



Meeting of the Transportation District Commission of Hampton Roads

Thursday, May 24, 2018 • 1:00 p.m.

2nd Floor Board Room • 3400 Victoria Blvd., Hampton, VA

A meeting of the Transportation District Commission of Hampton Roads will be held on Thursday, May 24, 2018 at 1:00 p.m. at 3400 Victoria Blvd., Hampton, 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, May 24, 2018 • 1:00 p.m.

2nd Floor Board Room • 3400 Victoria Boulevard, Hampton, VA.

1. Call to Order & Roll Call
2. Public Comments
3. Approval of April 26, 2018 Meeting Minutes
4. President's Monthly Report - William Harrell
 - A. Board Updates
5. Committee Reports
 - A. Audit & Budget Review Committee - Commissioner Parnell/
Conner Burns, Chief Financial Officer
 - April 2018 Financial Report
 - FY 19 Budget Approval
 - B. Operations & Oversight Committee - Commissioner Fuller/
Sonya Luther, Director of Procurement
 - **Contract No: 18 – 76543 – SPEAR 4i™ Software Support Renewal**

Recommending Commission Approval: Award of a contract to Infor for software maintenance and technical support for Hampton Roads Transit's existing SPEAR 4i™ Enterprise Asset Management software in the amount of \$442,707.51 for a total of five (5) years
 - C. Planning and New Starts Development Committee - Commissioner Wood
 - D. External/Legislative Advisory Committee - Commissioner Kanoyton
 - E. Management/Financial Advisory Committee - Steve Jenkins/
Conner Burns, Chief Financial Officer

F. Paratransit Advisory Subcommittee - Ms. Janice Taylor, Chair

G. Transit Ridership Advisory Sub-Committee - Mr. Jamie Battle, Chair

6. Old and New Business

- Resolution 03 – 2018 – Title VI Equity Analyses for Proposed Major Service Changes - June 2018

7. Comments by Commission Members

8. Closed Session (as necessary)

9. Adjournment

The next meeting will be held on Thursday, June 28, 2018 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, April 26, 2018 • 1:00 p.m.
2nd Floor Board Room • 509 E. 18th Street, Hampton, VA

Call to order

A quorum was attained, and Vice Chairman Fuller of Chesapeake called the meeting to order at 1:00 p.m.

Commissioners in attendance:

Vice-Chairman Fuller, Chesapeake
Past Chairman Wood, Virginia Beach
Alt. Commissioner Froncillo, Chesapeake
Alt. Commissioner Pittard, VDRPT
Commissioner Moffett, Hampton
Alt. Commissioner DeProfio, Hampton
Alt. Commissioner Scott, Newport News
Alt. Commissioner Cipriano, Newport News
Commissioner McClellan, Norfolk
Alt. Commissioner Raliski, Norfolk
Commissioner Rowe, Portsmouth
Commissioner Hunter, Portsmouth
Commissioner Ross-Hammond, Virginia Beach

Hampton Roads Transit Staff in attendance:

Kim Ackerman, Chief Human Resource Officer
Ray Amoruso, Chief Planning and Development Officer
Debbie Ball, Assistant Director of Finance
Amy Braziel, Sr. Executive Assistant
Conner Burns, Chief Financial Officer
David Burton, General Counsel, Williams Mullen
Gene Cavazos, Director Marketing & Communications
Alisa Crider, Public Relations & Social Media Coordinator
Rodney Davis, Director, Customer Relations
Margaret Denoncourt, Internal Auditor
Joe Dillard, Government Liaison
Angel Glass, Director of Budget and Financial Analysis
William Harrell, President and CEO
Ron Hodges, Director of Business Development
Keith Johnson, Manager of Paratransit

Sonya Luther, Director of Procurement
Shanti Mullen, Auditor I
Lee Roy Padgett, Director of Engineering
Sibyl Pappas, Chief Engineering & Facilities Officer
Jim Price, Chief Transit Operations Officer
Luis R. Ramos, Sr. Executive Assistant/Commission Secretary
Sylvia Shanahan, Director of Finance
Benjamin Simms, Director of Transportation
Brandon Singleton, Assistant Director of Budget
Brian Smith, Assistant to the President for Organizational Advancement
Derrick Snowden, Chief Safety & Security Officer
Mark Stemple, Director of Maintenance
Brittany Sumpter, DBE & Grants Coordinator
Robert Travers, Corporate Counsel

Others in attendance:

Frank Azzalina, HRTI
Jamie Battle, TRAC Chair
Edward Carroll, ATU-Local 1177
Thomas L. Cross, Jr., ATU-Local 1177
Cark Jackson, City of Portsmouth
Ina Kreps, Paratransit Client
Steve Lambert, HRPTO
Shelia McAllister, Newport News
Amanda Malone, President, ATU – Local 1177
Jordan Pascale, The Virginian-Pilot
Jeff Raliski, City of Norfolk
Brian Solis, City of Virginia Beach
Janice Taylor, Chair, Paratransit Advisory Committee
Constantinos Velisserios, City of Newport News
Mark Geduldig-Yatrofsky, Portsmouthcitywatch.org

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

- Agenda
- March Meeting Minutes
- March President's Report Presentation
- April Social Media Analytics
- April President's Report
- Committee Reports

Public Comment

No public Comments.

Approval of the March 2018 TDCHR Meeting Minutes

A motion to approve the March meeting minutes, was made by Commissioner Ross-Hammond and properly seconded by Commissioner Rowe. A roll call vote resulted as follows:

Ayes: Commissioners Fuller, Wood, Pittard, Froncillo, Moffett, DeProfio, Scott, Cipriano, McClellan, Raliski, Rowe, Hunter and Ross-Hammond.

Nays: None

Abstain: None

Public Comments

Public Comment was reopened as members of the Amalgamated Transit Union 1177 arrived and wanted an opportunity to speak.

Ms. Amanda Malone, Local ATU1177 President, read a letter written to Mr. Harrell and Commission from the Union. Ms. Malone presented the Commission with a petition signed by Union members and provided the Commission with an update of the current collective bargaining negotiations from the Union perspective.

President's Monthly Report

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

Mr. Harrell addressed issues that are impacting transit around the country and addressed the issues raised by the Union.

Mr. Harrell mentioned a Board Survey that will be conducted in 2018 that will assist the Agency with its future plans.

Ms. Samantha Sink gave a presentation regarding ridership trends.

It was noted that the Department of Rail and Public Transportation assisted with a funding grant to related to a study on regional transportation.

Mr. Smith spoke on the current state of regional transit, elements of the current Transit Development Plan and Core 20, and reviewed major tasks of the upcoming projects including development of new operational, organization, and funding scenarios. There was discussion regarding key stakeholders and input from the Board as to who will be a part of the project. It was noted that the project will also identify specific actions that the Commission and intergovernmental partners will need to take transform the current transit model.

There was discussion regarding key stakeholders and input from the Board as to who will be a part of the Strategic Regional Transit Transformation Plan.

Mr. Gene Cavazos presented a how-to video for purchasing Tide tickets. It was indicated that this was the first of several "how to" videos being produced and the marketing department is looking for volunteer "actors" to assist on upcoming productions.

Mr. Harrell acknowledged Administrative Professionals Day.

Commissioner Wood mentioned that Mr. David Burton; General Counsel was recently named King Neptune.

There was discussion regarding ridership trends and the impact on the Agency.

ACTION ITEM: The Commission requested projections of Agency impacts due to ridership declines.

COMMITTEE REPORTS

Audit and Budget Committee

Mr. Conner Barns provided a Management and Financial Advisory Committee update to include an internal audit that was recently completed.

Mr. Burns reviewed the March Financial Report with the Commission.

There was some discussion regarding financial projections for the rest of the year.

Advertising revenue and State of Good Repair for Light Rail were also discussed.

Operations and Oversight Committee

Commissioner Fuller, Chair of the Operations and Oversight Committee, called on Ms. Sonya Luther, Director of Procurement, to give a report.

Ms. Luther presented the following contracts for approval:

Contract No: 17-76502, Interactive Voice Response (IVR) System Implementation was recommended for Commission approval award of a contract to DiRAD Technologies, Inc. for the implementation of a hosted IVR System in the not-to-exceed amount of \$1,175,500 over five (5) years.

Contract No: 17-76503R, Liberty Street Transfer Station Site Construction Services was recommended for Commission approval award of a contract to Conquest USA, Inc. to provide demolition and construction services of the Liberty Street Transfer Station in Chesapeake, Virginia in the not-to-exceed amount of \$318,565.75.

A motion to approve Contract No: 17- 76502 – Interactive Voice Response (IVR) System Implementation was made by Commission Moffett and properly seconded by Commission Wood. A roll call vote resulted as follows:

Ayes: Commissioners Fuller, Wood, Pittard, Froncillo, Moffett, DeProfio, Scott, Cipriano, McClellan, Raliski, Rowe, Hunter and Ross-Hammond.

Nays: None

Abstain: None

A motion to approve Contract No: 17- 76503R – Liberty Street Transfer Station Site Construction Services to Conquest USA, Inc. was made by Commissioner Wood and properly seconded by Commissioner Moffett. A roll call vote resulted as follows:

Ayes: Commissioners Fuller, Wood, Pittard, Froncillo, Moffett, DeProfio, Scott, Cipriano, McClellan, Raliski, Rowe, and Ross-Hammond.

Nays: None

Abstain: Hunter

Planning and New Starts Development Committee

Commissioner Wood stated that the Planning and New Starts Committee met prior to the Commission Meeting.

The Norfolk Westside Transit Study was discussed. It was stated that the Eastside Transit Study will start in the 3rd or 4th quarter of 2018.

External Legislative Advisory Committee (ELAC)

Mr. Joe Dillard gave an update. Mr. Dillard stated that tours with delegates and other officials will start taking place on May 14th.

Management Finance Committee (MFAC)

Mr. Burns stated that the monthly MFAC meeting was held on earlier in the week, and provided a summary of the same.

Paratransit Advisory Sub-Committee (PAC)

Ms. Janice Taylor, PAC Chair, provided an update of the Committee. Ms. Tina Cowan provided information regarding paratransit ticket sales.

Transit Ridership Advisory Committee (TRAC)

Mr. Jamie Battle gave a report and stated that the next meeting will be held in May.

Commissioner Rowe thanked Jamie Battle for his dedication and commitment to the committee and the community. Mr. Battle was presented a gift on behalf the citizens and the City of Portsmouth in recognition of the same.

Old and New Business

There was no old or new business discussed.

Comments from Commissioners:

There was some discussion regarding customer alerts.

Alternate Commissioner Scott mentioned that there has been excessive trash at a particular bus stop, specifically in Newport News. Ms. Sibyl Pappas reviewed the issue and advised that the trash being complained about was from receptacles located approximately 100 yards away from the HRT bus stop and maintained by the City.

Commissioner Moffett noted that HRT should maintain appropriate contingency plans related to natural disasters and/or other emergencies.

CLOSED SESSION:

There was no Closed Session.

Adjournment

The meeting adjourned at 2:28 p.m.

**TRANSPORTATION DISTRICT COMMISSION
OF HAMPTON ROADS**

**Patricia P. Woodbury
Chairwoman**

ATTEST:

**Luis R. Ramos,
Commission Secretary
May 24, 2018**



TDCHR Board Meeting

April 26, 2018

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Moving To The Future



HAMPTON ROADS
TRANSIT

Board Update

- **2018 HRT Board Survey**
- **Preliminary Report on Ridership Factors**



HAMPTON ROADS
TRANSIT

RIDERSHIP ANALYSIS

TDCHR

April 26, 2018

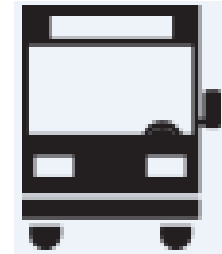
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RIDERSHIP ANALYSIS:

PURPOSE AND AGENDA

APRIL BRIEFING

- Identify Factors that May Influence Bus Ridership in Hampton Roads.
- Identify External and Internal Factors
- Analysis Approach and Factors



MAY BRIEFING

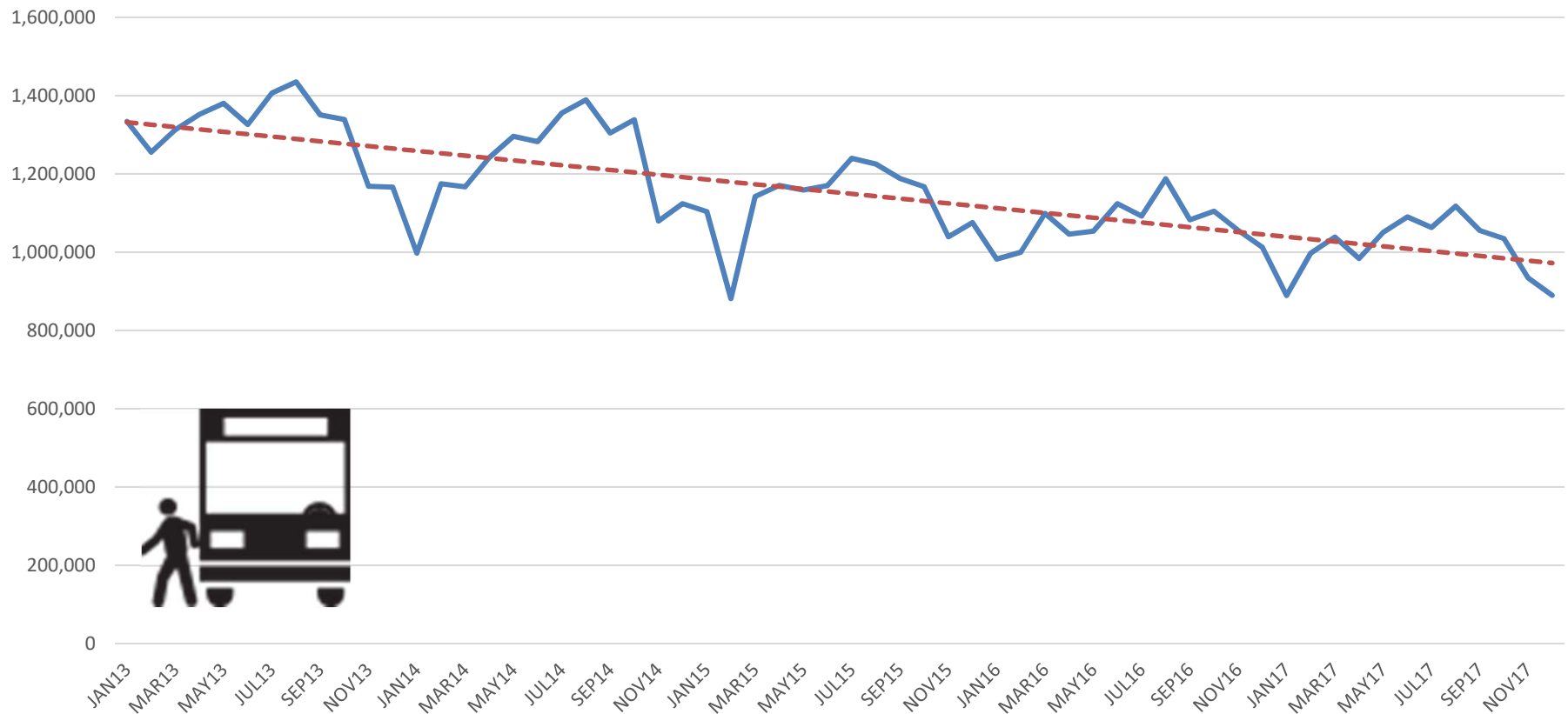
- Results of Analysis
- Future Analysis
- Future Approach to Ridership in FY19



RIDERSHIP ANALYSIS:

RIDERSHIP AT HRT: Bus

HRT BUS RIDERSHIP 2013-2017



HAMPTON ROADS TRANSIT

23% Decline from CY13 to CY17

RIDERSHIP FACTORS: WHAT YOU'VE HEARD...

L.A. NOW LOCAL LA TIMES

Southern Californians are on a car-buying spree, and that's cutting deeply into transit ridership, study says

FutureStructure

By LAURA J. NELSON FEB 01, 2018 | 11:00 AM



Transportation

Falling transit ridership poses an 'emergency' for cities, experts fear

Traffic to a d



Number 7 subway cars are parked at the MTA's Maintenance Yard in Queens, N.Y. (AP)

By Fatz Siddiqui March 24 | Email the author

Transit ridership fell in 31 of 35 major

TRANSPORTATION

Public Transit vs. Driverless Cars: How Can it Compete?

Some opponents to driverless cars say they'll be a public-transit killer, but others argue they will always have a place in dense cities.

BY JORDAN PASCALE, THE VIRGINIAN-PILOT / MARCH 23, 2016



(NY AVELAR)

As car ownership increases among the poor, transit ridership falls



A San Diego Metropolitan Transit System bus travels in downtown San Diego. (Howard Lipin / San Diego Union-Tribune)



By Joshua Emerson Smith · Contact Reporter

CITYLAB

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY / LIFE



Tyrene Sotiropoulos

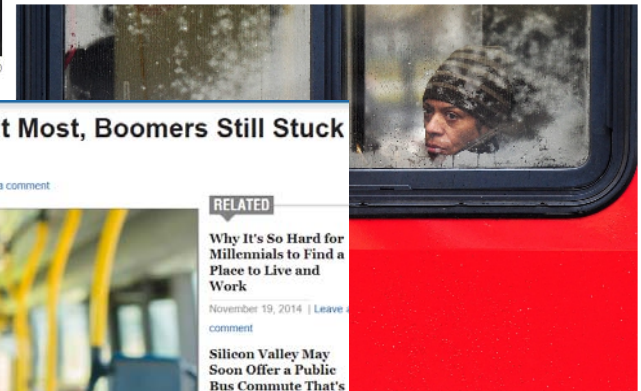
Stop Asking Whether Uber Is Transit's Enemy

LAURA BLISS FEB 28, 2017

The more important question is how ride services factor into cities' goals for mobility. A new analysis of New York City shows why.

Transportation

Metro is mulling a major redesign of the bus system. But first, officials need to figure out why people aren't riding.



Millennials Love Transit Most, Boomers Still Stuck on Cars

By Sarah Goodyear | CityLab | September 18, 2014 | Leave a comment



Alexander O'Connell/Reuters.com

RELATED

Why It's So Hard for Millennials to Find a Place to Live and Work

November 19, 2014 | Leave a comment

Silicon Valley May Soon Offer a Public Bus Commute That's Quicker Than Driving

November 19, 2014 | Leave a comment

7 Tips for Accommodating Your Older Staffers

(The Washington Post)

RIDERSHIP FACTORS:

FACTORS UTILIZED FOR ANALYSIS

INTERNAL

MISSED TRIPS

ON TIME PERFORMANCE

SCHED. REV. HOURS

VEHICLES AVAILABILITY

ROAD CALLS

OPERATOR RETENTION RATE

ACTIVE VS. REQUIRED
OPERATORS

EXTERNAL

GAS PRICE

UNEMPLOYMENT

WAGES

TEMPERATURE

PRECIPITATION

SNOW

ERC TOLL RATES

*HIGHER ED ENROLLMENT

NOT INCLUDED

*TNCS

AUTO OWNERSHIP

POPULATION

BUILDING PERMITS

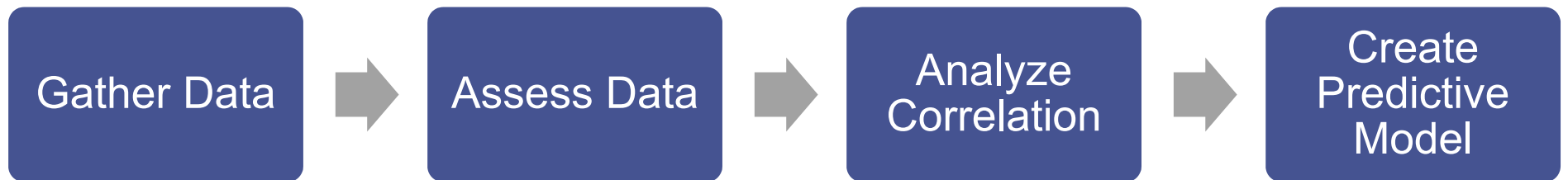
HOTEL OCCUPANCY RATES

PARKING COSTS



HAMPTON ROADS TRANSIT

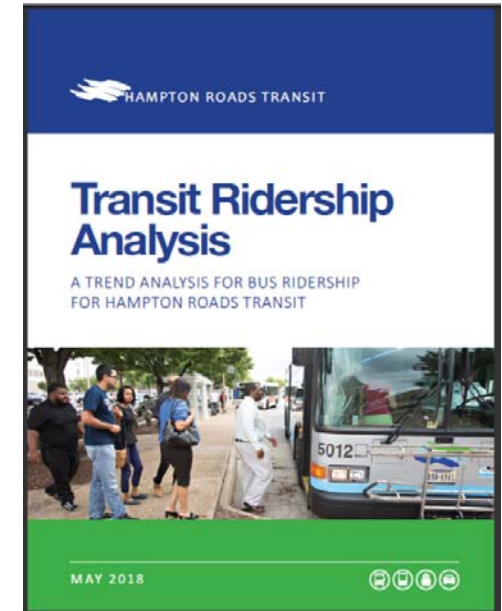
RIDERSHIP FACTORS: ANALYSIS METHODOLOGY



RIDERSHIP ANALYSIS STAFF REPORT

NEXT STEPS

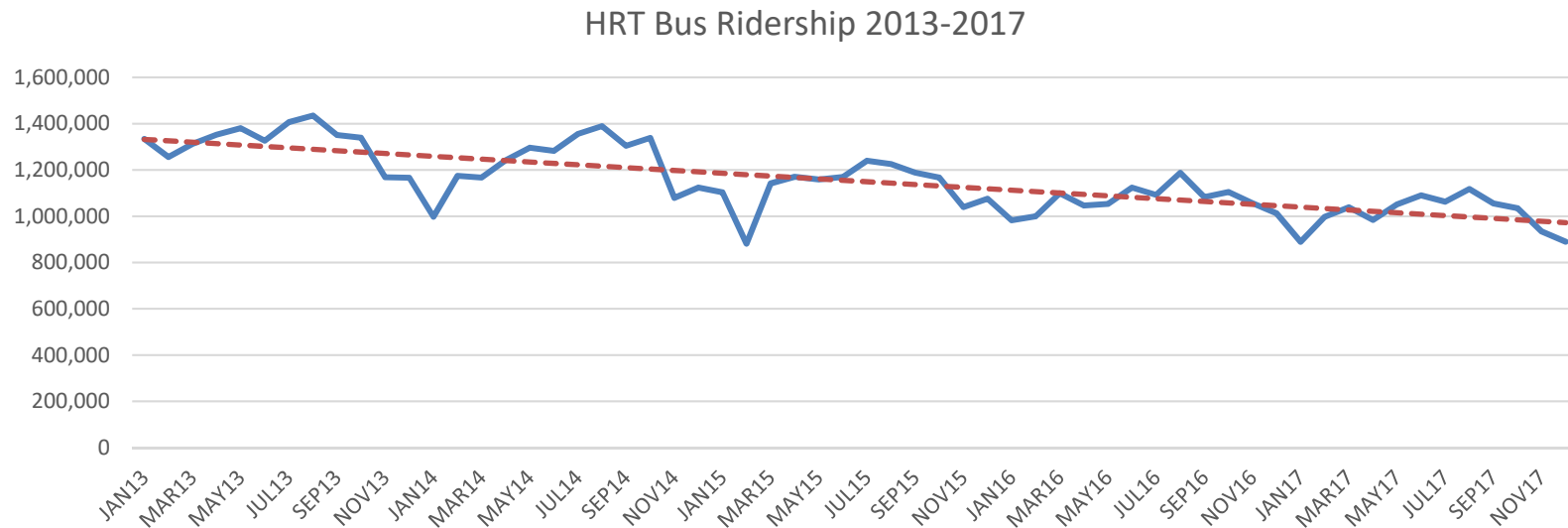
- Preview of May Presentation to TDCHR – April 26, 2018
- **Data Analysis Results and Staff Report – May 2018**
- Action Items from May Analysis Results:
 - Ridership Taskforce
 - Internal Factor Action Plan
- Potential Future Staff Work
 - Additional Data Elements
 - Route by Route
 - Annual Analysis



Board Update

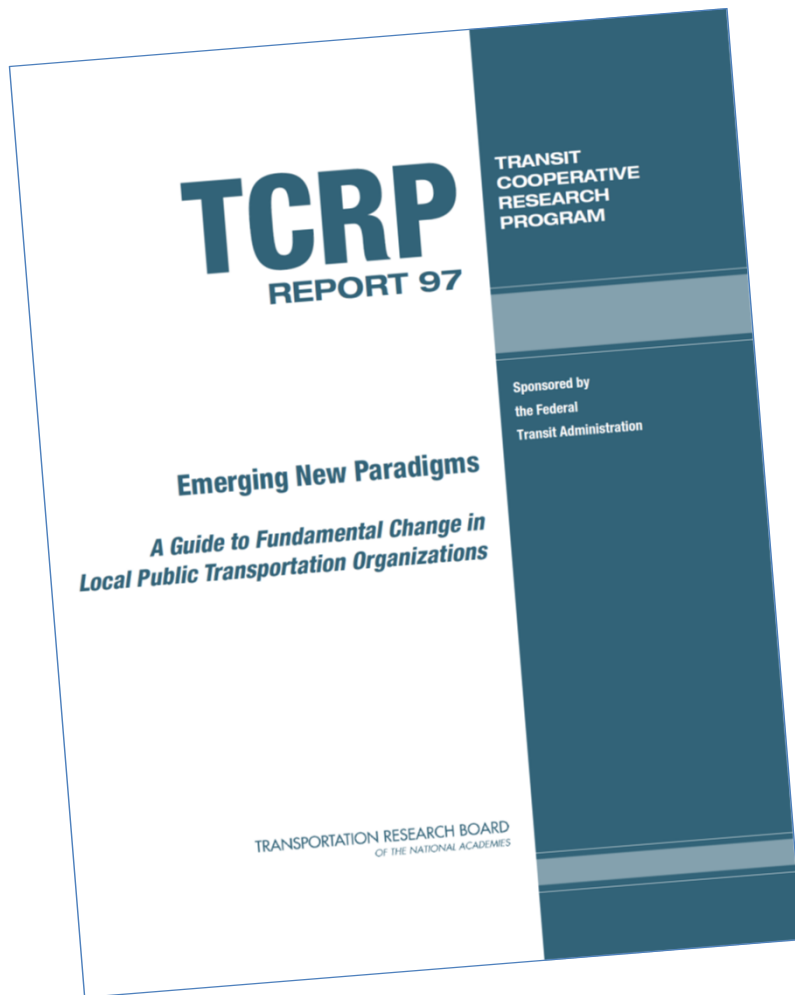
- **Strategic Regional Transit Transformation Project**

HRT Bus Ridership Trends



23% Decline from CY13 to CY17

Transformational Industry Trends



Current State

- **Many old and unreliable buses**
- **Outdated technologies**
- **Poor frequency and speed of travel**
- **Inadequate customer amenities**
- **Limited accessibility**
- **Other challenges and barriers**



Current State

- **Little change in 20 years**
- **No true “regional system”**
- **Fragmented services**
- **Only 1-2 percent of travel happening on transit**

Transit Development Plan

- Adjusting frequency of existing routes
- Adjusting service hours of existing routes
- Realigning existing routes
- Incorporating new routes
- Changing length of route
- Route eliminations
- Potential core network





- A reliable core bus network
- Better regional connectivity
- Better access to jobs and job training
- New buses, technology and basic customer amenities
- More transit riders benefits everyone

Vision and Mission

HRT's vision is to be a valued regional partner that drives prosperity and makes life better for our community.

HRT's mission is to connect Hampton Roads through high quality, safe, efficient, and sustainable transportation services.

New Requirements

	<i>Regional Transit Planning (new)</i>	<i>State Transit Capital Prioritization (reform)</i>	<i>State Transit Operating Assistance (reform)</i>	<i>Transit Development Plans (existing)</i>	<i>Transit Asset Management Plan (new)</i>
Time	No mandate	By July 1, 2019 (FY20-25 SYIP)	By July 1, 2019 (FY2020-)	10-Year Plan; major update every 6 yrs., minor update annually by January 15	By October 1, 2018; updates annually to National Transit Database
Agency	HRTPO jurisdictions HRT, WATA, Suffolk Transit, Bay Transit	Statewide All (excluding WMATA)	Statewide All (excluding WMATA)	Statewide All	National All recipients and subrecipients of chapter 53 funds that own, operate, or manage public transportation capital assets.
Organizational	Transit agencies shall develop regional transit planning process, coordinated by the HRTPO, which planning process shall include:	DRPT to develop, working with TSDAC, to be adopted by CTB, which includes:	DRPT to develop, working with TSDAC, to be adopted by CTB, which includes:	DRPT guidelines; which requirements include:	FTA requirements (per Final Rule 49 CFR Parts 625 and 630). TAM plans shall include:
Factor Requirements	<ul style="list-style-type: none"> • Identification and prioritization of projects • Establishment of performance benchmarks that incorporate state and federal requirements • Development and implementation of a regional subsidy allocation model • Distribution of funds by an authorized body 	<ul style="list-style-type: none"> • 100 percent of Capital Assistance funds will be allocated based on a new Prioritization methodology, which involves: • State of Good Repair / Minor Enhancements, based on transit asset management principles, including federal TAM requirements • Major Expansion projects shall be evaluated for funding based on SMART SCALE factors (Congestion; Econ. Dev.; Accessibility; Safety; Environ. Quality; Land Use) 	<ul style="list-style-type: none"> • 100 percent of Operating Assistance funds will be allocated on basis of service delivery factors, based on efficiency and effectiveness, which currently includes: • Passengers per Revenue Hour • Passengers per Revenue Mile • Net Cost per Passenger 	<ul style="list-style-type: none"> • System Overview • Goals, Objectives, Service Design Standards • Service and System Evaluation • Service and CIP <ul style="list-style-type: none"> ◦ Svc. Improvement and Needs Identification ◦ Svc. and Needs Prioritization ◦ Service Development • Implementation Plan <ul style="list-style-type: none"> ◦ Rolling Stock Utilization ◦ Major System Maintenance and Operations Facilities ◦ Passenger Amenities ◦ New Technology Systems and Upgrades • Financial Plan 	<ul style="list-style-type: none"> • Asset inventory • Condition assessment of inventoried assets • Prioritized list of investments to improve state of good repair • Agencies required to set Performance Targets for capital assets based on four SGR performance measures defined in the final rule; and report to NTD • TAM plans to aid assessing current asset conditions; determine condition targets for SGR; identifying unacceptable risks; deciding how to best balance and prioritize reasonably anticipated funds (revenues from all sources) towards improving asset condition and achieving sufficient level of performance within those means. • "coordination among transit providers, States, and MPOs should influence MPO and State transportation funding investment decisions and is intended to increase the likelihood that transit SGR needs are programmed, committed to, and funded as part of the planning process"

Project Tasks

Task 1: Project Management Task

Task 2: Project Initiation

2.1 Project Kick-off

2.2 Review of Statutory Mandates and Project Components

2.3 Interviews with Key Stakeholders

2.4 Initial Due Diligence of Documents, Assessments, Reports Addressing Governance, Funding and Performance

2.5 Validation of Set of Conditions to be Evaluated, and Selected Agencies for Benchmarking

Project Tasks

Task 3: Performance Diagnostic

3.1 State of Good Repair Needs*

3.2 Funding Mix

3.3 Employment

3.4 Budget Drivers

*denotes new State requirement

Project Tasks

Task 4: Regional Transit Services Review, Re-Tooling, and Optimization for Market Growth

*4.1 Review of Performance of Fixed-Route Bus Service, including Route Design, Schedules, Connectivity, and Vehicles Sizes**

*4.2 Examination of Opportunities to Improve Operating Efficiency of the Transit Network, including Reliability of Trips and Travel Speed**

*4.3 Examination and Identification of Opportunities to Share Service**

4.4. Examination of Opportunities to Improve Service in Undeserved

*denotes new State requirement

Project Tasks

Task 4: Regional Transit Services Review, Re-Tooling, and Optimization for Market Growth (contd.)

4.5 Scenario Development

“ . . . a minimum of three (3) new bus transit network scenarios arising from taking a ‘blank slate’ approach . . . shall demonstrate significant innovation and embracing of a new mobility paradigm . . . ”

4.6 Development and Application of Framework and Methodology for Prioritization and Phasing

4.7 Comparative Cost-Benefit Analyses

4.8 Development and Application of Methodology for Scenario Selection

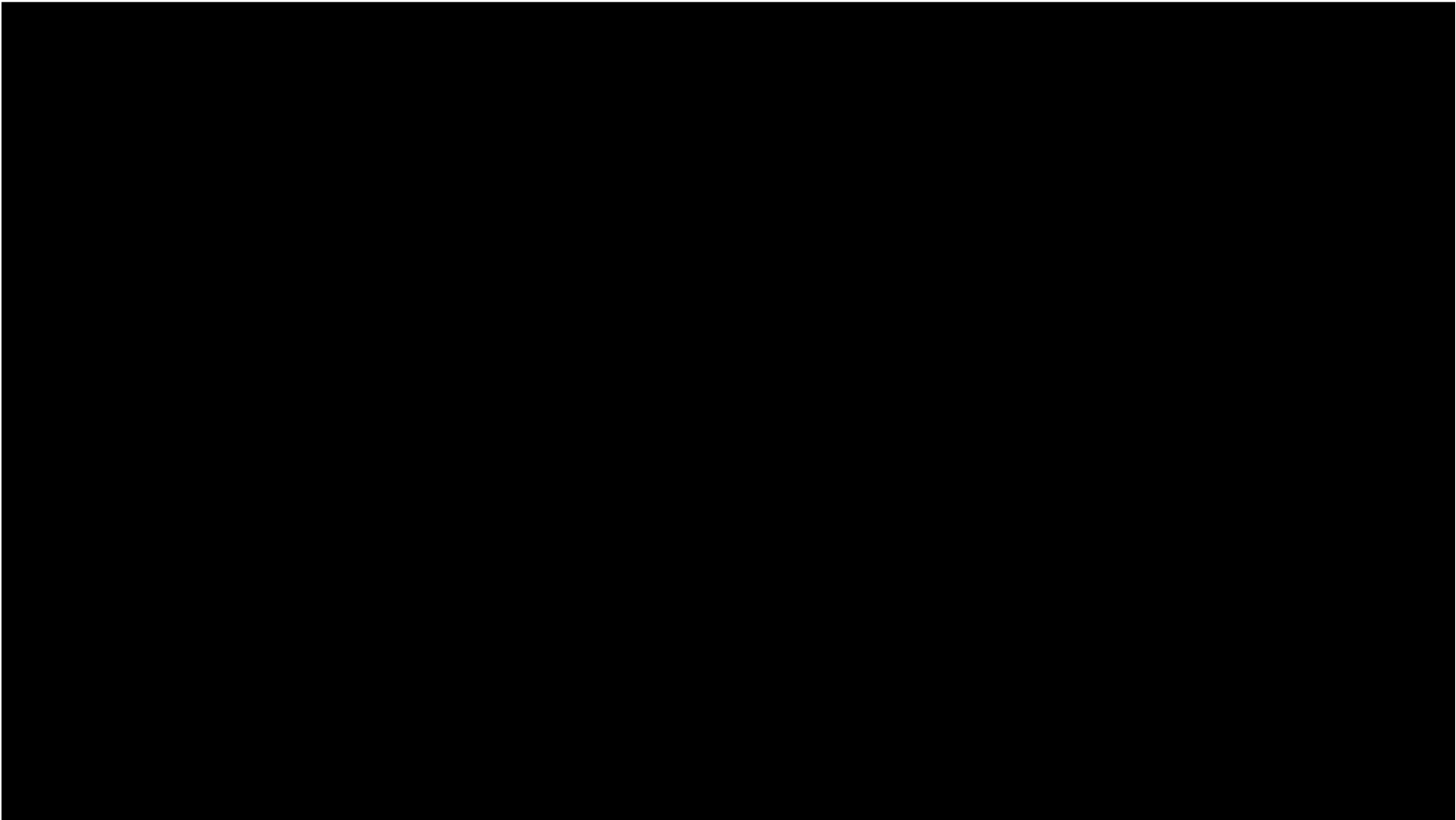
Project Tasks

Task 5: Transit Subsidy Allocations Review and Model Development

Task 6: Intergovernmental Collaboration and Facilitation of Transformational Change

Board Update

- **How-to Video for Riding The Tide**





TDCHR Board Meeting

April 26, 2018

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CREATING VALUE THROUGH TRANSFORMATION

Providing quality services and robust transit ridership are fundamental to how HRT creates value for the region.

Over recent years, with less than \$100 million in yearly operating costs, HRT has supported more than 20,300 jobs and \$548 million in annual employment income across the region. Each year HRT also supports over \$80 million in consumer spending, and helps the region alleviate congestion by avoiding over 40 million Vehicle Miles Traveled on roadways. For fiscal year 2019 (July 2018 through June 2019), we intend to deliver current service levels for 3 percent less funding while continuing to deliver significant value for our customers and funding partners.

However, we've also witnessed a decrease in overall bus ridership over the past several years. Indeed, transit systems of all shapes and sizes (in cities and regions across the United States) have been experiencing declines in overall transit ridership. In response, agencies – including HRT – are working to adapt operations and business models and capitalize on new technologies and service innovations.

Transit systems are increasingly shifting away from old service and business models, for example, by implementing “route optimization plans.” They are re-tooling their bus networks, service types and service levels to meet marketplace demand. They are re-prioritizing investments to optimize efficiency, effectiveness, and to grow their market share. There is increasing emphasis on functioning more as a mobility integrator across a range of services, including partnerships with the private sector, as well as higher commitment to providing quality customer experiences.

In April, the American Public Transportation Foundation issued a research paper highlighting industry challenges and opportunities, and HRT staff has also completed a study looking at factors related to ridership trends specifically in Hampton Roads.

There is broad consensus in several areas. First, research to date clearly suggests there are many factors that influence ridership. Second, there is no single strategy or tactical solution to grow ridership. Finally, there is widespread consensus about what great transit looks like – great transit systems feature consistently reliable service to connect people with places they want to go; they are efficient and time competitive; they have a reliable mix of vehicles, adequate customer amenities, and they feature state-of-the-art technologies that meet the expectations of today's commuter.

These are all areas that require attention of transit experts and local and state policy makers in order for Hampton Roads to have a quality multi-modal transportation system.



President's Report

May 2018

Great progress is underway with roadways. There is over \$5 billion currently programmed in our region for major roads, bridges, and tunnels over the next 6 years, as well as millions of dollars in local road improvements. Meanwhile, lack of access to better transit is a strategic liability for Hampton Roads. This is true not only to serve existing residents and businesses as well as military and federal facilities, but to attract and retain new businesses and help diversify the regional economy.

In the case of HRT, now is the time to push forward to implement efficient and reliable bus transit that makes sense to strategically connect the region. We can't wait 7 or 10 or more years to fix what's broken or missing today, especially when it comes to the region's core bus services.

We have some solid data and information to build from. We previously surveyed almost 14,000 residents across Hampton Roads. The public (transit system users and non-users) has told us what they want for better transit regionally. We've also completed the most recent Transit Development Plan, which includes several targeted recommendations to improve bus services within current planning and funding constraints, as well as data supporting a potential "Core 20" enhanced bus network to service the entire region with 15-minute service during peak morning and evening hours.

Finally, there are many great examples of innovation and bus route optimization plans that are proving successful in other markets that we can learn from. I've charged HRT to embrace innovations to our operations and organization. To be sure, adequate levels of funding will also be required to upgrade the current system.

In the coming months, we will work with community partners to define new operating, organizational, and funding scenarios, and engage the board of the Transportation District Commission of Hampton Roads to select a new path forward. Through collaboration and a willingness to drive a new agenda forward, we can pursue a shared vision to transform regional transit and generate truly incredible public value.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Harrell", with a large, sweeping flourish extending to the right.

William E. Harrell
President and CEO
Hampton Roads Transit



Web Site Analytics

Gohrt.com • March - April 2018

GOHRT.COM • MARCH 2018

OVERVIEW

61,943 Sessions
34,992 Users
152,724 PageViews

DEVICE USAGE:

68.58% Mobile
27.55% Desktop
3.87% Tablet

PAGEVIEWS BY PAGE (TOP 10)

/ (home)	17.82%
/route/norfolk/	8.53%
/route/	7.67%
/fares/	4.98%
/route/virginia-beach/	4.62%
/route/newport-news/	4.31%
/services/the-tide/	3.39%
/services/paratransit/	2.54%
/route/hampton/	2.45%
/hrt-jobs/	2.44%

TRAFFIC SOURCE PER SESSION

Organic Search	66.78%
Direct	22.19%
Referral	10.26%
(Other)	0.47%
Email	0.18%
Social	0.12%

STUDENT FREEDOM PASS

Viewed Main Page	1,237
Viewed Application	581
Completed Application	445

OTHER

188 RFP Solicitation Information Requests
9,445 Trip Planner Submissions (Get Directions)

GOHRT.COM • APRIL 2018

OVERVIEW

63,165 Sessions
63,165 Users
160,551 PageViews

DEVICE USAGE:

68.74% Mobile
27.32% Desktop
3.94% Tablet

PAGEVIEWS BY PAGE (TOP 10)

/ (home)	16.34%
/route/norfolk/	7.96%
/route/	7.30%
/fares/	5.68%
/route/virginia-beach/	4.71%
/route/newport-news/	3.94%
/services/the-tide/	3.71%
/services/ferry/	2.62%
/hrt-jobs/	2.47%
/services/paratransit/	2.45%

TRAFFIC SOURCE PER SESSION

Organic Search	68.79%
Direct	21.32%
Referral	9.35%
(Other)	0.32%
Email	0.13%
Social	0.09%

STUDENT FREEDOM PASS

Viewed Main Page	1,143
Viewed Application	546
Completed Application	455

OTHER

286 RFP Solicitation Information Requests
9,348 Trip Planner Submissions (Get Directions)

FACEBOOK STATS





March 1 – March 31, 2018

HRT's Facebook @hrtfan
 Total fans: 12,496
 Total posts: 24
 Impressions: 46,983
 Engagements: 1,041
 Clicks: 833
 People engaged: 58% female, 42% male
 Women between 25-34 most active users

April 1 – April 30, 2018

HRT's Facebook @hrtfan
 Total fans: 12,500
 Total posts: 18
 Impressions: 25,700
 Engagements: 615
 Clicks: 25
 People engaged: 58% female, 42% male
 Women between 25-34 most active users

FACEBOOK TOP POSTS

Post	Reactions	Comments	Engagement	Reach
<p>Hampton Roads Transit Happy Easter! Hope you all have a wonderful, joyous holiday. Did you know, all joking aside, Easter hasn't fallen on April 1st since 1956! 🐰🐣</p>  <p>(Post) April 01, 2018 8:30 am</p>	85	19	9.2%	1,386
<p>Hampton Roads Transit Norfolk City Councilwoman, Andria McClellan teaches Norfolk Tides mascot, Rip Tide how to purchase a fare card on Hampton Roads Transit's light rail, The Tide. Learn more: https://gohrt.com/</p>  <p>(Post) April 04, 2018 10:54 am</p>	74	14	5.8%	3,319
<p>Hampton Roads Transit Congratulations to the City of Norfolk Government for launching the first bike share program in the region! What a great launch event! Check out the first inaugural ride! 🚲 We're so excited our program, Trafix is a sponsor.</p>  <p>(Post) April 06, 2018 12:02 pm</p>	35	3	13.9%	409
<p>Hampton Roads Transit #ThrowbackThursday to this roofed railway car barn facility built in Norfolk in the early 1900's. These barns were converted in the 1940's to be bus storage barns by the former Virginia Transit Company. They were then used by Hampton Roads Transit until being torn down in 2009 to make way for the new bus maintenance facility on 18th Street in Norfolk.</p>  <p>(Post) April 05, 2018 8:30 am</p>	29	1	5%	804

TWITTER STATS

March 1 – March 31, 2018

HRT's Twitter @gohrt_com
 Total followers: 6,196
 Tweets sent: 33
 Retweets: 31
 Mentions received:
 Impressions: 25,634
 Engagements: 332
 Clicks: 40
 People engaged: 55% male, 45% female
 Men between 35-44 most active users

April 1 – April 30, 2018

HRT's Twitter @gohrt_com
 Total followers: 6,218
 Tweets sent: 59
 Retweets: 46
 Mentions received: 65
 Impressions: 42,400
 Engagements: 666
 Clicks: 67
 People engaged: 55% male, 45% female
 Men between 35-44 most active users

TWITTER TOP POSTS

Tweet	Potential Reach	Responses	Clicks	Retweets
<p>gohrt_com The TRAFFIX Bikeshare Station is ready! Be sure to attend the official #NorfolkVA Pace bike share launch this Friday, April 6th (11am-12pm) at Civic Plaza to witness the first ride around @NorfolkDowntown #BikeNorfolk #BikeNFK #LiveNFK #pacebikeshare #PublicTransportation https://t.co/3cs36Mzhnw</p> <p>(Tweet) April 05, 2018 7:34 am</p>	44.1k	13	0	12
<p>gohrt_com HRT will host two public meetings next week to review findings of the Norfolk Westside Transit Study. The southside facility is served by routes 1, 3 and MAX 961. The Lambert's Point facility is served by route 2. @NorfolkVA You going? Let us know here! https://t.co/kOUsVwFM0i https://t.co/7iWfKwD8Uk</p> <p>(Tweet) April 13, 2018 9:26 am</p>	54.8k	6	0	6
<p>gohrt_com HAPPY EASTER! 🐣🐰🥚🍷 https://t.co/2K3kYkLus4</p> <p>(Tweet) April 01, 2018 8:52 am</p>	147k	5	0	5
<p>gohrt_com Catch the WAVE starting tomorrow May 1st!!! Route 30 will begin at 8:00AM along Atlantic Ave at VA Beach Oceanfront, with Routes 31 & 35 starting May 20th. For more info: visit https://t.co/gPEy1Tuk08 @VisitVaBch @CityofVaBeach https://t.co/4aPcuAPgSw</p> <p>(Tweet) April 30, 2018 6:39 pm</p>	79.5k	4	0	4
<p>gohrt_com #DidYouKnow Public transportation in the U.S. is a crucial part of the solution to the nation's economic, energy, and environmental challenges - helping to bring a better quality of life. #TransitTuesday @APTA_info</p> <p>(Tweet) by Alisa C. April 17, 2018 9:30 am</p>	12.1k	3	0	2



HAMPTON ROADS
TRANSIT

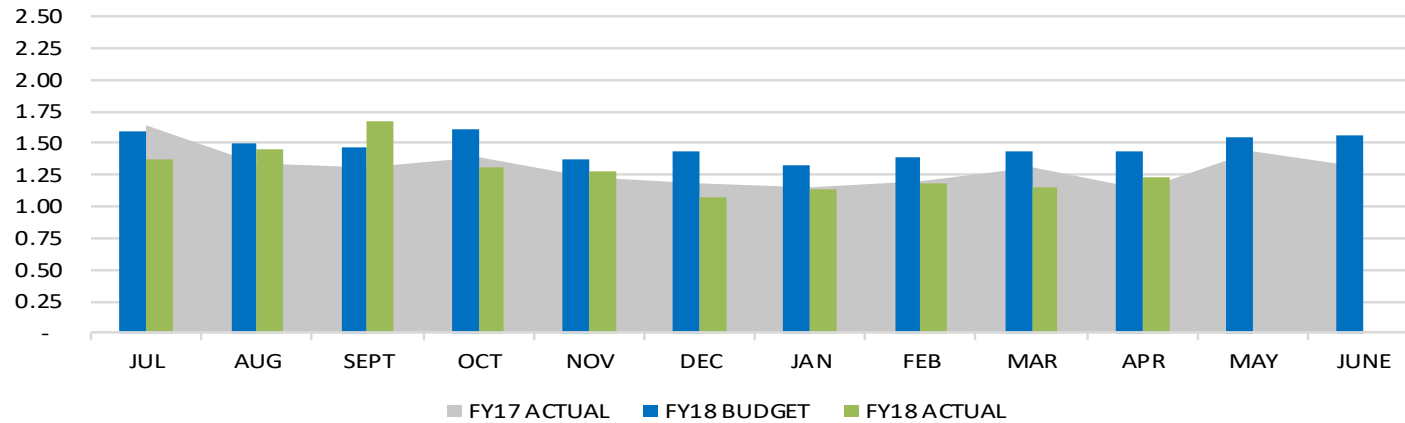
APRIL 2018
FISCAL YEAR 2018
FINANCIAL REPORT

gohrt.com

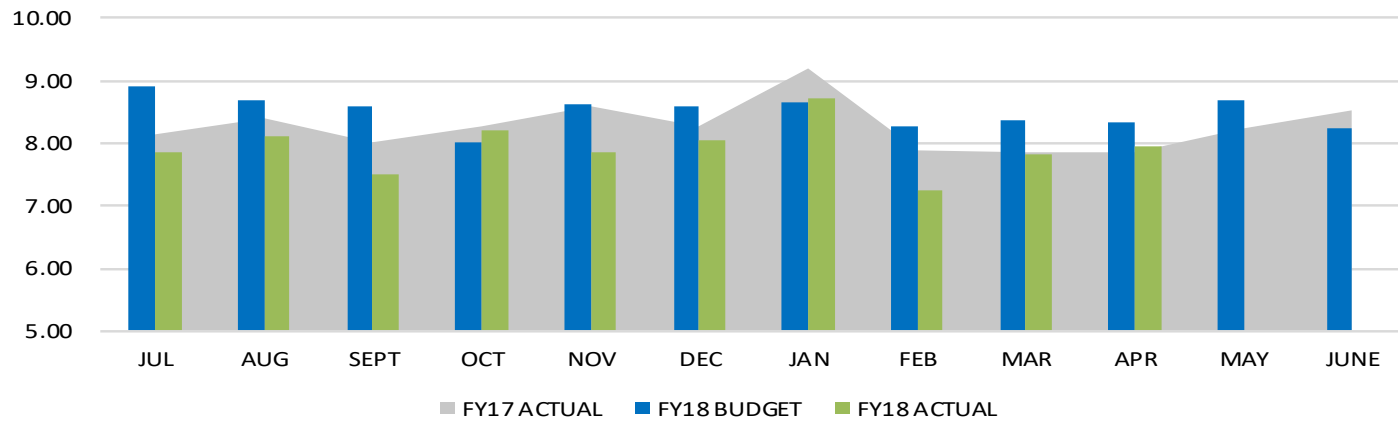
OPERATING FINANCIAL STATEMENTS APRIL 2018

Monthly			FISCAL YEAR 2018		Year to Date			
Budget	Actual	Variance	Dollars in Thousands		YTD Budget	YTD Actual	Variance	
Operating Revenue								
\$ 1,443.5	\$ 1,229.8	\$ (213.7)	-14.8%	Passenger Revenue	\$ 14,569.9	\$ 12,863.6	\$ (1,706.2)	-11.7%
110.4	28.4	(82.0)	-74.3%	Advertising Revenue	1,104.2	616.7	(487.5)	-44.2%
186.3	183.6	(2.7)	-1.5%	Other Transportation Revenue	1,863.4	1,848.8	(14.7)	-0.8%
5.0	13.0	8.0	160.2%	Non-Transportation Revenue	50.0	269.8	219.8	439.7%
Non-Operating Revenue								
1,217.4	1,239.7	22.4	1.8%	Federal Funding	13,850.5	14,080.4	229.9	1.7%
1,669.7	1,625.5	(44.2)	-2.6%	State Funding	16,696.8	16,254.7	(442.1)	-2.6%
3,688.1	\$ 3,688.1	0.0	0.0%	Local Funding	36,880.5	36,880.5	0.0	0.0%
\$ 8,320.3	\$ 8,008.0	\$ (312.3)		TOTAL REVENUE	\$ 85,015.3	\$ 82,814.5	\$ (2,200.8)	
\$ 5,209.3	\$ 5,135.8	\$ 73.5	1.4%	Personnel Services	\$ 53,969.3	\$ 51,877.7	\$ 2,091.7	3.9%
743.0	598.7	144.2	19.4%	Contract Services	7,378.1	6,148.6	1,229.5	16.7%
941.7	929.6	12.2	1.3%	Materials & Supplies	9,795.5	8,467.2	1,328.2	13.6%
104.1	87.6	16.6	15.9%	Utilities	992.7	1,014.3	(21.5)	-2.2%
374.6	348.6	25.9	6.9%	Casualties & Liabilities	3,610.7	3,474.2	136.5	3.8%
725.5	747.3	(21.8)	-3.0%	Purchased Transportation	7,255.3	6,960.4	294.9	4.1%
222.0	115.4	106.6	48.0%	Other Miscellaneous Expenses	2,013.6	1,417.0	596.6	29.6%
\$ 8,320.3	\$ 7,963.1	\$ 357.2	4.3%	TOTAL EXPENSE	\$ 85,015.3	\$ 79,359.4	\$ 5,655.8	6.7%
	44.9			OPERATING SURPLUS (DEFICIT)		3,455.1		

Farebox Revenue (in millions)



Total Expenses (in millions)



LOCAL FUNDING

APRIL 2018

FISCAL YEAR 2018 (Dollars in Thousands)	Annual Budget	Projected Actual	Variance*
Local Funding			
Chesapeake	\$ 2,547.6	\$ 2,534.5	\$ 13.1
Newport News	7,280.2	7,362.0	(81.8)
Hampton	4,531.0	4,441.0	90.0
Norfolk	19,552.2	19,426.6	125.6
Portsmouth	2,977.4	2,875.5	101.9
Virginia Beach	7,368.2	7,168.8	199.4
TOTAL LOCAL FUNDING	\$ 44,256.6	\$ 43,808.4	\$ 448.2
STATE FUNDING	\$ 20,036.2	\$ 19,466.7	\$ (569.5)
FEDERAL FUNDING**	\$ 15,071.0	\$ 14,371.0	\$ (700.0)

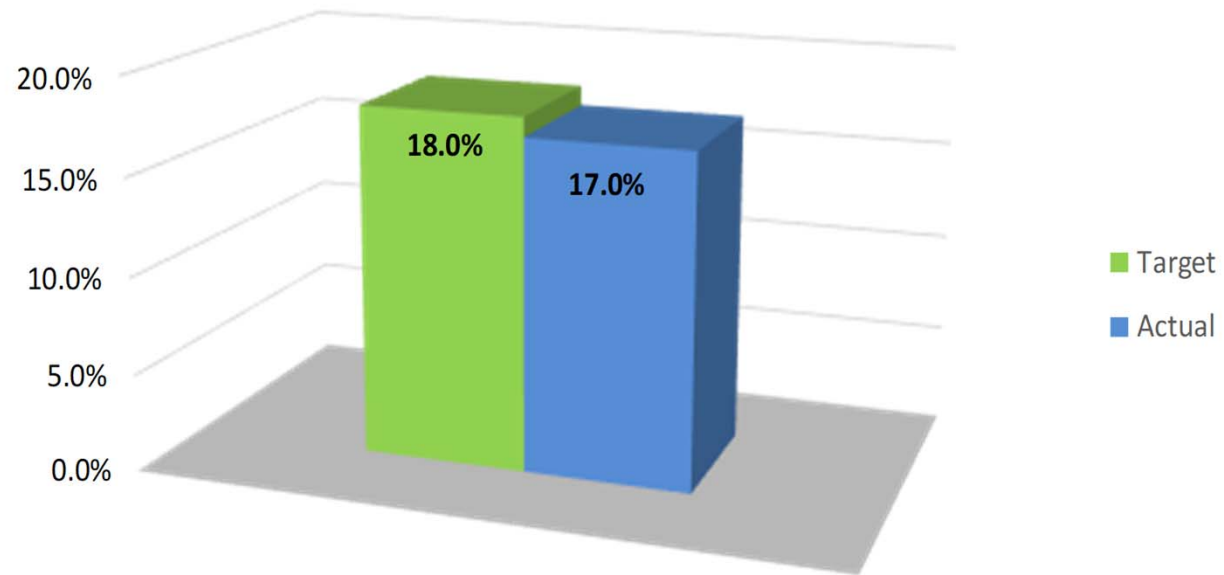
* Due to City / (Due from City)

** Federal 5307, 5309, 5337

Notes:

1. As requested by MFAC, the process for forecasting/reconciling end of year variances has been reviewed.
2. Year-end local funding results are for planning purposes only, are unaudited, and subject to change.

Farebox Recovery Ratio



PROCUREMENTS BETWEEN \$50K-\$100K APRIL 2018

There were no procurements in April between \$50-100K.

Contract No.:	18-76543	Title:	SPEAR 4i™ Software Support Renewal	Base Year Price: Total Option Years Price:	\$85,069.98 (\$357,637.53 for 4 1-yr. options)
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Acquisition Description: Enter into a contract with Hansen Information Technologies/Infor (Infor) for five years of technical support for Hampton Roads Transit's (HRT's) existing SPEAR 4i™ Enterprise Asset Management Software.

Background: HRT purchased the initial SPEAR 4i™ Enterprise Asset Management software in 1999 to manage data related to Bus and Rail operations. The SPEAR 4i™ Work Manager and Material Manager modules allow employees to identify and track equipment and serialized components; identify, plan, schedule, and track work; collect maintenance histories and costs; analyze maintenance performance; and, manage configuration of equipment. The software also provides a comprehensive warehouse management function designed to support multiple warehouses, including tools to ensure that material is available and retrievable at all times.

Contract Approach: FTA guidelines and the Virginia Public Procurement Act allow procurement by non-competitive solicitations when only one source is practicably available, and the award of a contract is infeasible under small purchase procedures, sealed bids, or competitive proposals. Due to the specific requirements of this solicitation, full and open competition was not a feasible method of Procurement. The SPEAR application is proprietary to Infor and is not released externally. Only Infor can provide technical support and make modifications to the SPEAR software suite.

A solicitation was issued on April 26, 2018. Infor provided a responsive quote on April 30, 2018 in the amount of \$85,069.98 for the base year and \$357,637.53 for the remaining four (4) option years. The proposed pricing is deemed fair and reasonable based on a cost analysis performed by HRT staff, utilizing historical maintenance and support pricing.

Infor is headquartered in New York, New York and has provided technical support and maintenance of HRT's SPEAR software suite satisfactorily. As a result, Infor is considered qualified and responsible to continue to provide software maintenance and technical support.

Cost/Funding: This contract will be funded by Operating Funds.

Project Manager: Kamlesh Chowdhary, Director of ITS Services

Contracting Officer: Keisha Hurst, Buyer II

Recommendation: It is respectfully recommended that the Commission approve award of a contract to Infor for software maintenance and technical support for Hampton Roads Transit's existing SPEAR 4i™ Enterprise Asset Management software in the amount of \$442,707.51 for a total of five (5) years, as indicated below.

Base Year	Option Year 1	Option Year 2	Option Year 3	Option Year 4	Total Contract Price
\$85,069.98	\$86,771.36	\$88,506.79	\$90,276.92	\$92,082.46	\$442,707.51



Resolution 03– 2018

Title VI Equity Analyses for Proposed Major Service Changes – June 2018

A Resolution of the Transportation District Commission of Hampton Roads approving the *Title VI Equity Analyses for Proposed Major Service Changes in June 2018*.

WHEREAS, the Transportation District Commission of Hampton Roads adopted the *Hampton Roads Transit (HRT) 2014 Title VI Program* through Resolution 01-2014 on the 24th day of January, 2014, in compliance with Federal Law and FTA Policy; and

WHEREAS, the adopted *HRT 2014 Title VI Program* requires that the Commission demonstrate the consideration, awareness, and approval of the Title VI Equity Analysis results for each proposed Major Service or Fare Change prior to approval or implementation of the proposed change; and

WHEREAS, Hampton Roads Transit has proposed Major Service Changes to MAX Route 965; and

WHEREAS, Hampton Roads Transit has determined that public involvement is warranted because these changes would reduce and/or eliminate service to current trips on MAX; and

WHEREAS, Hampton Roads Transit has received comments from the public and stakeholders; and

WHEREAS, Hampton Roads Transit has completed a Title VI Equity Analysis on the proposed changes and reported the results of the analyses to the Commission for full consideration; and

WHEREAS, the Title VI Equity Analyses included a full discussion of any potential disparate or disproportionate impacts with regards to race, color, national origin, or income; and

WHEREAS, Hampton Roads Transit has shown a substantial legitimate justification for the proposed actions:

NOW, THEREFORE, BE IT RESOLVED that the Transportation District Commission of Hampton Roads has given full consideration of, is aware of, and approves the equity analyses for the proposed June 2018 Major Service Changes.

APPROVED by the Transportation District Commission of Hampton Roads at its meeting on the 24th day of May, 2018.

**TRANSPORTATION DISTRICT COMMISSION
OF HAMPTON ROADS**

**Patricia P. Woodbury
Chairwoman**

ATTEST:

**Luis R. Ramos
Commission Secretary**

TRAC Report

May, 2018

HRT's Transit Riders Advisory Committee (TRAC) met on May 2, 2018. TRAC Staff Liaison Henry Ryto spoke to members about the Freedom of Information Act (FOIA) and reported on the Customer Assistance Forms (CAFs) filed during the months of March and April by TRAC members. Elections for TRAC Officers for Fiscal Year 2019 were postponed for lack of a quorum.

TRAC members visited the HRT Call Center to gain a better understanding of its services and capabilities. TRAC members listened to phone calls and were familiarized with Call Center software.

Additionally, Chairman Jamie Battle addressed the committee. With Jamie planning to move to the Washington, DC area, it was his final meeting as Chairman.

TRAC's next scheduled meeting is July 11 in Hampton.