



## **Meeting of the Transportation District Commission of Hampton Roads**

Thursday, November 14, 2019 • 1:00 p.m.

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

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A meeting of the Transportation District Commission of Hampton Roads will be held on Thursday, November 14, 2019 at 1:00 p.m. at 3400 Victoria Boulevard, 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, November 14, 2019 • 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 October 24, 2019 Meeting Minutes
4. President's Monthly Report - William Harrell
  - A. Board Updates
5. Committee Reports
  - A. Audit & Budget Review Committee - Commissioner Gray/  
Conner Burns, Chief Financial Officer
    - October 2019 Financial Report will be presented at the December 2019 Meeting
  - B. Management/Financial Advisory Committee – Commissioner Cipriano/  
Conner Burns, Chief Financial Officer
  - C. Operations & Oversight Committee - Commissioner Rowe/  
Sonya Luther, Director of Procurement
    - **Contract No: 19-00032 Signage Production Services (Renewal)**  
  
**Recommending Commission Approval:** Award of two (2) contracts for signage production services to Signmasters, Inc. and AG Wraps in the estimated amounts of \$1,543,918.34 and \$1,946,173.00, respectively, for a total not-to-exceed amount of \$3,490,091.34 over a five-year period.
  - D. Planning/New Starts Development Committee – Commissioner Ross-Hammond/  
Ray Amoruso, Chief Planning & Development Officer

- E. External/Legislative Advisory Committee - Commissioner Kanoyton/  
Joe Dillard, Government Relations Liaison
- F. Smart Cities & Innovation Committee – Commissioner McClellan/  
Erin Glenn, Interim Chief Information/Technology Officer
- G. Paratransit Advisory Subcommittee – Chair Paul Atkinson Jr./Keith  
Johnson, Manager of Paratransit
- H. Transit Ridership Advisory Sub-Committee – Ms. Denise Johnson, Chair  
Rodney Davis, Director of Customer Relations
- 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, December 12, 2019 at 1:00 p.m. at 509 E18th Street, Norfolk, VA.**



## Meeting Minutes of the Transportation District Commission of Hampton Roads

Thursday, September 26, 2019 • 1:00 p.m.  
509 E. 18<sup>th</sup> Street, Norfolk, VA

### **Call to order**

A quorum was attained, and Chairman Hunter called the meeting to order at 1:04 p.m.

### **Commissioners in attendance:**

Commissioner Hunter, Portsmouth  
Commissioner Gray, Hampton  
Commissioner Fuller, Chesapeake  
Alt. Commissioner Sorey, Chesapeake  
Commissioner DeBruhl, VDRPT  
Commissioner Kanoyton, Hampton  
Alt. Commissioner Cipriano, Newport News  
Alt. Commissioner Inman, City of Norfolk  
Commissioner Parnell, Norfolk  
Commissioner Rowe, Portsmouth  
Alt. Commissioner Reel, Virginia Beach

### **Hampton Roads Transit Staff in attendance:**

Ray Amoruso, Chief Planning and Development Officer  
Debbie Ball, Director of Finance  
Sheena Bloom, Operator  
Amy Braziel, Manager of Operations Administration  
Conner Burns, Chief Financial Officer  
David Burton, General Counsel, Williams Mullen  
Alesia Cain, Chief Technology Officer  
Gene Cavazos, Director of Marketing & Communications  
Jennifer Dove, DBE and Grants Coordinator  
Angela Glass, Director of Budget & Financial Analysis  
William Harrell, President and CEO  
Danielle Hill, Human Resource Compliance Manager  
Tom Holden, Media Relations Specialist  
Keith Johnson, Paratransit Services Contract Administrator  
Rick Justice, Manager of Security  
Larry Kirk, Assistant Director of Finance  
Shanti Mullen, Internal Auditor I  
Sibyl Pappas, Chief Engineering & Facilities Officer  
Karen Pittman, Operator  
Michael Perez, Operations Contract Administrator  
Jim Price, Chief Transit Operations Officer  
Luis Ramos, Sr. Executive Assistant/Commission Secretary  
Sam Sink, Principle Transit Planner

Benjamin Simms, Director of Transportation & Security  
Adrian Tate, Staff Accountant  
Selina Taylor, Executive Assistant  
Robert Travers, Corporate Counsel  
Undrea Wilson, Manager of Safety

**Others in attendance:**

Sean Abrams, MV Transportation  
Paul Atkinson, Paratransit Advisory Committee Chair  
Frank Azzalina, HRTI  
Judith Brown, Legislative Collaborative Table  
Lakesha Brown, MV Transportation  
Rob Case, HRTPO  
Darlene Hall, MV Transportation  
Angela Hopkins, Newport News  
Kia Ireland, MV Transportation  
Steve Jenkins, City of Chesapeake  
Denise Johnson, Transit Riders Advisory Committee Chair  
Ina Kreps, Paratransit User  
Tim McCarthy, Citizen-Virginia Beach  
Eric Nelson, HNTB  
James Seymore, Teamsters  
Janice Taylor, Paratransit Customer  
Constantinos Velissarios, City of Newport News  
Mark Gedulig-Yatrofsky, PORTSMOUTH CITY WATCH.org

The 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
- Meeting Minutes
- President's Report Presentation
- Social Media Analytics
- Committee Reports

**Public Comments**

Mr. Tim McCarthy, Virginia Beach citizen, spoke regarding pay equity for operators. Mr. McCarthy stated that he is in support for increase funding for public transportation noting that he has been a taxpayer for 50 years.

Ms. Sheena Bloom, ATU Local 1177 and HRT bus operator, spoke regarding equal pay, better insurance, better training, and better working conditions for HRT bus operators.

Ms. Judith Brown, League of Women Voters, stated that a number of local groups who are part of the Legislative Collaborative Table and are focused on public transportation. Ms. Brown stated that members of the HRT staff came and spoke to the group regarding its priorities and need for regional funding. Ms. Brown stated that citizens are prepared to meet with legislators to encourage more transit

funding. Ms. Brown, speaking to the Commission, stated that public transportation funding should be a priority for stakeholders as well and they should consider the agenda with hundreds of citizens backing them up. Dr. Brown's talking points are affixed to the minutes.

Mr. James Seymore, business agent for the local Teamsters, spoke regarding the paratransit drivers' union. Mr. Seymore shared concerns regarding the proposed contract and fears that it will not be able to continue to pay drivers and mechanics at current rate. Mr. Seymore shared concerns that many senior operators and mechanics will leave for other work and that public interest will be at risk.

Mr. Mark Gedulig-Yatrofsky spoke in support of dedicated public funding for public transit. Mr. Gedulig-Yatrofsky stated that there needs to be a regional transit system as part of the incentives for businesses to come to the area. Mr. Gedulig-Yatrofsky stated that currently, HRTs system is not viable and that needs to be changed.

Ms. Janice Taylor, Paratransit Advisory Committee Board Member, spoke in support of public transportation. Ms. Taylor stated that she would like to see a regional system noting that public transportation is a lifeline for many residents.

A motion to close the Public Comments was made by Commissioner Rowe and properly seconded by Commissioner Fuller. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: None

### **Closed Session**

Commissioner Rowe motioned to go into closed meeting pursuant to Virginia Code Section 2.2-3712 (A) to discuss: the investing of public funds where competition or bargaining is involved, as per paragraph (6), and consultation with legal counsel regarding specific legal matters requiring the provision of legal advice, as per paragraph (7). Commissioner Gray seconded the motion. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: None

**NOTE:** Sonya Luther, Kim Wolcott, Jim Price, Ben Simms and Keith Johnson were invited to participate in the closed session.

The Closed Session concluded at 2:22 p.m. Commissioner Rowe motioned that the Board reconvene and attested that only certain matters involving the investing of public funds where competition or

bargaining is involved and consultation with legal counsel regarding specific legal matters requiring the provision of legal advice as provided by Virginia Code Section 2.2-3711(A). Commissioner Fuller seconded the motion. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: None

### **Approval of the September 2019 TDCHR Meeting Minutes**

A motion to approve the September 2019 meeting minutes, was made by Commissioner Parnell and properly seconded by Commissioner Cipriano. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: Commissioner Fuller

### **President's Monthly Report**

Mr. William Harrell welcomed everyone to the meeting.

Mr. Harrell and Ms. Erin Glen shared HRT's new Accountability Center which is live at [gohrt.com](http://gohrt.com).

Mr. Harrell also shared the agencies recent outreach initiatives.

Mr. Harrell stated that there will be a DriveNow Program interest session October 31st at 11am.

Mr. Harrell stated that the agency is aggressively working to deter missed trips which are mostly due to insufficient staffing.

Ms. Kim Wolcott provided an update on staffing levels.

### **COMMITTEE REPORTS**

#### **Audit and Budget Review Committee**

Chairman Gray stated that the Audit and Budget Committee did not meet, and no report was given.

Mr. Conner Burns presented the September Financial Report as enclosed in the meeting package to the Board.

#### **Management Finance Advisory Committee (MFAC)**

Alt. Commissioner Cipriano stated that the MFAC met on Monday.

Alt. Commissioner Cipriano stated that the committee reviewed Key Performance Indicators (KPIs) and how they relate to each locality.

Ms. Cipriano stated that a cash flow discussion will be held next month and a joint meeting with the Audit and Budget Committee will be held in near future.

Alt. Commissioner Cipriano stated that youth ridership was discussed.

Ms. Cipriano stated that the committee is also discussing potential e-scooters partnerships.

### **Operations and Oversight Committee**

Commissioner Rowe stated that the Operations and Oversight Committee met on October 10th in Norfolk.

Ms. Sonya Luther presented the following contracts for approval:

Contract No: 19-00019, Bus Power Services was recommended for Commission approval to award a contract to Midwest Bus Corporation to provide bus power services for fourteen (14) heavy-duty buses, in the not-to-exceed amount of \$1,521,915.00.

Contract No: 19-00035, General Environmental Services (Renewal) was recommended for Commission approval to award a contract to PetroChem to provide general environmental services in the not-to-exceed amount of \$651,066 over five years.

Contract No: 19-00028 Managed Print Services Maintenance and Support for Multi-Function Devices, was recommended for Commission approval to award a contract to Electronic Systems, Inc. to provide managed print services, including Maintenance and Support for Multi-Function Devices in the amount of \$307,931.40.

Contract No: 19-00048, Purchase of Twenty (20) High Roof Ford Transit Vans was recommended for Commission approval to award a contract to Sonny Merryman, Inc. to procure twenty (20) high roof Ford transit vans, for use on Hampton Roads Transit's Paratransit Services contract, in the total amount of \$1,445,140.00.

Contract No: 19-00049, Purchase of Forty-Five (45) 15-Passenger Body on Chassis Paratransit Vans was recommended for Commission approval to award a contract to Sonny Merryman, Inc. to procure forty-five (45) 15-passenger Body on Chassis paratransit vans, for use on Hampton Roads Transit Paratransit Services contract, in the total amount of \$3,166,065.00

A motion to approve contracts 19-00019, Bus Repower Services, 19-00035, General Environmental Services, 19-00028, Managed Print Services Maintenance and Support for Multi-Function Devices, 19-00048, Purchase of Twenty (20) High Roof Ford Transit Vans, and 19-00049, Purchase of Forty-Five (45) 15-Passenger Body on Chassis Paratransit Vans was made by the Operations and



Oversight Committee and properly seconded by Commissioner Gray. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: None

Contract No: 19-00031 Paratransit Services (Renewal) was recommending for Commission approval to award a contract to River North Transit, LLC to provide Paratransit Services not-to-exceed amount of \$39,570,388.00 over a five (5) year period.

A motion to approve Contract 19-00031 was made by the O&O and properly seconded by Commissioner Parnell. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, DeBruhl, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: None

### **Planning and New Starts Development Committee**

Commissioner Ross-Hammond stated that the Committee did not meet this month and no report was given.

### **External Legislative Advisory Committee (ELAC)**

Commissioner Kanoyton stated that the Committee met earlier this week.

Commissioner Kanoyton stated that HRTs marketing and communications was in the meeting and a town hall meeting will be scheduled soon. Additional information will be provided in the near future.

### **Smart Cities & Innovation Committee**

The Committee did not meet, and no report was given.

### **Paratransit Advisory Sub-Committee (PAC)**

Mr. Paul Atkinson stated that the Committee met earlier in the month.

Mr. Atkinson stated that service quality and policy and guidelines were discussed.

Mr. Atkinson also stated that the Committee has a number of partnerships with a number of groups to include the Heart and Stroke Association. Mr. Atkinson stated that the Southside Heart Walk will be held on Saturday, November 2<sup>nd</sup> at Mt. Trashmore.

Mr. Atkinson stated that there are a number of paratransit training efforts underway.

Mr. Atkinson shared the passing of Debra Vaughn stating that she was a pillar on the Committee.

### **Transit Ridership Advisory Committee (TRAC)**

Ms. Denise Johnson stated that there is no report this month and that the next meeting will be held on November 6<sup>th</sup>.

### **Old and New Business**

Commissioner Kanoyton stated that a motion to approval the 2020 Legislative priorities was made by the External Legislative Advisory committee and properly seconded by Commissioner Fuller. A roll call vote resulted as follows:

Ayes: Commissioners Hunter, Gray, Fuller, Sorey, Kanoyton, Cipriano, Parnell, Inman, Rowe, and Reel

Nays: None

Abstain: Commissioner DeBruhl

### **Comments by Commissioners**

There were no additional comments by commissioners.

### **Adjournment**

The meeting adjourned at 2:32pm

## **TRANSPORTATION DISTRICT COMMISSION OF HAMPTON ROADS**

**ATTEST:**

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**Brad Hunter**  
**Chair**

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**Luis Ramos**  
**Commission Secretary**  
**October 24, 2019**

## Remarks to TDCHR meeting on Oct. 24, 2019

My name is Judith E. Brown. I live at One Colley Avenue, Norfolk 23510.

I am speaking today on behalf of the Legislative Collaborative Table, a group of 26 citizen organizations in Hampton Roads. Some are faith-based groups; some groups focus on poverty, some on health or climate or schools or public transit. Each group has dozens or even hundreds of citizen members.

With such diverse concerns, you may expect that it's difficult for them to focus. But every June, all our groups get together and select 6 issues that we will work on together during the next year -- especially with the Virginia General Assembly.

Each September the group holds a training session, where expert advocates on each topic teach us about the 6 issues for that year, and how the upcoming General Assembly might be able to help solve them. Then the citizens sign up to visit their own State Senator and their own Delegate here in Hampton Roads, well before the next General Assembly convenes.

For the past three years, these passionate citizens have put on their short list of issues **PUBLIC TRANSIT**. Each year Mr. Harrell or Dr. Smith or Mr. Dillard has addressed the full group training session, explaining the transit needs and your priorities -- as expressed in your Legislative Agenda. As of this week, citizens have begun to meet with their legislators, and they are advocating for better and more realistic public transit funding in our region.

Please know, as you consider your Legislative Agenda for the coming year, that you have hundreds of citizens backing you up.



# TDCHR Work Session

## October 24, 2019

[gohrt.com](http://gohrt.com)

# Agenda

- HRT's Strategic Direction
- Transit Transformation Project Update
- Paratransit Contract Presentation



# HRT Strategic Direction

- 20 Year Anniversary of merger between Pentran and Tidewater Regional Transit.
- Updating HRT's Vision, Mission, Values and agency Goals and Objectives

*Input from employees, customers, and stakeholders*



# Mission

To connect Hampton Roads with transportation solutions that are reliable, safe, efficient, and sustainable.



# Vision

A progressive mobility agency that promotes prosperity across Hampton Roads through collaboration and teamwork.





# Values

**Safety**

**Customer Service**

**Workforce Success**

**Fiscal Responsibility**



# Goals and Objectives

**Provide a high-quality service that is easy to use and enhances people's lives.**

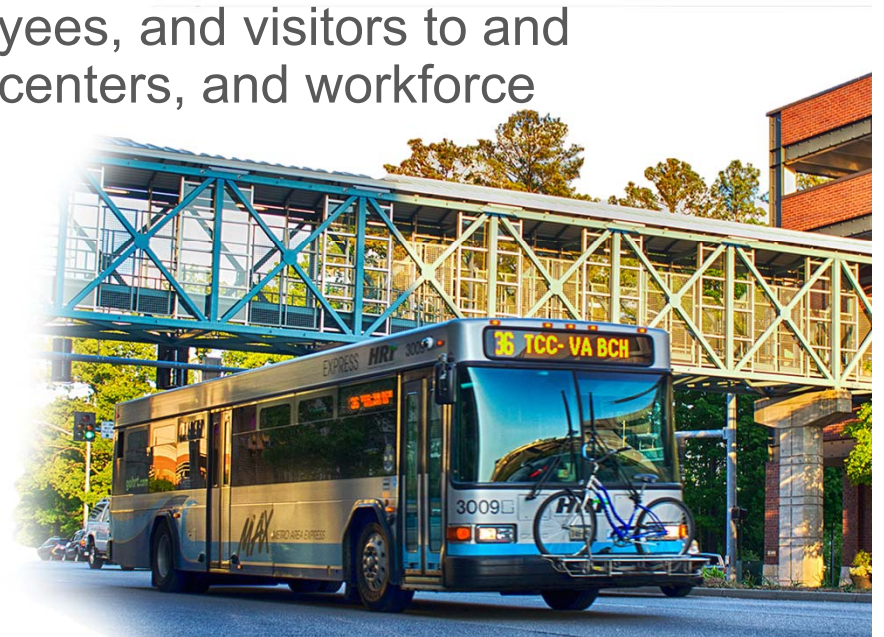
- Provide reliable and desirable service, amenities, and information.
- Serve people where and when they need to travel.
- Offer a safe and secure transportation service for all customers.
- Achieve and maintain a high rate of customer satisfaction.



# Goals and Objectives

## Foster regional quality of life and economic vitality.

- Contribute to congestion mitigation and improved mobility.
- Maximize access for residents, employees, and visitors to and between regional activity centers, job centers, and workforce development opportunities.
- Contribute to regional air quality and pollution reduction goals.
- Build community trust as a valuable partner in a thriving region.



# Goals and Objectives

## Ensure financial stewardship and cost-effective operations.

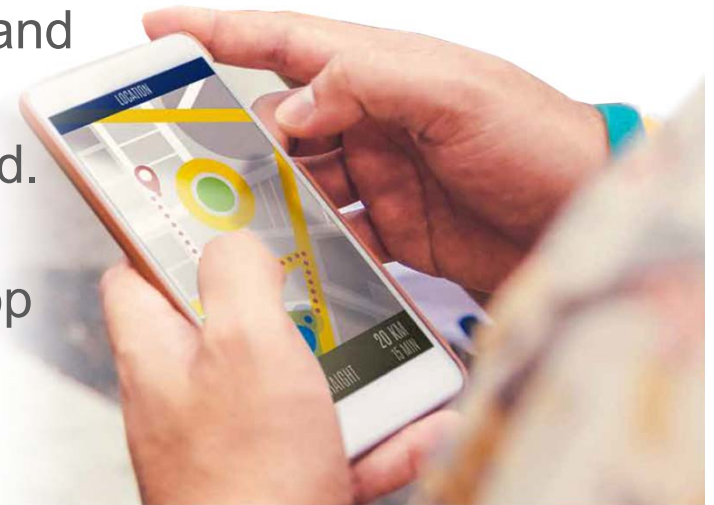
- Provide cost-efficient transit service that leverages all available resources to offer the best value for the investment.
- Perform asset management that achieves and maintains a state of good repair and sustainability and maximizes investment impacts.
- Effectively align and manage resources and processes to maximize workplace productivity and achieve agency goals.
- Demonstrate safe and sustainable business practices to ensure long-term viability.



# Goals and Objectives

**Build a culture for innovation and workforce success to ensure HRT remains relevant to the dynamic needs of the region.**

- Continue to change and innovate collaboratively with our partners and stakeholders to improve service to customers.
- Support an empowered workforce to strengthen core competencies and generate efficiencies and innovation within Hampton Roads Transit.
- Be an employer of choice within the region and in the industry.
- Inspire and invest in our workforce and develop future leaders





# Discussion

**[gohrt.com](http://gohrt.com)**



# Transit Transformation Project Update

**[gohrt.com](http://gohrt.com)**



# Service and Ridership: Initial Results

October 24, 2019



## Developing The New Service Plan

- Service design standards: developed to assure similar places get similar service
- Based on density of housing & jobs along each route
- Two versions of service plan were developed
  - **Full Plan** – Standards applied consistently everywhere; 21% more service than today
  - **Cost Neutral Plan** – less frequency on some routes than full plan; 1.5% more service than today
- New *Regional Backbone* of **high frequency service on busiest routes** – 39% of total service
- Today's discussion focuses on Cost Neutral Plan



# Service Design Standards

## Route Classifications

| Classification           | Description   | Criteria  |  |               |
|--------------------------|---|---|--|---------------|
|                          |   | Interjurisdictional                                     | Population/Job Density   | Directness    |
| <b>Regional Backbone</b> | Backbone of bus transit in the region; on the highest-demand corridors connecting the most people to the most jobs  | Most cross jurisdictional boundaries                    | > 6,500 people + jobs per square mile, averaged across route       | 1.6 or better |
| <b>Local Priority</b>    | Along arterials serving a specific community with connections to regional backbone network  | Can operate within or across jurisdictions              | 5,000 - 6,500 people + jobs per square mile, averaged across route | 1.8 or better |
| <b>Coverage</b>          | Lower transit demand than above two categories, but enough demand to warrant fixed-route service; connected to Local and Regional Backbone routes                         | Mostly within one jurisdiction but can cross boundaries | 4,000 - 5,000 people + jobs per square mile, averaged across route | 2.0 or better |
| <b>Limited/Express</b>   | Limited stops; connect more distant origins to employment sites or regional destinations, often via interstates; some routes peak-hour only, often use park-and-ride lots | Can operate within or across jurisdictions              | Serves major trip generators and/or collection points              | N/A           |
| <b>On-Demand</b>         | On-Demand transit service in specified zones, connecting lower-density areas to local destinations and transfer opportunities to fixed-route service                      | Operate within jurisdictional boundaries                | < ~4,000 people + jobs per square mile in zone                     | N/A           |



## Directness

- Ratio of route's actual driving distance to theoretical straight-line distance

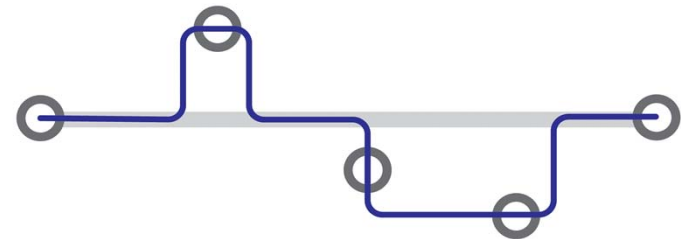
[Analysis excludes PCS and MAX routes, Routes 64 and 121, the VB Wave Trolley, and the Bayfront Shuttle]

### Example

Directness ratio = 1.0



Directness ratio = 1.5



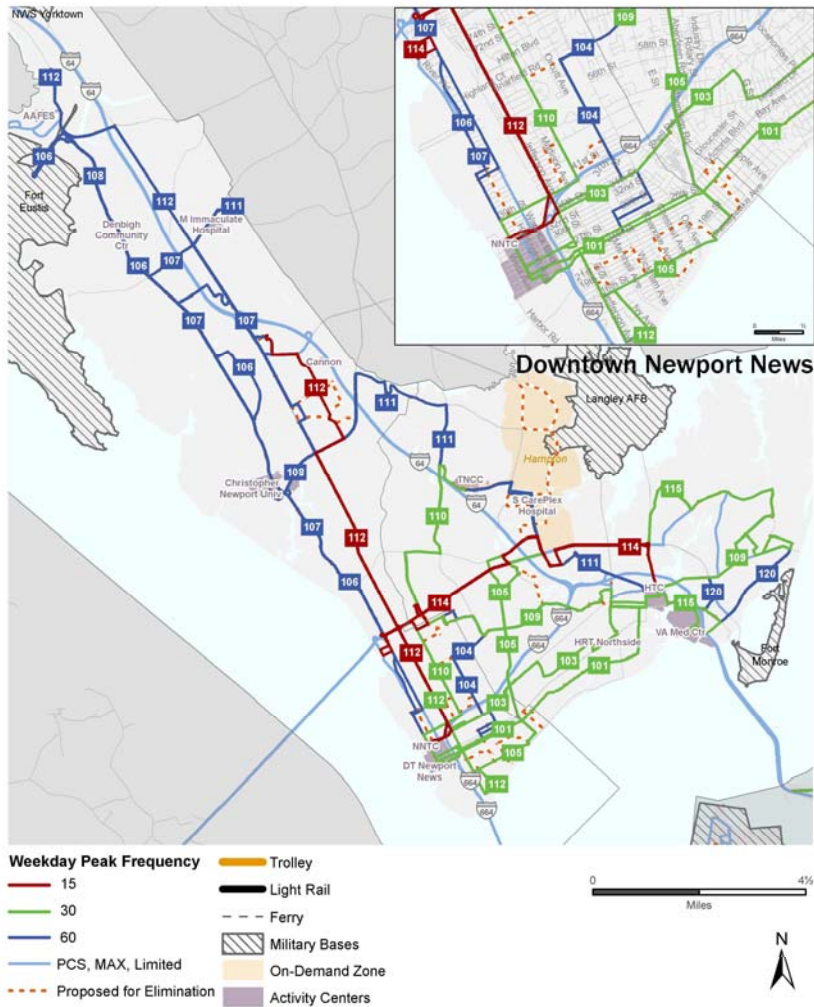
## Frequency & Span of Service

|                          | Frequency  | Span of Service                                      |
|--------------------------|--|--|
| <b>Regional Backbone</b> | Weekday peak: 15 minute<br>Other times: 30 minute                          | Weekdays: 5 AM to 1 AM<br>Weekends: 6 AM to Midnight |
| <b>Local Priority</b>    | Weekday day: 30 minute<br>Weekday evening: 60 minute<br>Weekend: 60 minute | Weekdays: 5 AM to 11 PM<br>Weekends: 7 AM to 11 PM   |
| <b>Local Coverage</b>    | All times: 60 minute   | Weekdays: 5 AM to 7:30 PM<br>Weekends: 8 AM to 7 PM  |

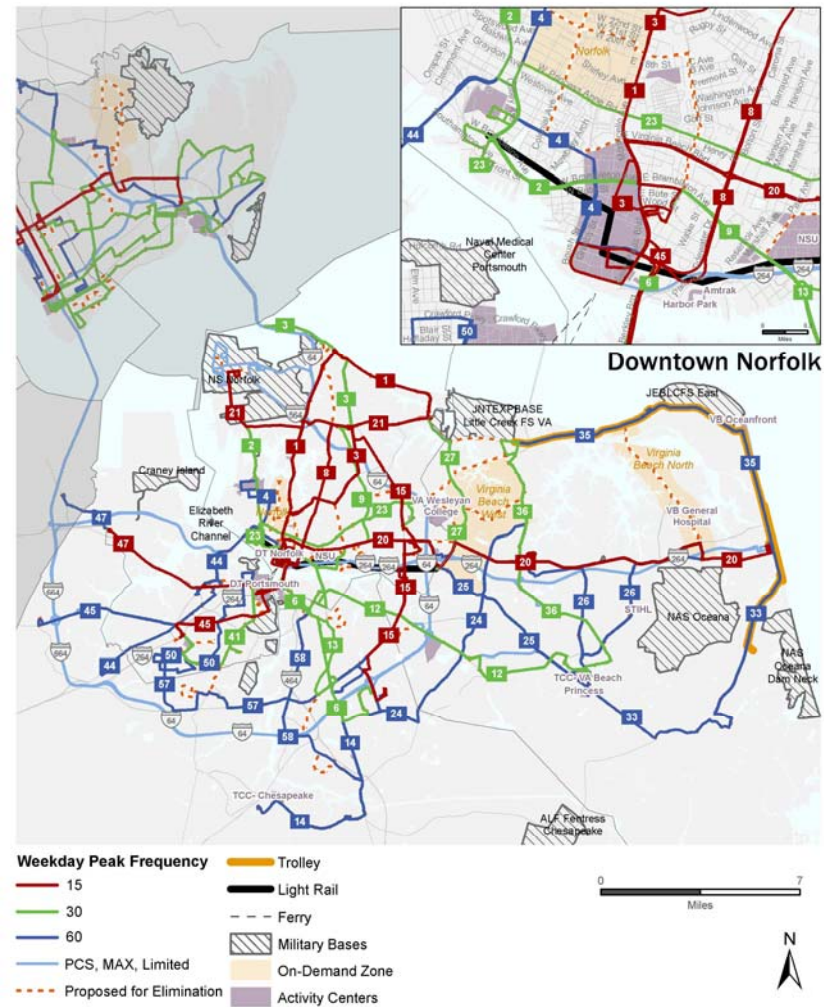
## The New System

- **Simpler** 54 routes consolidated into 42 routes
- **Covers more ground** +6% area within walking distance
- **Serves more people** +11% people within walking distance
- **Serves more jobs** +10% jobs within walking distance
- **New Service Type** 4 new “on-demand zones”
- **More Direct** 8.5% improvement in directness (Full Plan)

# Cost Neutral Plan, Weekday Peak



**PENINSULA: Cost-Neutral Plan Weekday Peak Frequency**



**SOUTHSIDE: Cost-Neutral Plan Weekday Peak Frequency**



## Cost Neutral Plan: More High-Frequency Service

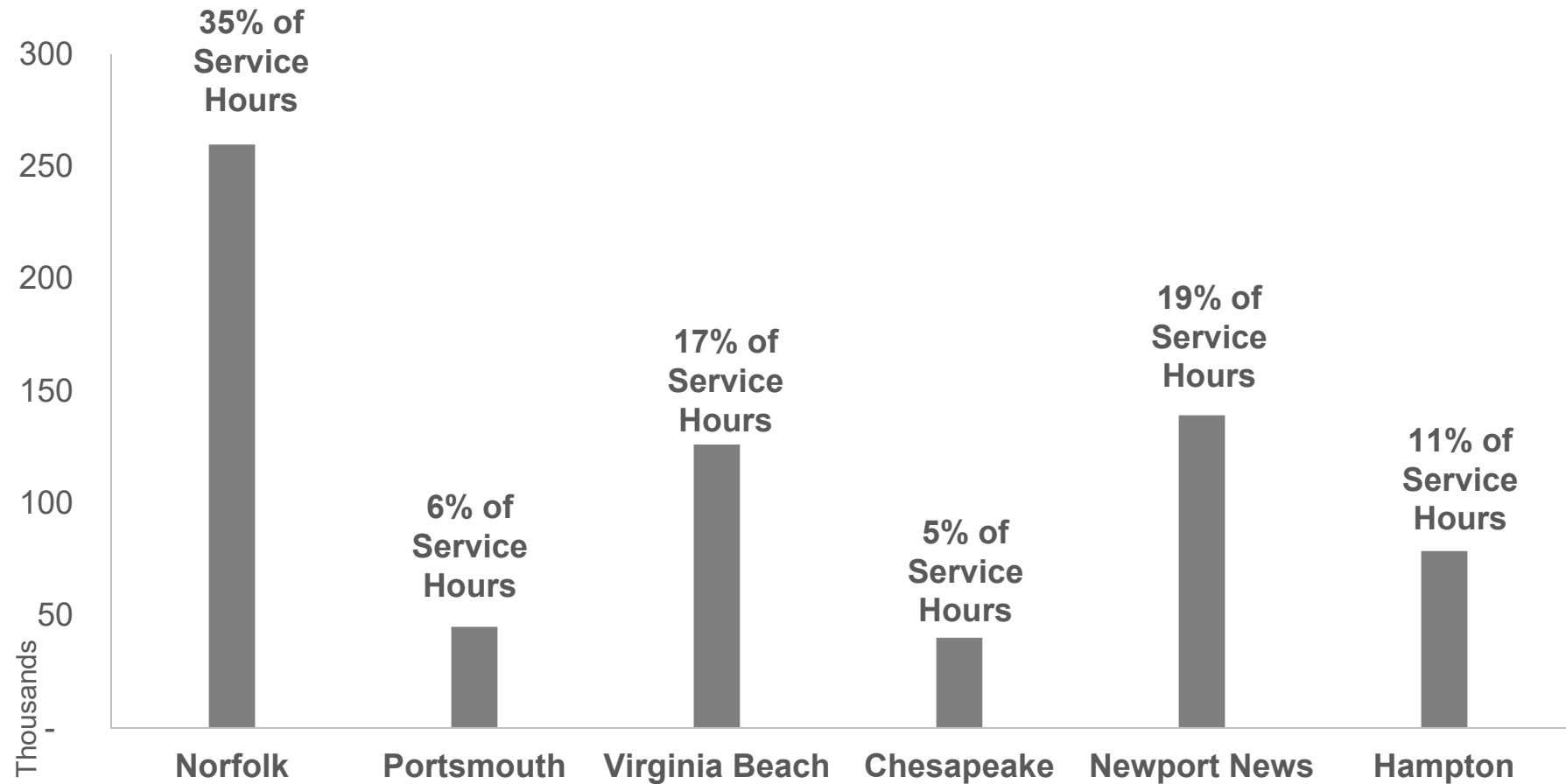
- Routes with 15-minute service **nearly double**
  - Increases from 6 to 10
- Population within walking distance of 15-minute service **doubles**
  - Increases from 181,000 to 363,000
- Employment within walking distance of 15-minute service **almost doubles**
  - Increases from 137,000 to 257,000

## Cost Neutral Plan: Service Details

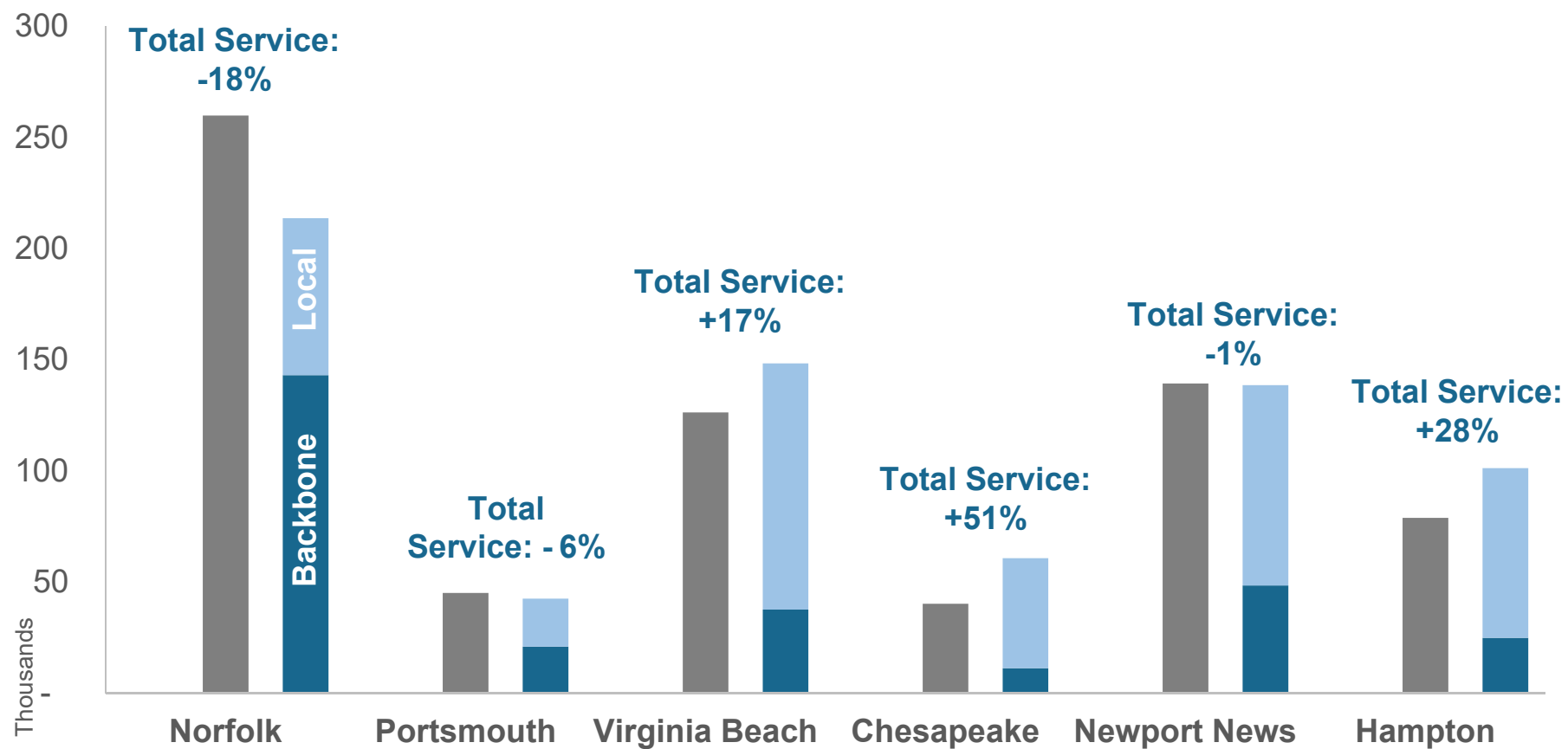
- Minor change in total service level
  - 1.5% more service than current
  - 1.5% increase in cost
  - Adds \$1 million per year in gross cost
- Service amounts change in each jurisdiction
  - Net increase: Chesapeake, VA Beach and Hampton
  - Net decrease: Norfolk and Portsmouth
  - No change: Newport News
- Model predicts weekday ridership could increase by **19 percent**
- This would generate an estimated **\$2.5 million** in new fare revenue



## Bus Service Hours per Year, 2019 Current



## Bus Service Hours per Year, 2019 Current vs. Cost Neutral Plan



## Next Steps

- Meet with jurisdictions October 28
- Review financial projections and phasing
  - Cost Neutral Plan
  - Full plan
  - Current cost allocation agreement
  - Possible new cost allocation factors for proposed new backbone



# Paratransit Contract Presentation

Our vision: A progressive mobility agency that promotes prosperity across Hampton Roads through collaboration and teamwork.

Our mission: To connect Hampton Roads with transportation solutions that are reliable, safe, efficient, and sustainable. transportation services.

**gohrt.com**

# Paratransit Goals for the New Paratransit Contract (2016-2019)

## Long Range Challenge

- Paratransit demand is likely to increase annually by 3-8% until approximately 2035 (US Census)

## Project Goals

- Offset increased expenses due to the increase in demand by lowering per trip costs and by increasing efficiency.
- Employ the industry's state of the art technology for scheduling, trip planning, mobile payment options and performance monitoring.
- Leverage the marketplace to provide paratransit sedan trips, specifically utilizing TNC's and Taxis.
- Right size the paratransit fleet. Operate a smaller more efficient fleet of paratransit vans.
- Lower capital demands by eliminating the need for a fleet of sedans.

# March 2019 - Paratransit Briefing

as presented at the March O&O

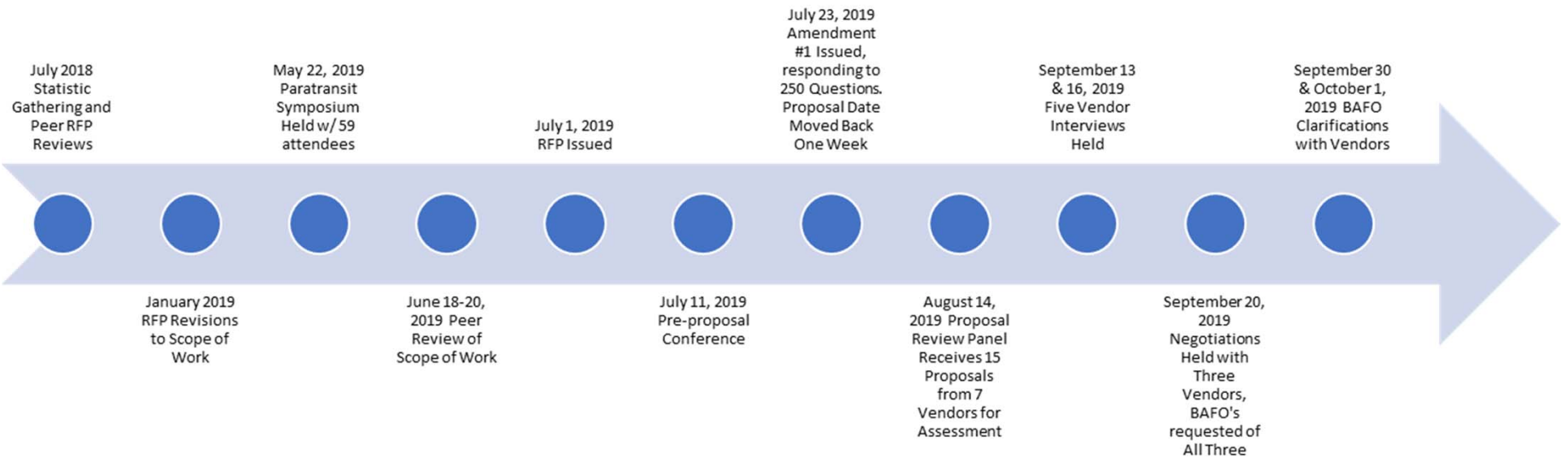
## Topics

- Forecasted Paratransit Demand Over the Next Five Years.
- Reviewed Paratransit Demographics ( Ambulatory vs Non-Ambulatory)
- Right-Sizing Paratransit Fleet
- Replace the HRT Sedan Fleet by Mobilizing Market Forces (Uber/Lyft/Taxi)
- Insourcing vs. Outsourcing Paratransit Services
  - Call Center
  - Technology
  - Facilities
  - Operations & Maintenance
- Mobile Payment
- Dynamic Scheduling



# Paratransit Contract Timeline

*Originally Presented at April's O&O*



# What's New - Call Center

- Located in Salt Lake City
- Staffed 24 hours a day, 365 days a year
- Six associates dedicated to HRT service during reservation hours of 8 am to 5 pm with 150 employees available for overflow demand.

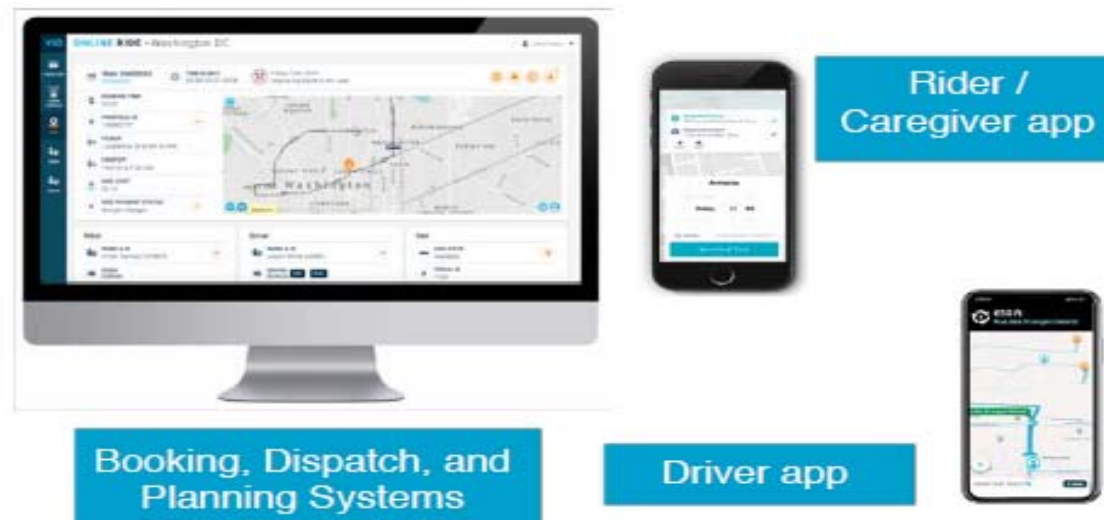




# Call Center – New App Technology

## Technology

*Suite of dispatch, booking, and scheduling tools*



# New Upgrade - Scheduling Software

- VIA Proprietary Software - Dynamic Scheduling automatically optimizes runs continuously, filling gaps from cancelations and moving trips due to unavoidable delays



# Van Services

- Start of contract will have 65 new vans available for service
- 45 BOC (body on chassis) vehicles
- 20 of the new style “Transit” style vans equipped with rear lifts (fuel economy)



# Sedan Services

- Proposer will utilize TNC and/or Taxi providers for sedan services, the 30 leased sedans currently in the fleet will no longer be needed.
- All drivers will meet background and FTA/DOT requirements outlined in the RFP



# Changes in Contract Performance Incentives/Disincentives

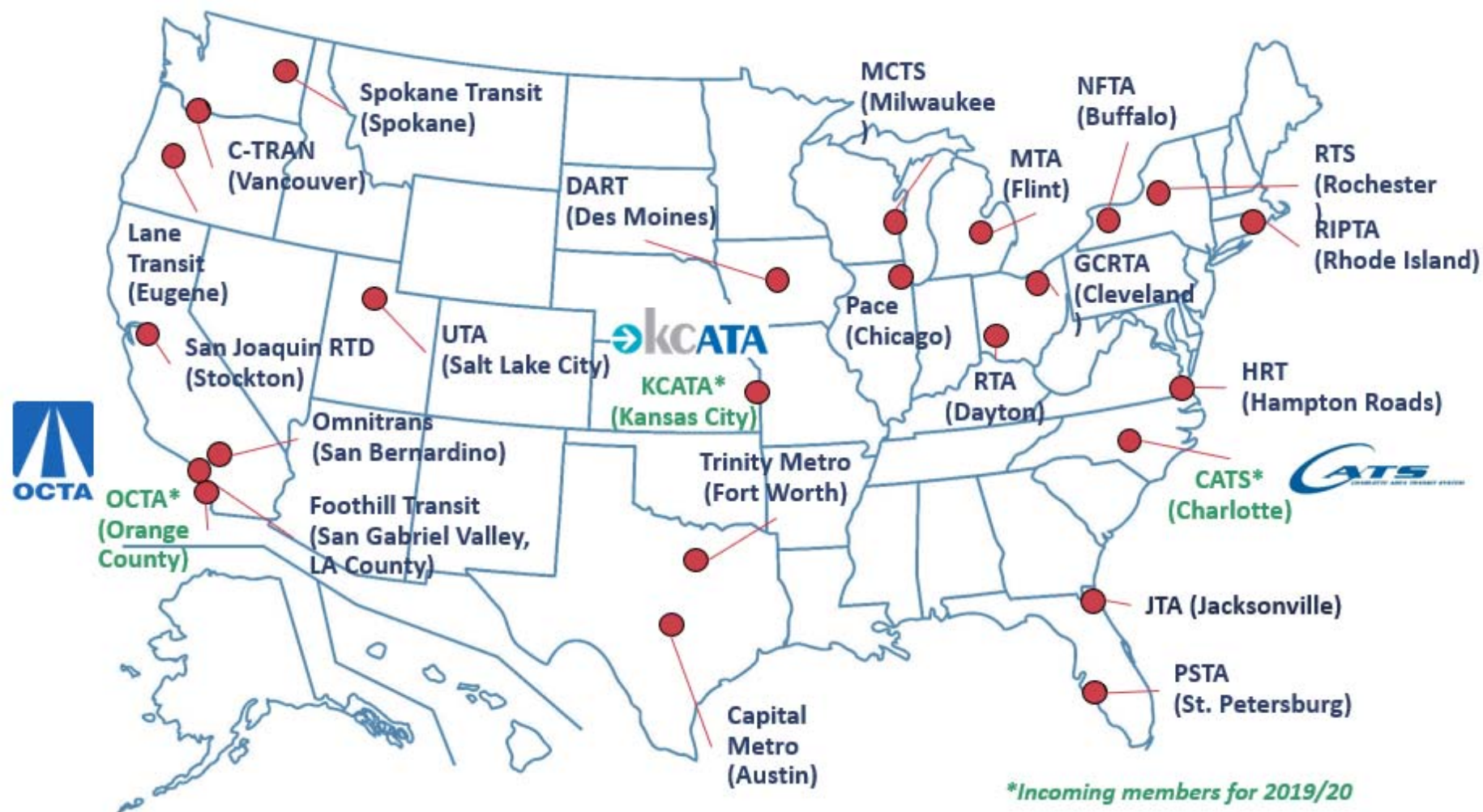
| Current   | Disincentives           | Revised Disincentives |
|---|-------------------------|-----------------------|
| Failure to replace key staff in 60 days   | -\$1,000 per month      | -\$10,000 per month   |
| <u>Missed But Transported</u><br>Trips that arrive more than 30 minutes late, but the Customer still chooses to take the trip | Not a current incentive | -\$50 per occurrence  |

# Recommended Contract Value

- Our current paratransit contracts expire on 1/31/2020
- The expiring paratransit contracts (5 years) have a combined value of \$38,831,370
- The new proposed contract will have (5 years) a value of \$39,566,388.
- The cost/passenger trip rate will decrease from \$22.68 to \$20.14.

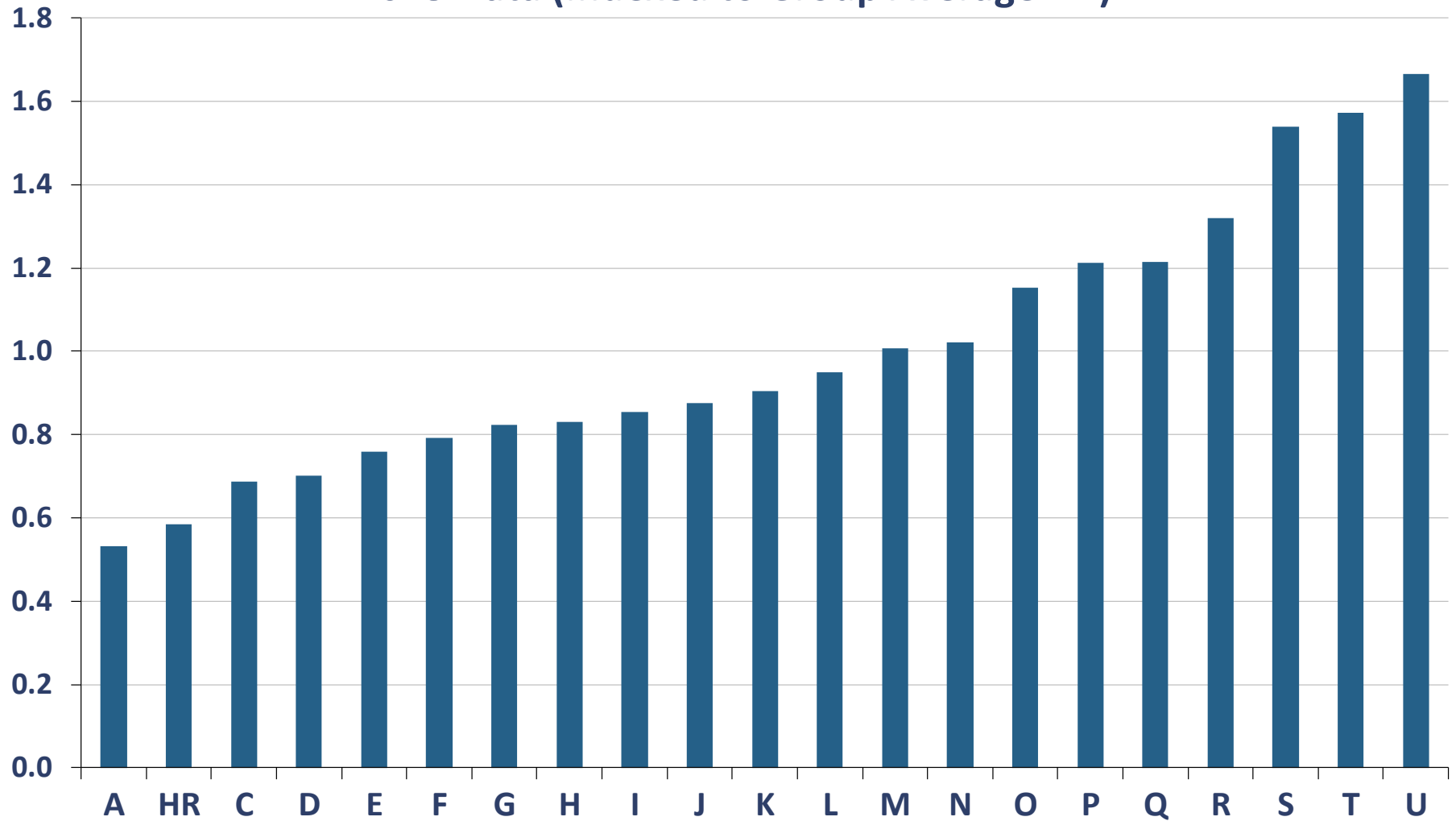


# American Bus Benchmarking Group: 24 Members Across the US in Various Urban and Suburban Environments



# Cost Effectiveness (Passenger Trip)

Paratransit Operating Cost per Paratransit Boarding  
2018 Data (Indexed to Group Average = 1)







## Questions / Discussion

**gohrt.com**



# TDCHR Work Session

## October 24, 2019

[gohrt.com](http://gohrt.com)

## NAVAL STATION NORFOLK TRANSIT CORRIDOR PROJECT

Hampton Roads Transit (HRT), the City of Norfolk, and the Hampton Roads region have identified a need for high capacity transit mobility and connectivity from The Tide light rail system to Naval Station Norfolk.

In 2015, HRT, in partnership with the City of Norfolk, completed the Naval Station Norfolk Transit Extension Study (NSNTES) which functioned as an Alternatives Analysis to look at a wide variety of alignments and technologies throughout the City of Norfolk. As documented in the NSNTES, no consensus was achieved regarding the precise alignment connecting from The Tide to Naval Station Norfolk on the east side of the City. HRT and the City of Norfolk have evaluated initial corridors and development needs within the City, and have determined that a connection along the eastern side of Norfolk would serve this need at a regional level, and would provide for resiliency and redevelopment opportunities to support both the City of Norfolk and the greater Hampton Roads region.

As an outcome of the 2015 NSNTES study and at the request of the FTA, a refined analysis of alignment alternatives on the west side of the City of Norfolk was conducted in order to evaluate the feasibility of high capacity transit. The conclusion of the Norfolk Westside Transit Study was a “No-Build” solution for the west side of the City of Norfolk.

This project will focus on evaluating, and ultimately identifying, a reasonable alternative and fixed guideway mode to implement high capacity transit on the east side of the City that can be advanced as the “Build” Alternative for the DEIS under the National Environmental Policy Act (NEPA). The goal of this work is to ultimately advance this project into the FTA Project Development process under the CIG Program.

In addition to exploring high-capacity transit options to the Navy station, the study will identify intermediate destinations such as Military Circle Mall and the Norfolk International Airport, connecting these areas to downtown Norfolk via The Tide light rail.

Public input is integral to the project, and HRT and the project team will be conducting extensive community outreach to ensure the public is informed and to gather valuable feedback. Multiple in-person meetings with the general public and area businesses will be held along the project corridor. Initially, a scientific, public opinion survey will also be conducted among residents and members of business and community organizations.

Sincerely,



**William E. Harrell**

President and CEO

Hampton Roads Transit

### FACEBOOK STATS

#### October 1 – October 31, 2018

HRT's Facebook @hrtfan

Total fans: 12,713

Total posts: 12

Impressions: 20,540

Engagements: 1,497

Clicks: 104

People engaged: 59% female, 41% male

Women between 25-34 most active users

#### October 1 – October 31, 2019

HRT's Facebook @hrtfan

Total fans: 12,895

Total posts: 18

Impressions: 265,261


Engagements: 5,778


Clicks: 2,781

People engaged: 59% female, 41% male

Women between 25-34 most active users

### FACEBOOK TOP POSTS





**Hampton Roads ...**


Mon 10/21/2019 10:12 am


PDT

The Senior Executive Team served breakfast to the operations staff today at 4 a.m.



|                   |     |
|-------------------|-----|
| Total Engagements | 347 |
| Reactions         | 59  |
| Comments          | 6   |
| Shares            | 7   |
| Message Clicks    | 275 |





**Hampton Roads ...**

Tue 10/22/2019 7:13 am


PDT


Ride the new Route 24, providing daily service between Pembroke Mall/Town Center

Announcing The New Ro...



|                   |     |
|-------------------|-----|
| Total Engagements | 220 |
| Reactions         | 28  |
| Comments          | 36  |
| Shares            | 11  |
| Message Clicks    | 145 |





**Hampton Roads ...**

Mon 10/21/2019 5:32 am

PDT

Route changes are in effect as of October 20th. Click below to learn more. Comment below

Route Changes Starting ...



|                   |     |
|-------------------|-----|
| Total Engagements | 151 |
| Reactions         | 14  |
| Comments          | 12  |
| Shares            | 8   |
| Message Clicks    | 117 |

### TWITTER STATS






#### October 1 - October 31, 2018

HRT's Twitter @gohrt\_com  
 Total followers: 6,471  
 Tweets sent: 79  
 Retweets: 45  
 Mentions received: 96  
 Impressions: 58,600  
 Engagements: 612  
 Clicks: 80  
 People engaged: 54% male, 46% female  
 Men between 35-44 most active users

#### October 1 – October 31, 2019

HRT's Twitter @gohrt\_com  
 Total followers: 6,925  
 Tweets sent: 154  
 Retweets: 28  
 Mentions received: 199  
 Impressions: 92,500  
 Engagements: 1,129  
 Clicks: 68  
 People engaged: 55% male, 45% female  
 Men between 35-44 most active users

### TWITTER TOP POSTS

| Tweet  | Potential Reach | Responses ▼ | Clicks | Retweets |
|--|-----------------|-------------|--------|----------|
|  <p><b>gohrt_com</b><br/>           Routes 3 and MAX Routes will see delays due to heavy congestion on I-564 Westbound and West Bay Ave just before Gates 3 &amp; 4 on Naval Station Norfolk. @TedNoah @MadisonG_WAVY @WTKR3<br/>           (Tweet) October 22, 2019 5:32 am</p>   | 6,927           | 2           | 0      | 1        |
|  <p><b>gohrt_com</b><br/>           #DidYouKnow there are approximately 73 million people that have been diagnosed with a stuttering speech impediment around the world? If you encounter someone on your trip just practice patience and respond with respect. #InternationalStutteringAwarenessDay<br/>           (Tweet) by Alisa C. October 22, 2019 12:00 pm</p> | 6,929           | 1           | 0      | 1        |
|  <p><b>gohrt_com</b><br/>           As you can see we are already in the #Halloween spirit. Tag us in your best #TransitHalloween costumes for a chance to be featured on our page. <a href="https://t.co/BiAtlfokn">https://t.co/BiAtlfokn</a><br/>           (Tweet) by Alisa C. October 31, 2019 8:30 am</p>   | 6,935           | 0           | 0      | 0        |
|  <p><b>gohrt_com</b><br/>           Routes utilizing I-264 Westbound just before the Berkley Bridge will see delays due to an accident. @TedNoah @MadisonG_WAVY @13BethanyReese<br/>           (Tweet) October 31, 2019 6:27 am</p>   | 6,934           | 0           | 0      | 0        |
|  <p><b>gohrt_com</b><br/>           All roads leading to Naval Station Norfolk are now congested. Expect delays with Routes 2, 3, 21, and MAX Routes. @TedNoah @MadisonG_WAVY @13BethanyReese<br/>           (Tweet) October 31, 2019 5:44 am</p>   | 6,934           | 0           | 0      | 0        |

## GOHRT.COM - October 2018

### OVERVIEW

|           |         |
|-----------|---------|
| Sessions  | 73,355  |
| Users     | 123,845 |
| Pageviews | 177,970 |

### DEVICE USAGE:

|         |        |
|---------|--------|
| mobile  | 72.32% |
| desktop | 24.00% |
| tablet  | 3.68%  |

### TRAFFIC SOURCE PER SESSION

|                |        |
|----------------|--------|
| Organic Search | 68.12% |
| Direct         | 22.86% |
| Referral       | 6.04%  |
| Email          | 0.21%  |
| (Other)        | 2.55%  |
| Social         | 0.22%  |

### PAGEVIEWS BY PAGE (TOP 10)

|  |        |
|--|--------|
| /index.html  | 19.31% |
| /route/norfolk/index.html                            | 7.89%  |
| /route/index.html                                    | 7.83%  |
| /route/newport-news/index.html                       | 5.18%  |
| /fares/index.html                                    | 4.62%  |
| /route/virginia-beach/index.html                     | 4.31%  |
| /services/paratransit/index.html                     | 2.72%  |
| /route/hampton/index.html                            | 2.64%  |
| /services/the-tide/index.html                        | 2.62%  |
| /customer-alerts/october-2018-service-changes/inde.. | 1.82%  |

## GOHRT.COM - October 2019

### OVERVIEW

|           |        |
|-----------|--------|
| Sessions  | 30,645 |
| Users     | 42,166 |
| Pageviews | 70,067 |

### DEVICE USAGE:

|         |        |
|---------|--------|
| mobile  | 86.29% |
| desktop | 11.78% |
| tablet  | 1.93%  |

### TRAFFIC SOURCE PER SESSION

|                |        |
|----------------|--------|
| Organic Search | 75.58% |
| Direct         | 17.25% |
| Referral       | 2.91%  |
| Email          | 0.52%  |
| (Other)        | 3.27%  |
| Social         | 0.07%  |
| Display        | 0.41%  |

### PAGEVIEWS BY PAGE (TOP 10)

|                                   |         |
|-----------------------------------|---------|
| /index.html                       | 10.354% |
| /routes/norfolk/index.html        | 6.378%  |
| /route/20/index.html              | 4.854%  |
| /routes/virginia-beach/index.html | 3.388%  |
| /routes/newport-news/index.html   | 3.362%  |
| /route/3/index.html               | 3.207%  |
| /route/1/index.html               | 3.041%  |
| /routes/index.html                | 2.954%  |
| /route/15/index.html              | 2.520%  |
| /routes/light-rail/index.html     | 2.272%  |

|                     |          |               |                                       |   |                                 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|
| <b>Contract No:</b> | 19-00032 | <b>Title:</b> | Signage Production Services (Renewal) | <b>Base Year Price:</b><br><b>Four Option Years' Price:</b> | \$ 643,755.00<br>\$2,846,336.34 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|

**Acquisition Description:** Enter into a renewal contract with multiple qualified Contractors to provide signage production services.

**Background:** The purpose of this contract is to provide advertising signage wraps for buses and light rail vehicles, as well as posters for bus, light rail, ferry, outdoor shelters, and platforms, as required. Since advertisements generate revenue for Hampton Roads Transit (HRT), a critical part of providing these services is the Contractor's ability to respond within a quick turnaround time frame. Strict adherence to proper techniques and types of materials when applying signage wraps and posters is imperative to meet HRT's specifications.

**Contract Approach:** An Invitation for Bids was issued August 29, 2019. Three (3) bids were received on October 22, 2019 from the following firms:

- AG Wraps
- Signmasters, Inc.
- Street Speak Media, LLC

Bidders were required to provide unit prices for each type of vehicle wrap, as well as for posters for bus, light rail, ferry, outdoor shelters, and platforms. After an evaluation of the bids received, HRT staff determined that Signmasters, Inc. was the lowest responsive (in compliance with submittal requirements) and responsible (capable to perform) bidder; and, are therefore eligible for award.

However, in order for HRT to have the ability to retain the most skilled Contractors at the most favorable prices when signage wraps and posters are required, a decision was made to award a Contract to the two (2) lowest responsive and responsible bidders, Signmasters, Inc. and AG Wraps. Signmasters, Inc.'s bid price, in the amount of \$1,543,918.34; and AG Wraps's bid price, in the amount of \$1,946,173.00, are deemed fair and reasonable based on a price analysis performed utilizing historical pricing, and the fact that the pricing was obtained in a competitive environment. Contractor responsibility reviews confirmed that the both firms are technically and financially capable to perform the work.

Signmasters, Inc. is located in Virginia Beach, VA and provides similar services for Hoffman Beverage in Chesapeake, VA; Checkered Flag in Virginia Beach, VA; Atlantic Dominion in Virginia Beach, VA; and Miller Oil Company in Norfolk, VA. Signmasters, Inc. also currently provides these services to HRT satisfactorily.

AG Wraps is located in Chesapeake, VA and provides similar services for JES Foundation Repair in Virginia Beach, VA; Atlantic Heating and Cooling in Virginia Beach, VA; Seven Venues in

|                     |          |               |                                       |   |                                 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|
| <b>Contract No:</b> | 19-00032 | <b>Title:</b> | Signage Production Services (Renewal) | <b>Base Year Price:</b><br><b>Four Option Years' Price:</b> | \$ 643,755.00<br>\$2,846,336.34 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|

Norfolk, VA; and Domestic Fuels in Chesapeake, VA. AG Wraps also currently provides these services to HRT satisfactorily.

The period of performance for this Contract is one (1) base year, with four (4) additional one-year options.

A DBE goal of 5% was established for this solicitation and both firms have committed to 5% DBE participation.

**Cost/Funding:** This Contract will be funded with Operating Funds.

**Project Manager:** Alonzo Crittenden, Regional Sales Manager

**Contracting Officer:** Jason Petruska, Contract Specialist

**Recommendation:** It is respectfully recommended that the Commission approve award of two (2) contracts for signage production services to Signmasters, Inc. and AG Wraps in the estimated amounts of \$1,543,918.34 and \$1,946,173.00, respectively, for a total not-to-exceed amount of \$3,490,091.34 over a five-year period.

### SOLICITATION RESULTS

| FIRM                     | TOTAL BID PRICE       |
|--------------------------|-----------------------|
| <b>Signmasters, Inc.</b> | <b>\$1,543,918.34</b> |
| <b>AG Wraps</b>          | <b>\$1,946,173.00</b> |
| Street Speak Media       | \$4,257,013.38        |

| Signmasters, Inc. Bid Summary |               |               |               |               |                |
|-------------------------------|---------------|---------------|---------------|---------------|----------------|
| Base Year                     | Option Year 1 | Option Year 2 | Option Year 3 | Option Year 4 | Total          |
| \$285,050.00                  | \$296,452.00  | \$308,305.81  | \$320,639.31  | \$333,471.22  | \$1,543,918.34 |



|                     |          |               |                                       |   |                                 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|
| <b>Contract No:</b> | 19-00032 | <b>Title:</b> | Signage Production Services (Renewal) | <b>Base Year Price:</b><br><b>Four Option Years' Price:</b> | \$ 643,755.00<br>\$2,846,336.34 |
|---------------------|----------|---------------|---------------------------------------|---|---------------------------------|

| AG Wraps Bid Summary |               |               |               |               |                |
|----------------------|---------------|---------------|---------------|---------------|----------------|
| Base Year            | Option Year 1 | Option Year 2 | Option Year 3 | Option Year 4 | Total          |
| \$358,705.00         | \$373,495.00  | \$388,525.00  | \$404,190.00  | \$421,258.00  | \$1,946,173.00 |