



Michael J. Hipple, Chair | Richard W. West, Vice-Chair  
Robert A. Crum, Jr., Executive Director/Secretary

February 5, 2025

**Memorandum #2025-17**

**TO: goCommute Subcommittee**  
(A Subcommittee of the Transportation Technical Advisory Committee)

**BY: John Mihaly – Principal Transportation Planner**

**RE: goCommute Subcommittee Meeting – February 12, 2025**

The next **goCommute Subcommittee** meeting has been scheduled for **Wednesday, February 12, 2025 at 9:30 AM**. The agenda and related meeting materials are attached. This meeting will be held in person in the 757 Room of the Regional Building located at [723 Woodlake Drive, Chesapeake, VA 23320](https://www.hamptonroads.com/757-woodlake-drive).

If you have any questions or need additional information, please do not hesitate to contact me.

JVM/cm

Attachments

## **goCommute Subcommittee**

### **Voting Members:**

Stefanie Strachan HA  
Jamie Oliver, IW  
Angela Hopkins, NN  
Alan Budde, NO  
Benjamin Jones, NO  
Maria Ptakowski, SU  
Hank Morrison, VB

Chris Arabia, DRPT  
Keisha Branch, HRT  
Angela Effah-Amponsah, VDOT  
Ben Goodill, WATA  
Steve Simms, WATA  
Iyanla Xo, WATA

### **Voting Alternates:**

Luther Jenkins, CH  
Saul Gleiser, NN

Caleb Brooks, VDOT

### **Nonvoting Members:**

Ivan P. Rucker, FHWA  
Amy Jordan, HRT

Alexis Majied, HRT  
Tiffany McClain, HRT

**Agenda**  
**HRTPO**  
**goCommute Subcommittee Meeting**  
**February 12, 2025**

1. Call to Order – Chair
2. Approval of Agenda – Chair
3. Approval of Minutes – Chair
4. Public Comments - Chair
5. Director’s Report – Amy Jordan and staff
  - A. Program Updates
    - i. Go Pass 365
    - ii. Vanpool
    - iii. BikeBoost
    - iv. Transit Advocacy Day
    - v. Military
  - B. Marketing Updates
    - i. goCommute
    - ii. Social Media Engagement
  - C. Subcommittee Engagement
  - D. Funding Source
6. Regular Roundtable of Current TDM Efforts of Members – Chair
7. Next Meeting Date
8. Old/New Business – Chair

ADJOURNMENT

**AGENDA ITEM #1: CALL TO ORDER**

The meeting will be called to order by the Chair.

**AGENDA ITEM #2: APPROVAL OF THE AGENDA**

Members are provided an opportunity to add or delete items from the agenda. Any item for which a member desires action from the goCommute Subcommittee should be submitted at this time, as opposed to being discussed under “Old/New Business.”

**AGENDA ITEM #3: APPROVAL OF MINUTES**

The summary minutes of the Subcommittee meeting held on November 7, 2024 are attached.

Attachment 3

**AGENDA ITEM #4: PUBLIC COMMENTS**

The Chair will ask for any members of the public to address the subcommittee for no more than three minutes.

**AGENDA ITEM #5: DIRECTOR’S REPORT**

Ms. Amy Jordan and goCommute staff will report on current goCommute matters.

**A. Program Updates**

- i. Go Pass 365
- ii. Vanpool
- iii. BikeBoost
- iv. Transit Advocacy Day
- v. Military

**B. Marketing Updates**

- i. goCommute
- ii. Social Media Engagement

**C. Subcommittee Engagement**

**D. Funding Source**

**AGENDA ITEM #6: REGULAR ROUNDTABLE OF CURRENT TDM EFFORTS OF MEMBERS**

The Chair will lead a round table discussion wherein working group members provide updates concerning TDM efforts at their agencies and localities.

#### **AGENDA ITEM #7: NEXT MEETING DATE**

The goCommute Subcommittee meets three times per year:

- |             |   |
|-------------|---|
| 1. Jun/July | Approval of Work Program and Budget for the following fiscal year |
| 2. Oct/Nov  | Presentation of the Annual Report                                 |
| 3. Feb/Mar  | Discussion of Special Project ideas for the following fiscal year |

The Chair will lead the group in selecting a date and time for the next meeting.

#### **AGENDA ITEM #8: OLD/NEW BUSINESS**

The Chair will lead a discussion of old and new items as needed.

#### **ADJOURNMENT**

## **Go Commute Subcommittee Meeting**

### **Minutes**

**November 7, 2024, 9:30 a.m.**

### **Regional Building**

The following voting members were recorded attending:

Alan Budde (NO)	Latwana McClure (GoCo)
Monique Lynch (GoCo)	Caleb Smith (GoCo)
Amber-leigh Wimbrough (GoCo)	Royall Bryan (GoCo)
Angela Hopkins (NN)	Luther Jenkins (CH)
Amy Jordan (GoCo)	Chris Arabia (DRPT)
Tiffany McClain (GoCo)	

The following others were recorded attending:

John Mihaly (HRTPO)	Matthew Harrington (HRTPO)
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### **Call to Order**

The TRAFFIX (Go Commute) Subcommittee was called to order by Ms. Amy Jordan at 9:38 a.m. in the 757 room of the Regional Building, 723 Woodlake Drive Chesapeake.

### **Approval of Agenda**

Ms. Amy Jordan suggested an amended agenda with changes to the director's report. She asked for any other additions or deletions to the agenda. Hearing none, Mr. John Mihaly Moved to approve the agenda as amended; Seconded by Mr. Chris Arabia. The Motion Carried.

### **Approval of the Minutes**

Ms. Amy Jordan asked for any additions or deletions to the minutes. Hearing none, Mr. Luther Jenkins Moved to approve the minutes; Seconded by Ms. Angela Hopkins. The Motion Carried.

### **Public Comments**

There were no submitted comments or members of the public present.

## Director's Report

### Marketing Updates

goCommute: Ms. Amy Jordan reviewed the new brand. She spoke on the schedule for the rollout – August (Focus Groups), November (Begin rollout). Began implementation of the CAP strategic plan and previewed the ad examples for the new goCommute brand.

Social Media Engagement: Ms. Jordan discussed that with the new brand rollout there was a pause on the digital ads.

### FY 2025 Budget

Ms. Amy Jordan discussed the figures for the FY 2025 budget and that goCommute came in under due to an open position. With the budget detailed, Mr. Luther Jenkins Moved to approve the budget as presented; Seconded by Mr. Alan Budde. The Motion Carried.

### Strategic Plan

Director Jordan stated that the creation of a Strategic Plan is a new requirement for goCommute. The recently completed draft should be approved, and the final version should be completed soon. She asked HRTPO staff to circulate the final version upon its approval.

She discussed the data that went into the development of the CAP strategic plan such as population, peak-hour commuting, shopping and recreation numbers compared to pre-pandemic. Additionally, the origin-destination maps detailing the changes in Vanpool travel post COVID were discussed. She stated that the three main work destinations are Naval Station Norfolk, Smithfield Food Processing, and Newport News Shipbuilding.

She then discussed the survey that goCommute conducted and the results of the survey. Following this, Ms. Jordan discussed the Objectives that were created as a result of the strategic planning effort as well as the Marketing Goals and Objectives.

### Annual Report

Ms. Amy Jordan detailed the numbers and Highlights of TRAFFIX for FY 2024. In total TRAFFIX added 878 new commuter members, recorded 201,551 trips, reduced 229,009 single-occupancy car trips, and commuters saved 177,514 gallons of gas in FY 2024. Commuter modes and the GoPass numbers for Fiscal Year 24 were detailed.

### Program Updates

Ms. Tiffany McClain detailed the overall program numbers from July through October. The TRAFFIX program reduced VMT by 627,302, added 197 new

goCommute/TRAFFIX members, recorded 25,377 trips and reduced 269 tons of emissions.

Bike Boost: Ms. Amber-Leigh Wimbrough overviewed the Bike Boost program from May-September. There were 11 applications received and the selection process for the program is underway. The program will accept the top three applicants.

Go Pass 365: Ms. Monique Lynch detailed the GoPass program and the promotions that were rolled out on a seasonal basis. The GoPass program added two new clients, Hampton and Newport News.

Vanpool: Ms. Latwana McClure overviewed the Vanpool program and the new vanpool at Naval Station Norfolk. She detailed the two rideshare month events at the Shipyard.

Military: Mr. Caleb Smith detailed the military outreach efforts taking place. He described the expansion of outreach efforts to different locations such as Oceana and Little Creek. goCommute staff attended the Fleet Fest event that took place as well as the USO welcome to Norfolk.

### **Regular Roundtable of Current TDM Efforts of Members**

Newport News: Ms. Angela Hopkins described that the city was beginning to focus on micro transit.

Norfolk: Mr. Alan Budde stated that the city was focused on bike and pedestrian infrastructure within the city, and that they were filling 2 planner positions. They have a five-year contract with Lime Scooters and had 80,000 rides in October.

DRPT: Mr. Chris Arabia stated that they are officially launching the Connecting VA app and are discussing creating something to boost vanpools on a statewide level. He discussed upcoming dates for grant workshops and grant application dates.

### **Old/New Business**

There was no old or new business to report.

### **Next Meeting**

The next meeting will be in the February/March time frame.

### **Adjournment**

The goCommute Subcommittee was adjourned at 10:41 a.m.