

# NNTA Advisory Board Meeting

March 9, 2011



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# NNTA Launches New Website, 2010

Tuesday, 8 of March of 2011



## New North Transportation Alliance



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### HART December Ridership Increases by 9.7%

December marked another month of more than 1 million in bus ridership, as well as an increase in bus ridership of 9.7 percent over December 2009. December 2010 bus ridership tallied at 1,056,626 compared to December 2009 bus ridership of 962,879.

"HART continues to revitalize, restructure and reposition itself to preserve a high-level of service while constraining operating costs," said HART CEO David Armijo. In addition, more University of South Florida faculty, staff and students are riding HART. U-Pass ridership increased by 21.9 percent in fiscal year 2010 compared to fiscal year 2009. Moreover, U-Pass ridership for the first quarter of fiscal year 2011 is up by 18.9 percent.

As part of their tuition, students who show valid USF identification can ride HART's local, connector and limited express bus routes free. USF faculty and staff pay only 25 cents with valid USF identification.

HART operates 10 bus routes in the USF area, including several routes that operate until midnight. In addition, the Bull Runner (USF's campus shuttle service) connects to the University Area Transit Center, HART's main bus hub for all routes operating in North Tampa. Map of bus routes in USF area: [http://www.gohart.org/ride\\_guide/usf/USF\\_late\\_night.pdf](http://www.gohart.org/ride_guide/usf/USF_late_night.pdf)

The University Area Transit Center is located at 13110 N. 27th St. in Tampa, and open Monday – Friday, 6 a.m. – 6 p.m., and Saturdays, 7 a.m. – 5 p.m.

For more information, visit [www.goHART.org](http://www.goHART.org) or 813-254-4278.

Search for:



### Purpose

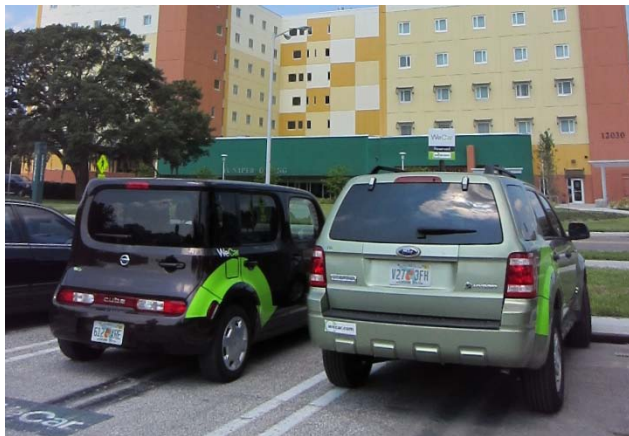
We are a public-private partnership providing a forum for business, local government, residents, and commuters to improve air quality, mobility and livability in the New North/USF area.

### Active Transportation



# NNTA “On the Move”

- Employer and Community Outreach
- Traffic Congestion Relief
- Events, Marketing & Promotion
- Transportation Planning
- Safety



# Traffic Congestion Relief

- Took inventory of walking facilities on USF Tampa campus and engaged in planning meetings for the Walk-A-Bull walking map smartphone application
- Worked with USF PATS to launch USF Preferential Carpool Parking Program
- Launched Zimride USF's social network for ridematching (1,200+ new users to date)



  
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### New parking permit available for carpoolers

By Roshdina Ahmad, CORRESPONDENT  
Published: Tuesday, August 24, 2010  
Updated: Tuesday, August 24, 2010 01:08

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In an effort to reduce congestion in campus parking lots and save students money, Parking and Transportation Services (PATS) have implemented a new carpooling program this semester.

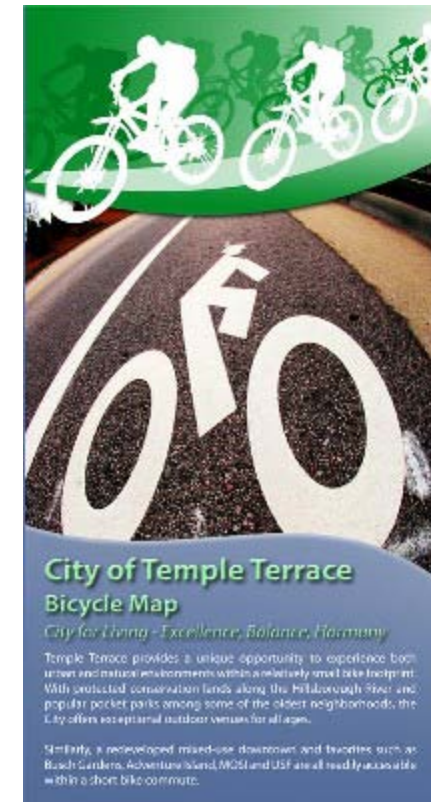
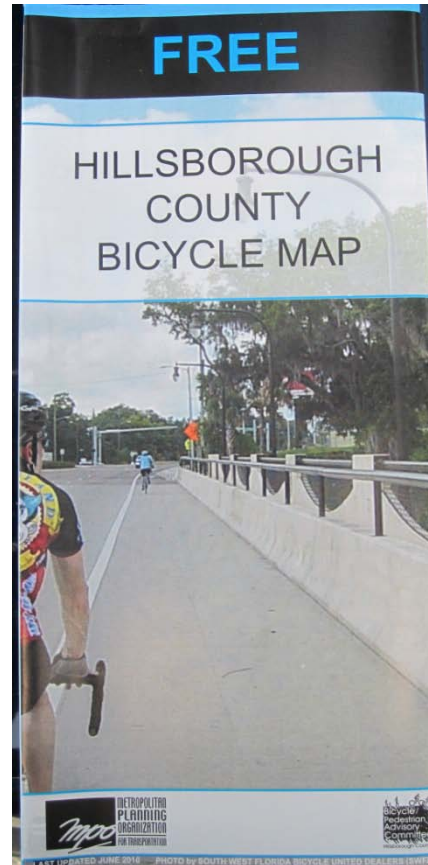
According to PATS website, the carpool must consist of two or more faculty or students commuting together at least four times a week. Students registering for the carpool parking tags, which cost 15 percent of regular tags, must provide their class schedules upon registration to prove their eligibility.

PATS is working with the Center for Urban Transportation Research (CUTR) to manage the new program and help students find a successful carpool through ZimRide, a software that matches students with others who have similar needs, said Manuel Lopez, director of PATS.

"Cost benefit wise, it could be higher benefit than the cost," Lopez said. "Some programs like these are successful, and some are not. It depends on the culture. The clientele areas that are used to alternatives other than driving are

# Traffic Congestion Relief

- Reviewed and redesigned Hillsborough County Bicycle Map (electronic and print versions available). Distribute maps.
- Provided review and input for new City of Temple Terrace Bicycle Map. Distribute maps.
- Provided input to Palm Drive/Fletcher Avenue realignment options for bike/ped safety and traffic flow improvement.
- Co-chair the Sustainable Transportation Subcommittee and drafted the transportation chapter of the USF Climate Action Plan to reduce single occupant vehicle traffic.



# Employer and Community Outreach

- Continuously contact and invite NNTA area employers to join the board
- Hold NNTA bi-monthly meetings with guest speakers presenting on a variety of topics :
  - HART Rapid Transit Service Alternatives Analysis
  - Bruce B. Downs widening alternatives
  - Transit Oriented Development overlays in New North
  - Bull Runner Shuttle Automated Vehicle Location system
  - St. Petersburg Downtown Partnership Central Avenue Shuttle
  - USF Campus Master Plan Update
  - WalkWise Tampa Bay & Tampa BayCycle
  - Moving Hillsborough Forward
  - November County Referendum debrief

Our members include:



**MOSI**



# Employer and Community Outreach

- Maintain website, Facebook and Twitter accounts for NNTA and Tampa BayCycle
- Provide free bicycle racks to area employers, such as USF, City of Temple Terrace, USF Research Park and Moffitt Cancer Center
- Participate in community forums



The image displays a Twitter profile for Tampa BayCycle (@TampaBayCycle) and a Facebook page for Tampa BayCycle. The Twitter profile shows a search bar, the name "Tampa BayCycle", and the handle "@TampaBayCycle" with the location "Tampa, Florida". The Facebook page shows the Tampa BayCycle logo, a "Wall" section with a "Write something..." box, and a post titled "Lightning Go Green Night" with 4 new photos. The page also shows 446 likes and a list of likes including Tampa's Downtown, WalkWise Tampa Bay, Best Workplaces for Commuters, USF-WeCar, and Tampa Bay Inner City Outings. A "More Connections" section is visible at the bottom right.

Below the social media screenshots is a photograph of a man in an orange shirt and a woman in a red shirt standing next to a car. They are installing a bicycle rack on the back of the car. The car's license plate reads "PET-464".

# Marketing and Promotions

## Promote :

- WeCar
- Zimride
- WalkWise
- Tampa BayCycle
- USF Borrow Our Bikes
- Bull Runner, UPASS, HART
- Emergency Ride Home

Created campaigns and utilized newspaper advertising, incentives and booths at Taste of Temple Terrace, USF Bull Market, new student Week of Welcome, USF Green Living Learning Community, USF Senatorial and Gubernatorial Debates, Taste of New Tampa, and Busch Gardens Green Day



# Marketing and Promotions

- Implemented WeCar marketing plan
- Promote Florida & National Bike Month through Tampa BayCycle
- Organized the Bulls Bicycle Bash
- Organized the USF Transportation EXPO
- Partnered with USF Wellness to hold USF's first Amazing Race



# Transportation Planning

- Conducted the 2010 USF Parking and Transportation Survey
- Brought innovative ideas to NNTA through giving presentations and participating in state and national professional organizations such as Association for Commuter Transportation, both national and southeast regional chapter, Florida Commuter Choice Web Summit, Florida Public Transportation Association, National ProWalk ProBike Conference
- Explored potential shuttle service from Temple Terrace to USF



- Participated in Pinellas County Transit Summit, Community Conversation: Transportation Breakfast, TBARTA meetings, Pedestrian Safety Action Team meetings, HART Community Open House, Lake Forest Homeowner Association Meeting regarding BBDB widening, HART Alternatives Analysis Stakeholders meetings, BRT Stakeholder Committee meetings, Hillsborough County Community Traffic Safety Team, and Hillsborough MPO Transportation and Land Use Working group meeting regarding progress of Transit Oriented Development overlays in New North to support BRT stations
- Served on transportation review committee for USF Tampa Campus Master Plan Update

# Safety

- Attend District 7 Community Traffic Safety Team Meetings (CTST)
- Participated in meetings of campus speed limit review and campus safety team
- Provided input to 50<sup>th</sup> Street Safety Audit
- Participated in Hillsborough County Bicycle Safety Action Plan meetings and public workshops
- Held bicycle commuter skills courses including 9-hour Traffic Skills 101
- Acquired and distributed safety vests, bike helmets, reflectors and bicycle front and rear headlights, law books
- Provided City of Tampa with list of locations needing bicycle facilities to enable safer bicycle commuting to USF Tampa Campus from neighborhoods to the south
- Currently training 2 new League Certified Instructors (Jason Jackman & Julie Bond)



Thank you  
March 9, 2011



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