

NNTA Advisory Board Meeting

September 14, 2011

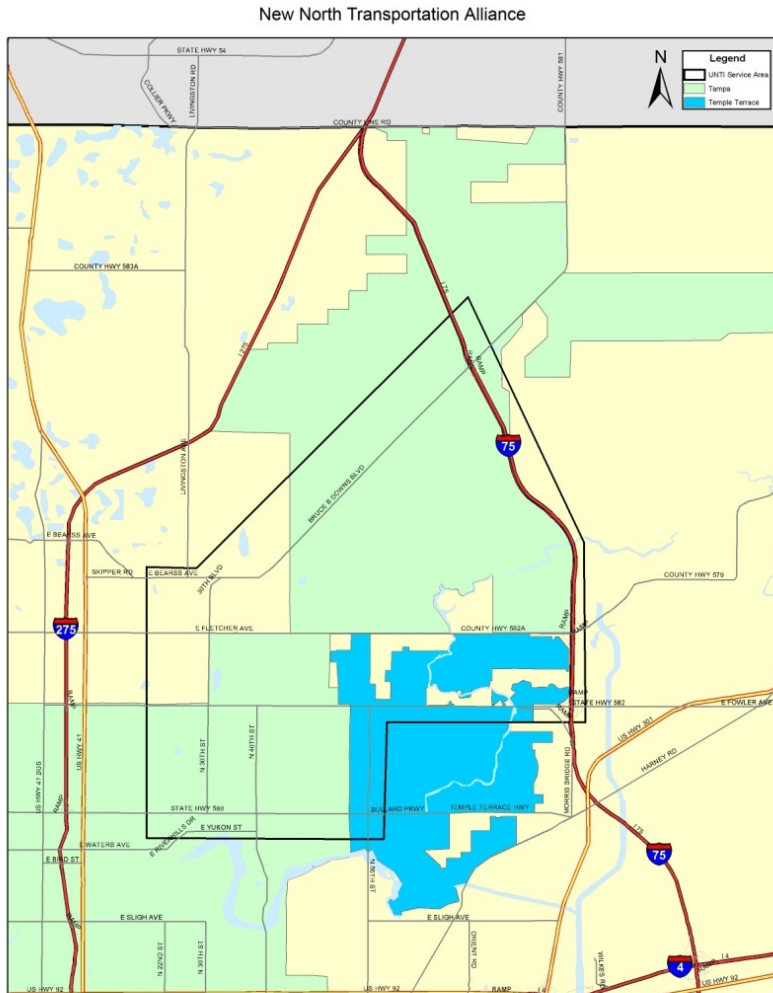


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New North Service Area



The New North area is generally bounded to the north by **Bruce B. Downs Boulevard**, to the south by **Busch Boulevard**, to the east by **I-75** and to the west by **22nd Avenue**.

Our service area includes many large employers including four hospitals, a university, many large and small employers, office parks, theme parks, industrial sites, and residential neighborhoods (including those in the University Area, Temple Terrace, New Tampa, and North Tampa).

Support Traffic Congestion Relief through Sustainable Transportation Choices

- Reduce single-occupancy vehicle trips:
 - Provide consultation with area employers
 - Market and promote WeCar carsharing program, Zimride, vanpooling, Emergency Ride Home, HART, USF Bull Runner, UPASS, TBARTA regional ridematching, walking and bicycling

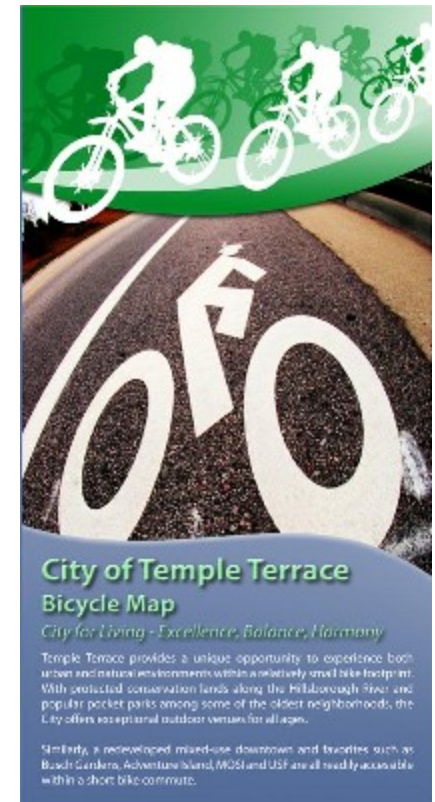
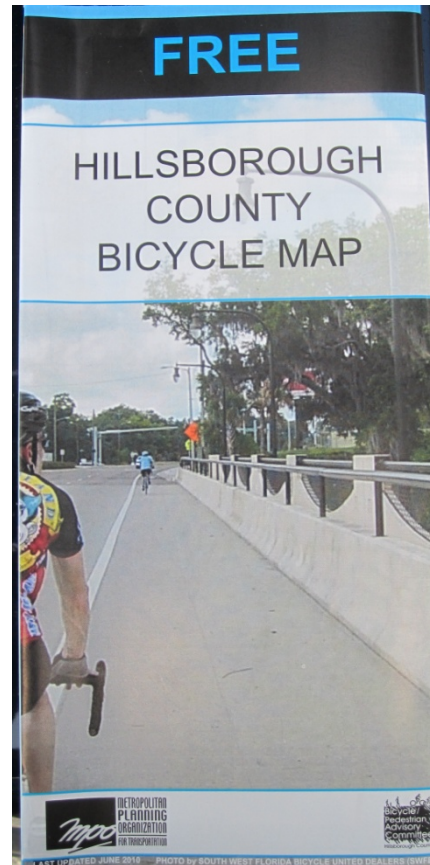



share the ride

A screenshot of a news article from 'THE ORACLE' at the University of South Florida. The article is titled 'New parking permit available for carpoolers' and is written by Roshdyna Ahmad, a correspondent. It was published on Tuesday, August 24, 2010. The article discusses a new carpooling program implemented by the Parking and Transportation Services (PATS) to reduce congestion on campus parking lots and save students money. It mentions that the carpool must consist of two or more faculty or students commuting together at least four times a week. The article also notes that PATS is working with the Center for Urban Transportation Research (CUTR) to manage the program and help students find a successful carpool through ZimRide, a software that matches students with others who have similar needs. A quote from Manuel Lopez, director of PATS, states that the cost-benefit ratio is higher than the cost and that some programs like these are successful, depending on the culture and the clientele areas used for alternatives other than driving.

Serve as a Resource to Policy Makers, Transportation Professionals, and the Public

- Maintain NNTA website, listservs, and email alerts
- Plan and facilitate NNTA Advisory Board meetings
- Attend MPO meetings that address issues of interest to NNTA
- Promote effective public involvement



Foster Environmental Stewardship and Enriched Quality of Life

- Serve on USF Sustainability Initiatives Steering Committee
- Serve on the University Area Community Traffic Task Force to improve bicyclist safety
- Conduct greenhouse gas emissions estimates for interested employers



Transportation Planning

- Coordinate with local government efforts to establish MMTDs
- Represent NNTA in planning meetings for new transit services
- Support implementation of the Hillsborough Countywide Bicycle Safety Action Plan
- Network nationally to keep current on new ideas and innovations



Thank you
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