



Snapshot of FY20/21 Accomplishments

- 1. Initiate the first grouping of high-frequency routes on the Peninsula of the core regional backbone as approved in the Strategic Plan on June 25, 2020 by the Transportation District Commission of Hampton Roads.**
 - Achieved historic milestones of initial \$31.1M in regional funding approved to start up the Regional Transit System (RTS) unanimously approved by the Commission, to include support for:
 - 24 new buses for Group A in Newport News and Hampton
 - New bus shelters, benches, trash receptacles, and solar lighting at bus stops system-wide
 - New technology
 - Planning for customer and operating facility upgrades in Chesapeake, Newport News, Norfolk and Virginia Beach
 - FY2022 Operating support for RTS routes

- 2. Ensure the strategic integration of technology and enhanced customer amenities in the regional transit program implementation.**
 - Management is advancing strategic improvements in both back-office technology systems and customer-facing tools to support the expanded RTS, to include:
 - Hardware at major transit centers in Hampton, Newport News, and Norfolk
 - Real-time digital displays for bus arrival and system alerts for customers
 - Procuring fare system enhancements including one-stop solutions to support customers' entire mobility experience
 - Over 600 customer amenities (shelters, benches, lighting, etc.) targeted for RTS implementation with HRT working in close coordination each City to identify and implement upgrades

- 3. Develop a comprehensive and integrated public communications plan including internal and external stakeholders to socialize and market the Strategic Plan and forthcoming transit investments to support the economic recovery of the Hampton Roads Region.**
 - Rolled out "757 Express" branding with targeted media and outreach among regional leaders and stakeholder organizations, including elected officials at all levels, Chambers of Commerce, HRTPO, hospitality and tourism organizations, etc
 - Launched monthly "757 Express – Executive Corner" via Facebook Live and hosted by the CEO, with guests like ReInvent Hampton Roads, Tidewater Community College, STIHL, and Sentara, featuring transit and linkages with local and regional economies
 - Began e-publication of the 757 Express Local Government Edition to provide special ongoing communications to policy makers
 - A tailored 2021-2023 plan has been developed by HRT's award-winning Marketing team covering both external and internal outreach for the RTS

- 4. Optimize resources to improve HRT's financial footing and fiscal sustainability to include proactive leveraging of available funds to deliver projects and services and reduce dependence on line of credit.**
 - Activated a multi-year strategy utilizing state and federal (CARES) funding to effectively meet both immediate challenges and lingering impacts and uncertainty due to the COVID-19 public health emergency
 - Ensured ongoing operating and fiscal discipline including 3rd consecutive year of keeping Total Local Funding level and 5th consecutive year of positive end-of-year balances
 - Collaborated with member cities through MFAC and legal counsel, securing city council resolutions for HRT to strategically allocate funds and ensure budget predictability for Local funding partners

5. Develop and initiate strategies to increase transit ridership.

- Completed upgrades making customer amenities more welcoming, accessible, and user-friendly, including 40 new shelter installations and 100 new solar lights
- Completed overhaul of Elizabeth River Ferry docks to significantly improve facilities without interrupting a single day of operations for customers
- Continued to support customers and stabilize ridership in light of unprecedented disruptions due to the COVID-19 public health emergency, including a revised service plan to match operator availability, providing free masks, enhancing online route information, free rides on Election Day, and providing passes and free-of-charge trips on paratransit for persons traveling to and from vaccination sites
- Rolled out enhanced paratransit App to all customers for easier booking and trip making.
- Completed Transit Strategic Plan update, with focus on improved route design and service levels to support ridership growth objectives
- Despite COVID challenges, held 170 outreach events and meetings with employers and increased employer participation in HRT's TRAFFIX program by 12 percent

6. Working with HRT's component city governments, draft a response plan for HRT's various modes of transportation to deal with flooding issues within HRT's footprint.

- Engaged local emergency management staff and the HRPDC All Hazards Advisory Committee (AHAC) on an updated public-facing Standard Operating Procedure addressing HRT operations in flooding and other inclement weather events, including:
 - Providing information and guidance for safe public transportation operations
 - Ensuring protection of public transportation assets
 - Assisting partner agencies and customers in understanding possible service impacts when various weather conditions occur
- Successfully negotiated health insurance renewal to maintain competitive coverages with a zero (0) percent increase in premiums (compared to provider's proposed 4 percent increase)
- Successfully expanded the DriveNow program to include the cities Norfolk, Hampton, Newport News, and Portsmouth as well as Urban Strategies
- Implemented a cloud-based Learning Management System (LMS) to track and document all staff training for staff, effectively maintaining consistency in training programs and records for compliance with DRPT and FTA
- Onboarded 138 new hires including key positions like Director of Maintenance
- Continued diligent COVID-19 response to maintain operations and support HRT's workforce and the public health, including
 - Enhanced pay for operators and front-line workers
 - Implemented teleworking and staggered work hours for HRT employees
 - Enhanced cleaning in all facilities and transit vehicles
 - Encouraging social distancing and distribution and use of PPE
 - Implemented an Essential Service Plan between March 31 and June 14
 - Adapted to federal mandates and continued requiring face masks
 - Installed protective barriers on vehicles to help limit up-close interactions
 - Provided recurring on-site COVID-19 testing for HRT employees
 - Providing ongoing information and workforce support related to vaccination programs
 - Coordinated with local emergency and public health officials to support vaccination efforts, including free passes and free-of-charge paratransit trips to vaccination sites
 - Developed a comprehensive face mask "Medical Exemption Card Policy" that served as the model for transit agencies in other regions of the country (A3)
 - CEO served as panelist for FTA Region III Peer Exchange to highlight efforts and share lessons learned on COVID-19 response.
 - Recognized as Participating System in APTA Health & Safety Commitments Program
- Worked in close coordination with City staffs on updating HRT's strategic plan and formulating annual local Transportation Service Plans (TSPs) to regional and local priorities including, for example, new connectivity (Routes 6, 13, and 14) with Summit Pointe (Chesapeake) and with VB Town Center and Oceanfront (Routes 30, 960)

- Convened historic bill signing ceremony (for first-ever dedicated funding for HRT) in tandem with a ribbon-cutting to successfully launch Virginia’s first electric bus pilot project, with Governor Ralph Northam, General Assembly members, Commissioners, Employees, and other VIP guests
- Co-chaired the Organizational Collaboration committee in service of the “757 Recovery and Resilience Action Plan” regional initiative
- Deployed 6 new zero-emissions all-electric buses and received 38 new replacement buses as part of ongoing state of good repair. 248 Operators trained on electric bus
- Completed mid-life overhauls in 6 buses and advanced mission-critical procurements including 24 new buses to serve the “757 Express”
- Successfully relocated bus operations for Routes 110, 112, 114, and 405 out of NET Center to Orcutt and 81st Street
- Achieve 100% completion on all schedule Signal Systems, Traction Power, and Overhead Catenary System maintenance for The Tide light rail. Completed DRPT audit with zero findings
- Updated HRT’s Continuity of Operations Plan (COOP), deployed mobile security personnel for more proactive safety and security outreach and response capabilities, and coordinated with external partners on training exercises including TSA, Coast Guard, VDOT, Newport News Emergency Operations, Norfolk Bomb Squad, and SWAT teams from Hampton, Norfolk and Virginia Beach
- Coordinated with FTA and the cities of Hampton and Newport News for a future Peninsula Bus Rapid Transit (BRT) project, including identifying and adopting a Locally Preferred Alternative
- Advanced mission-critical procurements ranging from Electrostatic Disinfection Services to new bus purchases
- Adapted to federal level changes and worked closely with HRT’s Congressional delegation to secure up to \$17.1M combined in potential earmarks for Parks Avenue Facility replacement, bus replacements, and Peninsula Transit Signal Prioritization
- Established new center for excellence Office of Program and Project Excellence with Title VI, DBE, Strategic Planning, Capital Improvement Program, and Grants Administration responsibilities
- Implemented an agency-developed Bus Stop App capturing HRT’s passenger amenity and sign inventory, GPS locations, and reporting of issues for 2,678 bus stops to support data-driven decisions about the placement, maintenance, and cleanliness
- Assisted the City of Norfolk and its consultant team with the development of Norfolk’s transit network redesign as part of their Multi-Modal Transportation Plan
- Worked effectively with Williamsburg Area Transit Authority, Suffolk Transit, and the HRTPO to fulfill HRT’s regional planning and implementation responsibilities for the Hampton Roads Regional Transit Program
- Published real-time data on Google maps and HRT website and IVR phone tools for real-time schedule updates and trip planning for customers
- Deployed new “Crowdstrike” solution for end point cybersecurity across all of HRT, including next gen antivirus and emergency detection response tool and oversight for all new generation Windows systems
- Obtained ad sales in excess of \$900,000 and continued expanding fare sales through outlets such as Food Lion, Kroger, Tinee Giant, and 7 Eleven
- Received HRSD Platinum Award for 7th consecutive year of perfect environmental compliance for Norfolk Tide Facility
- Increased electronic records by 15% and shredded over 5 tons of old records in FY21 in compliance with records disposition schedule
- Winner of VTA’s Outstanding Community Program Award for the “Travel Training – How to Ride” program
- Received the American Red Cross 2021 Community Hero Award for Sickle Cell Awareness and Blood Drive campaign
- FY21 social media efforts included 253 posts and 12,900 Likes on Facebook and 103 posts and 2,100 Likes on Instagram

