchasing a new Traffix vehicle out of this year's budget. There were no objections and a general consensus to do so.

Next Meeting Schedule and Agenda Items – May 1, 2013 is the next scheduled meeting.

Adjournment: The meeting adjourned at 12:50 p.m.

Respectfully submitted,

Carleen K. Muncy

Carleen Muncy, B.A., C.A.P.
Sr. Administrative Assistant for Planning and Development Department
Hampton Roads Transit