



Meeting of the Transportation District Commission of Hampton Roads

Thursday, September 22, 2016 • 1:00 p.m.
2nd Floor Board Room • 509 E. 18th Street, Norfolk, VA

A meeting of the Transportation District Commission of Hampton Roads will be held on Thursday, September 22, 2016 at 1:00 p.m. in the 2nd Floor Board Room, at 509 E. 18th Street, Norfolk, VA.

The meeting is open to the public and in accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be an opportunity for public comment at the beginning of the meeting.

The agenda and supporting materials are included in this package for your review.



Meeting of the Transportation District Commission of Hampton Roads

Thursday, September 22, 2016 • 1:00 p.m.
2nd Floor Board Room • 509 E. 18th Street, Norfolk, VA

1. Call to Order & Roll Call
2. Public Comments
3. Approval of Minutes – August 25, 2016
4. President’s Monthly Report - William Harrell
 - A. Board Updates
5. Committee Reports
 - A. August 2016 Financial Reports – Commissioner Woodbury/
Brandon Singleton, Chief Financial Officer
 - B. Operations & Oversight Committee - Commissioner Moffett/
Dyanne Sampson, Director of Procurement
 - Contract No. 16-72044, State Legislative & Public Relations Services.

Recommending Commission Approval: Award of a contract to Advantus Strategies, LLC, to provide state legislative and public relations services in the not-to-exceed amount of \$590,016 over a five-year period.
 - C. Planning and New Starts Development Committee – Chairman West
 - D. Paratransit Advisory Subcommittee – Ms. Linda Gurley, Chair
 - E. Transit Ridership Advisory Sub-Committee (TRAC) – Mr. Jamie Battle
6. Old and New Business
7. Comments by Commission Members

8. Closed Session (as necessary)
9. Adjournment

The next meeting will be held on Thursday, October 27, 2016 at 1:00 p.m. in the 2nd Floor Board Room at 509 E. 18th Street, Norfolk, VA



Meeting Minutes of the Transportation District Commission of Hampton Roads

Thursday, August 25, 2016 • 1:00 p.m.
2nd Floor Board Room • 509 E. 18th Street, Norfolk, VA

Call to order

A quorum was attained and Chairman Wood of Virginia Beach called the meeting to order at 1:05 p.m.

Commissioners in attendance:

Chairman Wood, Virginia Beach
Commissioner Woodbury, Newport News
Commissioner Fuller, Chesapeake
Commissioner West, Chesapeake
Commissioner Openshaw, VDRPT
Commissioner Moffett, Hampton
Commissioner Coleman, Newport News
Commissioner Parnell, Norfolk
Commissioner Hunter, Portsmouth
Commissioner Raliski, Norfolk
Commissioner Ross-Hammond, Virginia Beach

Hampton Roads Transit Staff in attendance:

Kim Ackerman, Chief of Human Resources
Ray Amoruso, Chief Planning and Development Officer
Amy Braziel, Executive Assistant
David Burton, Williams Mullen
Alesia Cain, Chief Information Technology Officer
Gene Cavazos, Director of Marketing & Communications
Angel Glass, Director of Budget & Financials Analysis
William Harrell, President and CEO
Ron Hodges, Director of Business Development
Sonya Luther, Assistant Director of Procurement
Sibyl Pappas, Chief Engineering and Facilities Officer
Jim Price, Chief Transit Operations Officer
Luis R. Ramos, Executive Assistant/Commission Secretary
Dyanne Sampson, Director of Procurement
Brandon Singleton, Chief Financial Officer
Velvet Smiley, Interim Chief Safety & Security Officer
Robert Travers, Counsel
Erick Wilkes, DBE Program Manager
Alonzo Crittenden, Regional Sales Manager

Kimberly Lovett, Sales Administrator

Others in attendance:

Linda Gurley, Chair, Paratransit Advisory Committee

Jamie Battle, Chair, TRAC

Ina Kreps, Paratransit User

Jeff Raliski, City of Norfolk

Kimberly Gianos, First Transit

Brian Solis, Virginia Beach

Mark Geduldig-Yatrofsky, Portsmouth Citizen

Jennifer DeBruhl, Chief of Public Transportation

The August TDCHR meeting package was distributed electronically to all Commissioners and the media in advance of the meeting. The meeting package consisted of:

- Agenda
- August Meeting Minutes
- Monthly Management Report
- Committee Reports

Public Comment

Mr. Mark Geduldig-Yatrofsky congratulated HRT for the excellent anniversary celebration and how well all members of the public were handled in a very professional manner whether they supported light rail or not.

With no further public comments to be heard, a motion was made by Commissioner Coleman and properly seconded by Commissioner Hunter to close the Public Comment portion of the meeting. A roll call vote resulted as follows:

Ayes: Commissioners Wood, Woodbury, Fuller, West, Openshaw, Moffett, Coleman, Parnell, Raliski, Hunter, and Ross-Hammond

Nays: None

Abstain: None

Approval of the July 25, 2016 TDCR Meeting Minutes

A motion to approve the July 25, 2016 TDCHR Meeting Minutes was made by Commissioner Woodbury and properly seconded by Commissioner Ross-Hammond. A roll call vote resulted as follows:

Ayes: Commissioners Wood, Woodbury, Fuller, West, Openshaw, Moffett, Coleman, Parnell, Raliski, Hunter, and Ross-Hammond

Nays: None

Abstain: None

Commissioner Openshaw introduced Ms. Jennifer DeBruhl, Chief of Public Transportation.

Presidents Monthly Report

William Harrell, President and CEO, welcomed everyone to the meeting.

Mr. Harrell gave an update on the 5 Year Light Rail Anniversary and an upcoming GRTC visit. He also mentioned that the 30% Engineering Plans for the Virginia Beach Transit Extension Project will be completed on September 30, 2016, and subsequently conveyed to the City of Virginia Beach.

Mr. Harrell provided additional updates to the Board regarding:

- Student Freedom pass
- Legislative Updates

Mr. Harrell also recognized the Light Rail Technical Services Maintenance Team that brought the light rail signal house back on line after a lightning strike.

COMMITTEE REPORTS

Audit and Budget

Mr. Brandon Singleton, Chief Financial Officer, presented the July FY17 Financial Report as enclosed in the Commission Package.

Ron Hodges and Alonzo Crittenden provided an update on Advertising Revenue. There was some discussion regarding who was providing what services.

There was some discussion regarding the policy for advertising.

Operations and Oversight Committee

Ms. Dyanne Sampson presented the following item for approval:

Contract No. 16-72048, Information Technology Research and Advisory Services

Award of sole source contract to Gartner, Inc. to provide information technology research and advisory service for the not-to-exceed amount of \$75,763.

Contract No. 16-72036, Safety and Security Support Services.

Award of a contract to STV Group, Inc. to provide technical safety and security support services. The cumulative amount of all task orders issued under this contract will not exceed \$450,000 over the three-year period to meet federal and state mandates.

A motion to approve Contract No. 16-72048, and Contract No. 16-72036 was made by the Operations and Oversight Committee and was properly seconded by Commissioner Woodbury. A roll call vote resulted as follows:

Ayes: Commissioners Wood, Woodbury, Fuller, West, Openshaw, Moffett, Coleman, Parnell, Raliski, Hunter, and Ross-Hammond.

Nays: None

Abstain: None

Planning and New Starts Development Committee

Chairman Wood stated that there was no Planning and New Starts Development Committee Meeting for the month of August.

Paratransit Advisory Sub-Committee

The August Paratransit report was presented by Ms. Gurley and was part of the Commission package.

Transit Ridership Advisory Committee (TRAC)

Mr. Jamie Battle stated that the TRAC did not meet in the month of August. He mentioned that the next meeting is scheduled for September 7th at 6:00 PM in Norfolk.

Old and New Business

No new business discussed.

Comments by Commissioners

Chairman Wood expressed that he and the Resort Advisory Commission (RAC), have concerns regarding the trolley service method of payment at the farebox and the requirement to have exact payment. Chairman Wood asked staff to research the use of smart phone apps to be used boarding the trolley for next summer season.

Dr. Woodbury stated that she reported a couple of years ago a customer complaining of not having exact fare was a problem. Ms. Alesia Cain provided updates on alternate payment methods that are being researched.

ACTION ITEM: Staff to bring a report of smartphone application options.

Closed Session

Commissioner West moved to convene into closed session for the performance of specific public officers, appointees or employees of the Commission, as per paragraph (1) and consultation with legal counsel regarding legal matters requiring the provision of legal advice, as per paragraph (7) of Virginia Code Section 2.2-3712 (A). Commissioner Fuller seconded the motion. A roll call vote resulted as follows:

Ayes: Commissioners Wood, Woodbury, Fuller, West, Openshaw, Moffett, Coleman,

Parnell, Raliski, Hunter, and Ross-Hammond.

Nays: None

Abstain: None

Upon return to open session, Commissioner West certified to the best of his knowledge that only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act, and only such public business matters, were addressed. A roll call vote resulted as follows:

Ayes: Commissioners Wood, Woodbury, Fuller, West, Openshaw, Coleman,
Parnell, Raliski, Hunter, and Ross-Hammond

Nays: None

Abstain: None

NOTE: Commissioner Moffett left during the closed session period.

Adjournment

The meeting adjourned at 2:26 p.m.

**TRANSPORTATION DISTRICT COMMISSION
OF HAMPTON ROADS**

**James L. Wood
Chairman**

ATTEST:

**Luis Ramos, Commission Secretary
September 22, 2016**

***Attachment: August 25, 2016 Power Point Slides from the President's monthly Report.**



HAMPTON ROADS
TRANSIT

TDCHR Board Meeting

August 25, 2016

gohrt.com

President's Report

- **The Tide 5 Year Anniversary Celebration**
- **Greater Richmond Transit Visit**
- **September 30,2016- 30% Engineering Plans-
Virginia Beach Transit Extention**
- **Student Freedom Pass (Update)**

Social Media Analytics

August 18, 2016 – September 18, 2016

Facebook One Month Assessment

We have netted 479 additional followers in the past month.

August 18, 2016 – 8,861 followers | September 18, 2016 – 9,340 followers

Facebook Impressions

192K impressions over this 32 day period

Top performing FB post during this period

People reached 44,768 | 697 shares | 62 comments



Twitter Follower Growth

Our current follower audience size is 5,417

47 Tweets/74 Retweets/46 link clicks during this period

Twitter Impressions

Tweets earned **36.9K impressions** over this 32 day period

Top performing media tweet during this period

Earned 4,124 impressions | 8 Retweets





ENDING THE SUMMER WITH SUCCESS

August was an important month for ridership. With the launch of our new Student Freedom Pass, we saw a significant increase in ridership across all modes. During August, there were 20,000 Student Freedom swipes on bus and ferry. We experienced an 8.7% increase in ridership from July to August on bus where last year we saw a decrease over the same time period. Light rail also deserves praise as August had the highest ridership compared to the prior 13 months. It also surpassed last August's numbers as well. Higher ridership means additional funding for HRT and shows the public just how important transit services are to the economic viability of Hampton Roads.

The U.S. Department of Transportation has awarded Hampton Roads Transit a \$1.25 million grant that, when combined with Virginia matching funds, will allow HRT to purchase nine new, fully loaded buses. HRT was the only transit agency in Virginia to receive the grant for bus purchases under the Buses and Bus Facilities Grants Program. The program makes federal resources available to states and direct recipients to replace, rehabilitate and purchase buses. Funding is provided through formula allocations and competitive grants. Under Virginia law, these grants can be applied to Commonwealth transportation formulas for bus purchases that allow HRT to leverage the federal money to greater effect. Nine new, fully equipped buses are expected to cost about \$4 million.

The award is especially welcome because the new buses were not part of the agency's planned capital improvements program. I want to congratulate the team for securing this important grant. Providing our customers with well maintained, clean equipment is central to our vision of becoming the most efficient and customer driven public transit agency in Virginia.

In March 2016, Hampton Roads Transit, in partnership with the City of Hampton and City of Newport News, initiated the Peninsula Corridor Study. The results of the 18-month study will define dedicated transit connections between existing and future activity centers in Hampton and Newport News. Further, the peninsula corridor is proposed to connect the peninsula cities to the Southside through the VDOT harbor crossing of I-64 or I-664 in a growing network of high capacity transit for the Hampton Roads region. Our next public meetings will be held the first two weeks of October. Please encourage your family, friends, and neighbors to attend these important meetings that will help determine the future of transit on the Peninsula.

As we head into fall we look forward to continuing to build ridership across all modes.

Sincerely,

William E. Harrell
President and CEO
Hampton Roads Transit



HAMPTON ROADS
TRANSIT

AUGUST FY 2017 FINANCIAL REPORT

gohrt.com

REVENUE & RIDERSHIP KPI's

AUGUST FY17

FISCAL YEAR-TO-DATE RESULTS

KPI	Target	Actual	Variance
Average Fare per Rider	\$1.00	\$1.09	\$0.09
Average Fare per GoPass365 Rider	\$1.00	\$1.34	\$0.34
Average Cost per Rider	\$6.14	\$5.95	\$0.19
Local Investment per Rider	\$2.64	\$2.25	\$0.39
Farebox Recovery Ratio	20%	18%	-2%

Average fare per rider is better than budget by 9.5%, and average fare per GoPass365 rider is better than budget by 34.3%.

Local investment per rider is under budget by 14.9%, and average cost per rider is under budget by 3.0%.

The cost recovery ratio is total farebox revenue divided by operating expense and is currently under target by 2.0%.

OPERATING FINANCIAL STATEMENTS

AUGUST FY17

Monthly				FISCAL YEAR 2017 Dollars in Thousands		Year to Date			
Current Year						Current Year			
Budget	Actual	Variance				Budget	Actual	Variance	
\$ 1,685.5	\$ 1,337.2	\$ (348.3)	-20.7%	Passenger Revenue	\$ 3,421.2	\$ 2,982.1	\$ (439.1)	-12.8%	
110.4	152.8	42.4	38.4%	Advertising Revenue	220.8	211.0	(9.9)	-4.5%	
179.1	179.1	(0.0)	0.0%	Other Transportation Revenue	358.2	358.2	(0.0)	0.0%	
5.0	6.8	1.8	36.0%	Other Non-Transportation Revenue	10.0	13.8	3.8	38.0%	
\$ 1,980.0	\$ 1,675.9	\$ (304.1)	-15.4%	TOTAL REVENUE	\$ 4,010.3	\$ 3,565.1	\$ (445.2)	-11.1%	
\$ 5,175.6	\$ 5,499.4	\$ (323.8)	-6.3%	Personnel Services	\$ 10,561.2	\$ 10,835.6	\$ (274.4)	-2.6%	
814.3	544.2	270.1	33.2%	Services	1,633.6	1,002.8	630.8	38.6%	
956.5	1,091.1	(134.6)	-14.1%	Materials & Supplies	1,923.6	2,060.6	(137.0)	-7.1%	
103.6	97.1	6.5	6.2%	Utilities	204.7	190.7	14.0	6.8%	
414.8	355.0	59.7	14.4%	Casualties & Liabilities	829.5	722.0	107.6	13.0%	
704.3	639.0	65.3	9.3%	Purchased Transportation	1,408.6	1,374.1	34.5	2.4%	
238.5	196.2	42.2	17.7%	Other Miscellaneous Expenses	474.0	333.4	140.6	29.7%	
\$ 8,407.5	\$ 8,422.0	\$ (14.5)	-0.2%	TOTAL EXPENSE	\$ 17,035.1	\$ 16,519.1	\$ 516.0	3.0%	
\$ 6,427.5	\$ 6,746.1	\$ (318.6)	-5.0%	SUBSIDY	\$ 13,024.8	\$ 12,954.0	\$ 70.8	0.5%	

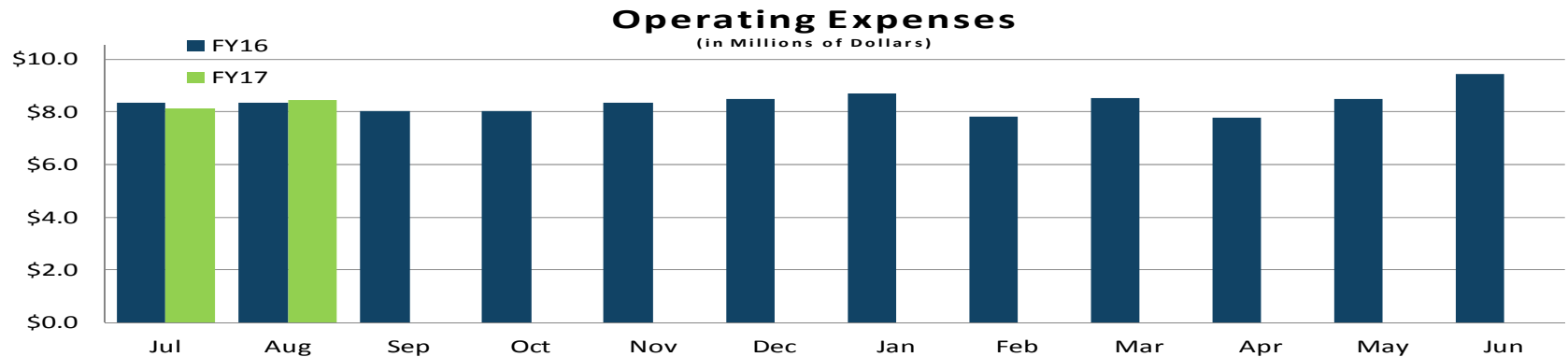
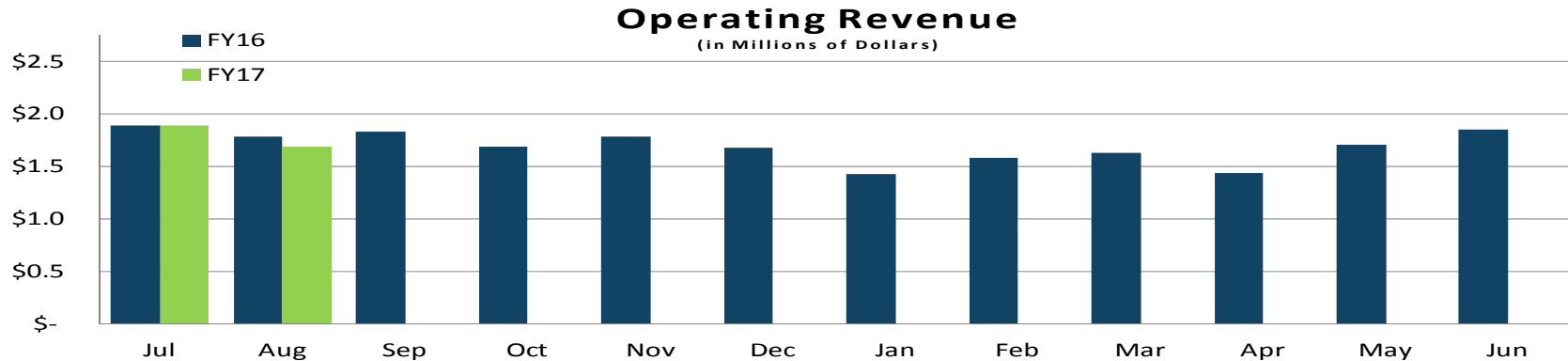
For the month of August, operating revenues and expenses vary with projections by 15.4% and 0.2%, respectively.

Fiscal year-to-date operating revenues fall below expectations by 11.1%; however, operating expenses are under budget by 3.0%.

OPERATING FINANCIALS (cont.)

AUGUST FY17

MONTHLY RESULTS				FISCAL YEAR 2017 Dollars in Thousands	YEAR-TO-DATE RESULTS			
Aug-FY17		Variance FY17			FY17		Variance FY17	
Budget	Actual	\$	%		Budget	Actual	\$	%
\$ 1,980.0	\$ 1,675.9	\$ (304.1)	-15.4%	REVENUE	\$ 4,010.3	\$ 3,565.1	\$ (445.2)	-11.1%
\$ 8,407.5	\$ 8,422.0	\$ (14.5)	-0.2%	EXPENSE	\$ 17,035.1	\$ 16,519.1	\$ 516.0	3.0%
\$ 6,427.5	\$ 6,746.1	\$ (318.6)	-5.0%	SUBSIDY	\$ 13,024.8	\$ 12,954.0	\$ 70.8	0.5%
20%	16%			FAREBOX RECOVERY	20%	18%		



RIDERSHIP STATS

AUGUST FY17

MONTHLY RESULTS				YEAR TO DATE RESULTS		
August FY17				FY17		
Target	Actual	Variance	MODE	Target	Actual	Variance
1,180,100	1,187,728	7,629	BUS TRANSIT	2,360,199	2,280,056	(80,143)
118,502	127,530	9,028	LRT	237,004	236,658	(346)
23,959	30,718	6,759	FERRY	47,918	62,214	14,296
27,443	32,441	4,998	PARATRANSIT	54,886	60,873	5,987
1,350,004	1,378,417	28,413	SYSTEM TOTAL	2,700,008	2,639,801	(60,207)

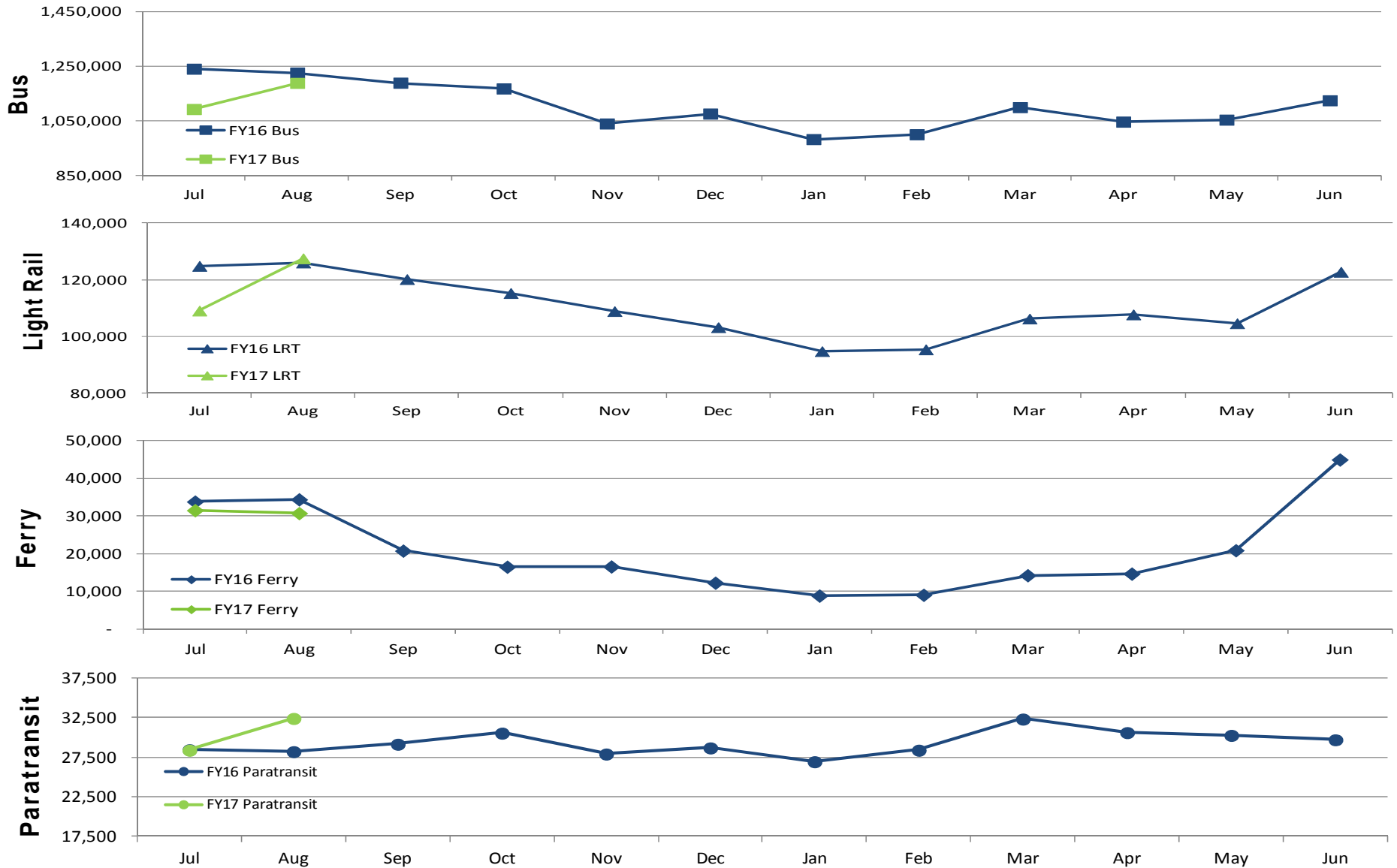
For the month of August, ridership came in 2.1% above target. August ridership this year is 2.3% lower, overall, than last year but 9.8% higher for paratransit.

MONTHLY RESULTS				YEAR TO DATE RESULTS		
Aug-FY16	Aug-FY17			FY16	FY17	
Actual	Actual	Variance	MODE	Actual	Actual	Variance
1,225,347	1,187,728	(37,619)	BUS TRANSIT	2,465,087	2,280,056	(185,031)
126,037	127,530	1,493	LRT	250,904	236,658	(14,246)
34,369	30,718	(3,651)	FERRY	68,139	62,214	(5,925)
28,246	32,441	4,195	PARATRANSIT	56,736	60,873	4,137
1,413,999	1,378,417	(35,582)	SYSTEM TOTAL	2,840,866	2,639,801	(201,065)

August 2016 ridership is 2.6% below target. Ridership this time last year was 7.6% higher, overall.

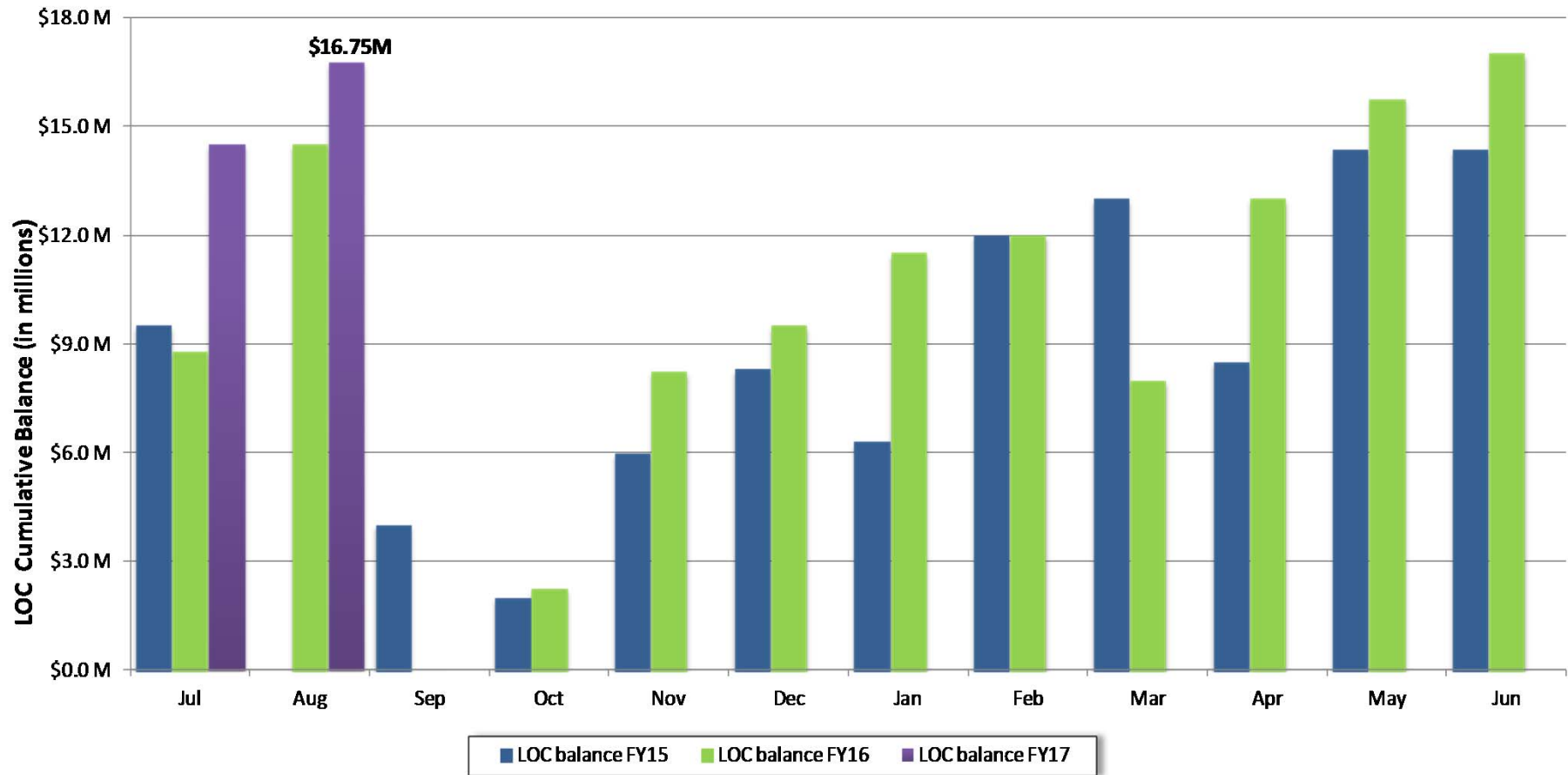
RIDERSHIP GRAPHS

AUGUST FY17



LINE OF CREDIT

AUGUST FY17



The line of credit balance as of August 31st is \$16.75M.

Procurement Actions Between \$50K - \$100K AUGUST FY17

August 2016

<u>Contract Number</u>	<u>Contract Description</u>	<u>Cost Center</u>	<u>Funding Source</u>	<u>Method of Procurement</u>	<u>Award Amount</u>	<u>Award Date</u>	<u>Awarded Vendor</u>	<u>Performance Period</u>
16-72047	To provide General Painting Services at various facilities on a task order basis	Facilities	Operating	RFQ	\$ 80,000.00	8/5/2016	SDC Contracting, LLC	2 years
PO 74171	To provide immediate need and spare track brake overhaul parts for Light Rail vehicles	Rail	Operating	RFQ	\$ 50,361.60	8/12/2016	Knorr Brake Company	6 months
16-72049	To provide American Power Conversion (APC) Support Services for components provided in Price Schedule	Technology	Operating	RFQ	\$ 86,474.75	8/26/2016	CDW Government, LLC	3 years

Contract No:	16-72044	Title:	State Legislative and Public Relations Services	Price: Term:	\$590,016 2 Yrs. w/ 3 -1 yr Options
---------------------	-----------------	---------------	--	-------------------------	--

Acquisition Description: Enter into a contract with a qualified Consulting firm to provide state legislative and public relations services.

Background: Hampton Roads Transit (HRT) achieves public policy goals and objectives such as increased and reliable state funding, maintaining and expanding multimodal transit service levels, and funding of capital and operating costs by contracting for state legislative and public services. The services are utilized to build and maintain positive, collaborative relationships with elected officials, administrative officials, and others who impact public policy and support for HRT. Under the terms of this agreement, the Contractor is required to work with members and staff of the Virginia General Assembly, the Governor’s Administration, and other elected and appointed officials, and key stakeholders to support legislative and public policy priorities of the Transportation District Commission of Hampton Roads. This work includes, but is not limited to, providing consultation and representation on a day-to-day “as needed” basis, and supporting efforts to make improvements to local, regional and state policies necessary for Hampton Roads to achieve strategic improvements to transit infrastructure and services.

Contract Approach: A Request for Proposal (RFP) was issued on June 9, 2016. Three (3) proposals were received on July 13, 2016 from the following firms:

- Advantus Strategies, LLC (Advantus)
- Kirwin Development Strategies, Inc. (Kirwin)
- Principle Advantage Government Relations Group, LLC (Principle)

Upon review and evaluation of the technical proposals, all three (3) firms were deemed technically qualified to meet the Scope of Work (SOW) requirements. The firms were invited to discuss their proposals and provide technical clarifications on their approach to the SOW.

After discussions concluded, price proposals were evaluated and it appeared that the price variances between the three proposals were due, in part, to the subcontractors being proposed. Subsequently, negotiations were held with Advantus for the purpose of a possible award. Negotiations focused on clarifying assumptions made in establishing pricing and the distribution of services. At the conclusion of negotiations, a Best and Final Offer (BAFO) was requested.

Advantus’ BAFO submitted in the amount of \$590,016 is \$35,984, or approximately 6.1% less than their original cost proposal of \$626,000. As a result, HRT staff determined that Advantus provided the best value to HRT based on a combination of technical capability and price. Based on the result of the negotiations and the fact that pricing was obtained in a competitive environment; Advantus’ pricing is deemed fair and reasonable. A contractor responsibility review performed confirmed that Advantus is technically and financially capable to perform the services.

Advantus, headquartered in Richmond, VA has provided similar services to the City of Richmond, VA, the City of Chesapeake, VA and the City of Norfolk, VA.

The period of performance for this contract is two (2) base years, with three (3) additional one-year options.

Contract No:	16-72044	Title:	State Legislative and Public Relations Services	Price: Term:	\$590,016 2 Yrs. w/ 3 -1 yr Options
---------------------	-----------------	---------------	--	-------------------------	--

A DBE goal of 3% was established for this solicitation and Advantus has committed to 37.5% DBE participation.

Cost/Funding: This contract will be funded with operating funds.

Project Manager: Joe Dillard, Government Relations Liaison.

Contracting Officer: Fevrier Valmond, Contracts Manager

Recommendation: It is respectfully recommended that the Commission approve the award of a contract to Advantus Strategies, LLC, to provide state legislative and public relations services in the not-to-exceed amount of \$590,016 over a five-year period.

SOLICITATION RESULTS

OFFEROR	ORIGINAL OFFER	BEST AND FINAL OFFER
Advantus Strategies, LLC	\$626,000.00	\$590,016.00
Kirwin Development Strategies, Inc.	\$1,560,000.00	
Principle Advantage Government Relations Group, LLC	\$1,869,970.50	