

New North Transportation Alliance (NNTA)
 Advisory Board Meeting Minutes
 Wednesday, May 11, 2016 8:00 a.m.
 USF Center for Urban Transportation Research

Attendance

Raymond Mensah	USF Parking and Transportation Services
Julie Bond	NNTA Co-Director, CUTR
Ray Chiaramonte	TBARTA
Christine Epps	CUTR
Sara Hendricks	NNTA Co-Director, CUTR
Karen Kress	Tampa Downtown Partnership
Katina Kavouklis	FDOT
Jonathan Kelly	Busch Gardens & Adventure Island
Francis Morgan	USF Office of Student Affairs
Mark Sharpe	Tampa Innovation Alliance
Errol Tillman	H. Lee Moffitt Cancer Center
Charles White	Hillsborough County
Philip Winters	CUTR
Dr. Fredric Zerla	University Square Civic Association
Justin Begley	HART
Clarence Eng	Kimley-Horn
Patrice Gingras	University Mall
Amy Henry	Kimley-Horn
Lorraine Lyn	City of Temple Terrace
Sean Powell	H. Lee Moffitt Cancer Center
Rebecca Rodgers	Hillsborough County Economic Development
Rob Zimprich	UACDC

Welcome/Introductions

The meeting was called to order at 8:02 am by the NNTA Co-Director, Sara Hendricks, who spoke about the purpose of the NNTA.

Approval of Minutes

There was a motion and second to approve minutes from the March 9, 2016 NNTA meeting. The board approved the meeting minutes as submitted.

Raymond Mensah, Chairperson, welcomed attendees and introduced speakers.

Presentation: Tampa Innovation Alliance/Hillsborough MPO Study

Clarence Eng, Kimley-Horn

Mr. Eng explained that Tampa Innovation Alliance is under contract with Hillsborough County MPO to develop a research study concerning congestion in the Tampa Innovation District, focusing on the specific challenge of mobility. The purpose is to identify status, gaps and strategies. Mr. Eng noted that data gathering started a few weeks ago. They are speaking to hotels, reviewing the Bull Runner and considering short term solutions such as vanpools, Zimride, Uber, and others. The study will seek to determine if there may be synergies by combining independent efforts, which may increase connectivity. The study also is addressing the problem of visitor mobility in the area if a car is not rented. The study will be completed by the end of June 2016 and the study will identify potential actions.

Mark Sharpe spoke about city-scaping, and additional funding from partners such as Busch Gardens and H. Lee Moffitt Cancer Center. Mr. Sharpe asked if HART and others would consider joining the Tampa Innovation Alliance to create a plan and garner resources to execute the plan. Tampa Innovation Alliance was awarded \$1.25 million from the State of Florida for planning. Mr. Sharpe noted that visitors to Busch Gardens immediately leave after visiting. There is an opportunity to encourage them to visit other destinations such as retail in the area.

Presentation: Downtown Tampa Shuttle

Karen Kress, Director of Transportation & Planning, Tampa Downtown Partnership

Ms. Kress explained that the Downtown Tampa Shuttle project began a few years ago by analyzing ways to travel around downtown, including the In-Towner Trolley, HART bus routes, TECO line streetcar, taxi short-ride zone, Uber, Lyft, Coast bike share, and the Pirate water taxi.

This analysis found:

- TECO line streetcar will be modernized soon
- A short-ride zone for taxis was created
- Uber & Lyft are still illegal, but are being used
- Coast bike share has 300 bikes with 30 hubs and will soon get 8 new hubs
- Pirate water taxi offers free rides to coordinate with free admission to Tampa Museums on 4th Fridays
- ZipCar car-sharing program has 4 locations.

After this analysis, the missing piece was short trips to just get around downtown Tampa. The recommendation was to purchase 6-passenger, low-speed electric vehicles. Ms. Kress showed the picture and information about the GEM E-6 vehicle. The cost is 2-3 cents per mile to operate and may be charged in a standard outlet. The service area would include downtown Tampa, the Channel District, University of Tampa and Harbor Island. The proposed hours of operation are Monday – Friday 6 a.m. to 11 a.m. and Saturday – Sunday 11 a.m. to 11 p.m.

There are also downtown ambassadors that know the area, and will take passengers from point to point with no extra stops, within an expected time of 10 minutes from stop to stop. The vehicle would be called either through an app or street hailed. Estimated ridership is 785 people per day.

Several organizations agreed to support the program including Hillsborough Area Regional Transit, Florida Department of Transportation, Metropolitan Planning Organization, City of Tampa, Downtown CRA, Channel District CRA, Public Transportation Commission and the private sector. The management of the program would then transition to a private company in 3-5 years.

The next steps include releasing an RFP for the operator agency, ordering vehicles, branding, designating pick up locations, vehicle storage and charging stations. The project is scheduled to start in July 2016.

The vehicles are legal on roads that are posted speed limit of 35 mph or less and all roads except one are that speed in the area. One vehicle will be wheelchair accessible.

A board member asked if additional vehicles could be brought in for large events. Ms. Kress indicated that the vehicles would need to be purchased, not borrowed. Each vehicle is \$25,000. Another board member asked if there would be coordinated satellite parking. Ms. Kress indicated that they are working on using it as a remote parking shuttle. A member asked if the funding from FHWA was one-time funding. Ms. Kress indicated yes, that it is restricted to capital. Lastly, a member asked if there will be a station near the Marion Street transfer center. Ms. Kress stated, yes, a passenger would be able to request a pickup with the app.

Presentation: HART First and Last Mile Pilot

Justin Begley, HART

Mr. Begley explained that the first mile, last mile program recently received funding after several years of effort. Mr. Begley indicated that lack of first mile, last mile options is a major reason why many chose not to use transit service. The pilot project allows ways to try to improve service. There have been 3-mile zones identified to bring passengers to a bus hub in the University and Temple Terrace areas.

Passengers would be able to summon a vehicle to connect with a bus hub to go to their destination, similar to a ride-hailing service. The passenger could use an app to hail the vehicle. The passenger would download the app, register, and either book now or book in advance (2 hours in advance). The app shows the vehicle en-route, boarding time, and arrival time. The app could combine all trips to show a choice between lowest cost, fastest, greenest, etc. with the goal of a seamless trip, rather than a lot of individual trips. It can optimize pickup time so bus would arrive just after drop off.

The goal is to make it a low, fixed cost trip and will use funding from local organizations and a matching grant from FDOT. The project will use mini-vans, with 27% of the fleet being wheelchair accessible. The vendor will be Transdev, which operates the Super Shuttle in Clearwater. The rollout is planned for the third quarter of 2016. The project will provide operator training, background checks, etc.

A board member asked about the long term strategy for higher levels of transit service. Mr. Begley indicated the purpose is to get passengers to a transit hub, including UATC improved service.

The board asked for more information about the app. Mr. Begley indicated it would be a combination app that would bring in bus and multi-modal information. The app software could be offered to other communities. A member noted that Maps.usf.edu is a multimodal app for the USF area and could possibly be used as a combo app. There are grant discussions happening now.

A member asked if information about the federal Qualified Transportation Fringe Benefit would be shared with employers, so that employers could offer the benefit to employees who choose to use the service. Mr. Begley indicated he would check on that.

A member asked what would be the measure of success; would it be use or revenues earned? HART would share the risk with the contractor. If people don't ride, the vendor won't get paid. Ridership is anticipated at 6-10 people per hour. A member asked why there was a geographic area limitation.. Mr. Begley indicated there has to be a saturation of service in a small service area that HART could later expand. The area was chosen for population density. A member asked if it could be used exclusively without using HART. Mr. Begley indicated it could, a passenger could take it as a work trip to Walmart. Lastly, a member asked if data will be available to Transdev and HART. Mr. Begley indicated data would be available and would represent an increase in the quality of data.

Presentation: TBARTA: Regional Projects Update

Ramond Chiamonte, AICP, Executive Director, Tampa Bay Area Regional Transportation Authority (TBARTA)

Mr. Chiamonte shared information about the Tampa Bay Area Regional Transportation Authority (TBARTA). The Tampa Bay area has complex commuting patterns. Data show that 47% of Pasco residents work in Hillsborough County.. Hillsborough is growing faster than any of the other 7 counties in the area. Two thirds of passengers leaving the airport are tourists who do not live in the region but who use our roadways.

Regional priority projects include the Tampa Bay Express, rebuilding the I-4/I-275 interchange, the SUN (Shared-use non-motorized) Trail Network and replacing the Howard Frankland Bridge. Future priorities include improved connectivity. Tampa Bay Express (TBX) is currently in the planning stage, with proposed express lanes on I-275. TBX would use dynamic pricing, based on the day and time of travel. Express lanes exist in Miami and are intended to relieve congestion.

TBARTA is working with HART for a regional fare system to create one card for 7 regions. TBARTA is also working on a study with CUTR for the OneBusAway app.

TBARTA is funded by \$200,000 local funding and TBARTA expects to receive additional funding from state and federal grants.

New Business/System Updates

Cyclovia in Temple Terrace will be May 15, 2016. Bike/Walk Tampa Bay will give away 150 bicycle helmets at their booth.

The next meeting will be held Wednesday, July 13, 2016.

Announcements

None.

Adjournment

The meeting was adjourned at 9:36 am.