



TRANSFORM TRANSIT

Hampton Roads needs public transit that makes sense for today. Let's create a better system together. After 20 years of bus routes and mobility options that haven't changed much, it's time for a fresh look at what improvements would serve our region better.

Buses are important to the overall transportation network. Even if you never ride the bus, chances are you rely on someone who does. Our buses connect workers to jobs, customers to businesses, students to education and workforce training opportunities, and enable many others to reach their destinations.

While Hampton Roads has continued to grow and change over the years, our bus system has stayed in a fairly traditional patchwork of routes. Today, there are

more people and more jobs. Development has led to new destinations. New technologies and new options, like shared rides, bike share, and scooter share, are growing. It's important that our bus system evolves to meet the demands of current and future customers.

We have a lot of good data to help design a better bus system. What we need is to hear from you - from our community who travels around the region every day. Give us your feedback. Tell us what you want. What's working? What needs to change? What are your priorities for a better bus system? This project is about designing a better transportation system together.

AGENDA

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|------------------|-------------------------------|------------------|------------------------------|
| ■ 1:00 - 1:30 PM | Registration and Refreshments | ■ 2:10 - 2:25 PM | Overview Presentation |
| ■ 1:30 - 1:45 PM | Welcome and Introductions | ■ 2:25 - 2:45 PM | Facilitated Breakout Session |
| ■ 1:45 - 2:10 PM | Innovation Panel | ■ 2:45 - 2:55 PM | Report Out |
| | | ■ 2:55 - 3:00 PM | Closing and Next Steps |

INNOVATION PANEL SPEAKERS

ROBERT PUENTES is President and CEO of the Eno Center for Transportation, a non-profit think tank with the mission of improving transportation policy and leadership. Prior to joining Eno, he was a senior fellow at the Brookings Institution's Metropolitan Policy Program where he directed the program's Metropolitan Infrastructure Initiative. He is currently a non-resident senior fellow with Brookings. Before Brookings, Robert was the director of infrastructure programs at the Intelligent Transportation Society of America. Robert has worked extensively on a variety of transportation issues, including infrastructure funding and finance, and city and urban planning. He holds a master's degree from the University of Virginia, and was an affiliated professor with Georgetown University's Public Policy Institute.

ROLAND STAIB is President and CEO, INIT Innovations in Transportation, Inc. Roland started in the transportation industry more than 30 years ago as a student intern at the University of Karlsruhe in Germany. He earned his master's degree in business engineering and started his career with INIT in software development. After being appointed President & CEO of INIT, Inc., he moved to Virginia in 2004 to oversee INIT's business ventures in North America. Having been involved in the development and deployment of Intelligent Transportation and Electronic Fare Collection Systems over a long period of time, on an international and national level, he understands the importance of meeting the demands of transit in today's fast-paced environment.

ZACK WASSERMAN is Head of Global Business Development at Via, the leading developer and operator of on-demand transit systems. He oversees Via's business model innovation and strategic growth projects around the world. Before joining Via in 2012, Zack managed a steel company with operations in the United States, China, and Southeast Asia. He holds an under-graduate degree from Georgetown University's School of Foreign Service and a Ph.D. in History from Yale, where his dissertation traced the transformation of the San Francisco Peninsula into Silicon Valley during the Cold War.

ADAM YEATTS is a Business Development Executive for TransLoc, a Ford Smart Mobility company based out of the Research Triangle Park in Durham, North Carolina. TransLoc currently leads this space with over 50 engagements. Since coming on board at TransLoc, Adam has had the opportunity to speak with over 250 transit agencies about the utilization of microtransit as they rethink how to deliver service in the changing landscape of technology. The knowledge he has gained during these conversations has allowed him to become a vital addition to microtransit think tank. His hands-on approach and willingness to provide continuous support to our partner agencies is what is driving TransLoc's mission to make transit remain the center of mobility.



THE PROJECT TEAM

ROY KIENITZ is WSP's Project Manager for the Transit Transformation Project. He is a principal for the U.S. Advisory Services group of WSP. He is a nationally recognized specialist in policy, finance, and project management for major infrastructure investments. Before joining WSP, he served for three years as Under Secretary for Policy at the United States Department of Transportation, where he oversaw programs related to transit and other transportation modes. Mr. Kienitz has worked on complex transportation and development projects for Amtrak, New York Metropolitan Transit Authority, Port Authority of New York and New Jersey, Utah Transit Authority and California High Speed Rail Authority, among others. In 2017, he led WSP's top-to-bottom analysis of Washington Metropolitan Area Transit Authority for the Department of Rail and Public Transportation, which was a key factor in the decision by Maryland, Washington, DC, and Virginia to provide WMATA additional \$500 million per year in capital funds. He previously served in several leadership positions, including as Deputy Chief of Staff to Pennsylvania Governor Edward Rendell, Secretary for the Maryland Department of Planning, and Executive Director for the Surface Transportation Policy Project.

TIM REYNOLDS has extensive experience in systems and operations planning for mass transit. This includes extensive experience in urban design; multimodal planning for streetcar, light rail, BRT, and bus modes; and transportation demand management, transit facilities planning, park & ride, and station area planning. He recently served as project manager of METRONext, a short range system-wide service redesign and long range visioning plan for the Metropolitan Transit Authority of Harris County in Houston, Texas; and as lead planner for the Brooklyn-Queens Streetcar project in New York. He has led a wide variety of planning functions, including system design and data analysis on assignments with WSP, and previously as Director of Planning and Development – Southwest Ohio Regional Transit Authority in Cincinnati.

LORA BYALA, AICP is a recognized expert in transit planning, transportation strategic planning, and performance measurement. She founded Foursquare ITP in 2006 and has more than 20 years of experience in the transportation field, leading and conducting studies including transit development plans, regional transportation plans, transit feasibility and market assessment, and bus priority planning. Ms. Byala appreciates the value of input from a variety of stakeholders and works to develop inclusive plans through stakeholder and inter-agency coordination, community input, and a team-based approach to all of her work. She has been involved in numerous studies for HRT over the past seven years, including leading the agency's strategic plan last year. She also led Foursquare ITP's major role in BaltimoreLink, a complete system redesign for Baltimore's bus system and served in the company's lead role on the Fairfax County Transit Development Plan. Lora is currently helping to lead the Bus Transformation Project in the Washington, DC region.



TRANSIT TRANSFORMATION PROJECT

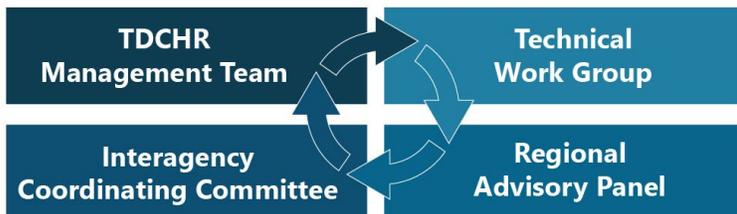
Working together, we can shape the future with more efficient and effective bus transit to serve the region better.

This project will:

- Perform an unbiased assessment of the design and performance of the current system.
- Work with stakeholders across the region to develop a fresh vision for mobility on transit within Hampton Roads (focused within HRT cities).
- Determine how a new system and mix of services could best achieve the vision, being more relevant and effective in meeting the needs of Hampton Roads citizens.
- Define concrete action steps to implement necessary changes, including areas of service, funding, and governance that must be addressed by policy makers.

PROJECT GROUPS

In addition to broad public and stakeholder engagement, there are four important project groups.



Interagency Coordinating Committee

This group is comprised of representatives from the Virginia Department of Rail and Public Transportation, the Hampton Roads Transportation Planning Organization, and the Transportation District Commission of Hampton Roads, which are three agencies that have responsibilities for transportation planning, service outcomes related to the project, and ensuring compliance with legislative and regulatory mandates.

DURATION

The Transit Transformation Project will extend between fall 2018 and winter 2019.

WHO IS INVOLVED?

The lead organization for the project is the TDCHR – the Transportation District Commission of Hampton Roads (which does business as Hampton Roads Transit). The TDCHR is a regional transportation organization. It is comprised of six local governments: Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, and Virginia Beach.

The public-at-large, transit riders, bus operators, transportation organizations, DRPT, local governments, and community stakeholders will all be involved in the project.

WHY NOW?

The transportation marketplace is evolving. New technologies and travel options are influencing consumer expectations and transportation choices. Bus ridership nationally – and on the current HRT system – has been declining in recent years. It is important for public transit agencies to adapt and evolve to meet the needs of the changing environment. Meanwhile, in 2018 the Virginia General Assembly passed legislation requiring certain transit agencies – HRT included – to develop new strategic plans once every five years. This project will satisfy this new strategic planning requirement.

TDCHR Management Team

This group includes senior transit agency managers who are responsible for obtaining and reviewing all necessary inputs into the project, to ensure thorough and responsible vetting (including that known constraints and strategic considerations are taken into account) and project outcomes that meet legislative and regulatory requirements.

Technical Work Group

This group is comprised of local and regional transportation planning and budgeting experts. They provide critical technical inputs to support viable outcomes from the planning process. Members include two representatives from each local government that is a member of the Transportation District Commission (Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, and Virginia Beach), two representatives from the Hampton Roads Transportation Planning Organization, and two representatives from Hampton Roads Transit.

Regional Advisory Panel

This group is an advisory committee providing input in the planning process from a broad range of perspectives from across Hampton Roads. Members include representative business and civic leaders from public, private, and non-profit sectors.

