TRAC Minutes
January 2026

The Hampton Roads Transit (HRT) Transit Riders Advisory Committee (TRAC) met on January 7, 2026, in the Hampton boardroom. Interim Chair Heather Cutrone convened the meeting at 6 P.M. Members present were Interim Chair Heather Cutrone, Karl Burden-El Bey, Yolanda Burns, and Terrance Mobley.

HRT staff in attendance were Michael Price, Chief Information Officer/CTO; Sheri Dixon, Director of Revenue Services; Chandler Motley, Planner; Imani Kelly, Scheduler; Henry Ryto, TRAC Staff Liaison; and Rodney Davis, Director of Customer Relations.

General public attendees were Denise Johnson and Bernardo Johnson.

The November 2025 minutes were approved as submitted. The motion was by Karl Burden El-Bey, seconded by Yolanda Burns.

Mr. Price provided an update on mobile fare payment. He said mobile fare payment was used successfully on the trolley during the summer, and that equipment was installed on buses and ferries. Several control group tests are complete, and preparatory work is ongoing on light rail platforms, ferry docks, and transit centers. He said next steps included staff training, expansion of usage options, marketing, and customer education. The Incentive-Based Migration Committee was providing oversight for mobile fare payment implementation. Marketing & Communications will begin its promotion of mobile fare payment mid-February, and the planned mobile fare payment launch is mid-March. Mr. Price also said a unified fare solution enabling mobile fare payment on adjacent transit systems is being explored.

During his Director's Remarks, Rodney Davis:

- Introduced Bernardo Johnson as the Norfolk TRAC nominee.
- Provided members the Martin Luther King, Jr. Day customer alert.
- Announced that Transit Equity Day will be Feb 9, and it will be a free fare day.

In her Chair's Remarks, Heather Cutrone said several customers were already using mobile fare payment during the testing phase.

During the Roundtable:

- Mr. Ryto said a regular passenger on his Inbound 20 was using mobile fare payment.
- Ms. Burns and Mr. Burden El-Bey said they thought customers would like the mobile fare payment app.
- Mr. Mobley said he thought customers would want to use the app, but the use of the card would be a close second. Mr. Mobley also expressed his regret that OnDemand would no longer be provided in Virginia Beach.

The meeting was adjourned at 6:30 P.M.