

New North Transportation Alliance (NNTA)
 Advisory Board Meeting Minutes
 Wednesday, November 9, 2016 8:00-9:30 a.m.
 USF Center for Urban Transportation Research

Attendance

Raymond Mensah, Chairman	USF Parking and Transportation Services
Julie Bond	NNTA Co-Director, CUTR
Dori Creek	CUTR
Barbara Donerly	USF Facilities Management
Clarence Eng	Kimley-Horn
Christine Epps	CUTR
Sara Hendricks	NNTA Co-Director, CUTR
Marty Hudson	City of Temple Terrace
Jonathan Kelly	Busch Gardens and Adventure Island
Karen Kress	Tampa Downtown Partnership
Eric Larson	Tampa Innovation Alliance
Lorraine Lyn	City of Temple Terrace
Nina Mabileau	City of Tampa
Francis Morgan	USF Office of Student Affairs
Rebecca Rodgers	Hillsborough County Economic Development
Erin Scheffels	CUTR
Phil Winters	CUTR
Allison Yeh	Hillsborough MPO
Dr. Fredric Zerla	University Square Civic Association

Welcome/Introductions

The meeting was called to order at 8:12am by NNTA Chairman, Raymond Mensah, who welcomed members and visitors and called for a round of introductions.

Approval of Minutes

There was a motion that was seconded to approve minutes from the September 14, 2016 NNTA meeting. The board approved the meeting minutes as submitted.

Presentation: Transit Circulator Study

Clarence Eng, AICP, Associate, Senior Transit Practice Builder, Kimley-Horn

Allison Yeh, AICP, LEED GA, MPO Executive Planner and Sustainability Coordinator, Hillsborough MPO

A recently completed study for a transit circulator in the Tampa Innovation District was sponsored by the Hillsborough Metropolitan Planning Organization and conducted by Kimley-Horn. NNTA members learned about the efforts to create a live/work/play district, focusing on improving all modes of access. The presenters showed a map of the core area and movement in the area. About 50,000 people travel

in and out of the area. This study also focused on the type of user, for example: student, medical, business, and visitors.

The presenter highlighted four major recommendations:

1. Innovation District “The App”
2. Expanded District Circulator
3. Connected Bike/Walk District
4. Downtown Express

The app would have a trip planner. The downtown express would include just USF to downtown – faster than HART express. Received a state economic opportunity grant.

The presenters then explained how the Warm Springs/South Fremont Innovation District (San Francisco, CA) completed a similar plan and some of the lessons that could be learned from that project. The presenters indicated that they will have recommendations for implementation in Spring 2017.

NNTA members asked several questions including:

1. What is the transit usage in the area for just moving around this area? A: We have info from the Bull Runner and HART and need to aggregate data.
2. Automated (driverless) transit technology – how much does that cost? A: In the millions of dollars.
3. What about safety infrastructure needed—crosswalks? A: The concept is creating a pilot in a corridor, including transit signals. Existing technology is for smaller transit shuttles right now, not bigger busses. Presenters compared it with conventional transit and rail with an evaluation of another campus. They found that cost per person decreases because you reduce parking lots and optimize space.
4. How much would it cost for the rider compared to Uber, etc.? A: Some are free; capital and operating costs are absorbed by other funding. For example, Kansas City has an urban circulator that is free.
5. Does a circulator mean it follows a fixed route, the passenger doesn’t tell it where to go? A: The circulator in Dubai travels on a track, but doesn’t stop at every stop. It only goes to the stop selected.
6. Can you have automated vehicles without a fixed guideway? A: Yes.
7. What about skipping the fixed guideway as a starting point, is that possible? A: Yes, but there are more safety variables: mixed traffic, pedestrians, etc.
8. Is the cost just the vehicles themselves? A: Uber and trucks are running on the highway and can ride in broader conditions. But there is still a need to think about infrastructure, including map data, fiber optic cable, and vehicle-to-vehicle communication.

9. Are there dedicated lanes for automated vehicles and buses? A: Yes, like bike lanes.

10. Maps.usf.edu is a multimodal app. Why start over with another app? A: The other app is being integrated with a concept of operations, “live, work, eat, go” sections where the “go” would have the maps feature. It would also have trip planning info. Presenters developed case studies of different people (students, visitors to Moffitt, etc.) and what it would be like to have all features in one app.

11. There was a HART study indicating hotels were reluctant to give up their own shuttles. Are they more open now? A: Downtown & Westshore have been approached, but no luck yet.

12. Have you talked to possible users? A: Yes presenters are talking to different groups. They found there were commonalities, but providers were each focusing on their own services. Possible collaborations include Coast Bikeshare to expand to USF, Downtown, and St. Pete and use of Share-a-Bull without having to be a USF student.

13. Are Fowler, Bruce B. Downs and 56th Street going to have bike lanes connected? A: We can have another presentation on that topic in the future.

Presentation: City of Temple Terrace Transportation Projects

Marty Hudson, Redevelopment Director, City of Temple Terrace

Lorraine Lyn, Senior Planner, Community Development, City of Temple Terrace

Ms. Lyn provided an overview of current transportation improvement projects within Temple Terrace.

Mr. Hudson discussed the economic development initiatives in the City of Temple Terrace, including the community redevelopment area Master Plan. He described the core elements: a sense of place, pedestrian friendly, a “main street” as part of the city street grid, a public open space, high density mixed use development.

Mr. Hudson also discussed how land use funds transportation, for example, tax revenue per acreage. Typically land can generate about \$8,000/acre for a Walmart, Costco, etc. Highly suburban areas have a high demand for transportation, but can’t generate money for transportation that is desired.

For example, Colorado Springs is very suburban and during the recession they couldn’t afford to keep street lights on, mow grass, or fill swimming pools. Denver, however, has mixed use density for transit, so there is a balance in tax revenue. Denver could afford costs because they were generating a higher tax revenue per acreage. Low rise construction can generate \$70,000-90,000 in taxes while a one-story can generate \$8,000 in tax revenue.

Mr. Hudson said the reason we have a transit deficit in this, and many, areas is because of the lack of mixed use. Temple Terrace may need to have a serious conversation about land use to maximize dollars and create a balance in the system. This area has mostly suburban low-rise development. Main point: land use will pay for transportation needs. Higher density population creates greater ridership and helps transit.

An NNTA member asked if the political leaders listen to such recommendations for Temple Terrace. A: Leadership has to decide if they want a change of environment in the community. The Comprehensive Plan states that downtown should have 6-8 story mixed use. By state law, cities must follow their comprehensive plan or amend the plan.

In 1925, Temple Terrace was established around a golf course. Tampa is on one side and there is unincorporated area on the other side. Most major streets are DOT roads or county roads. In 2009, Temple Terrace was approved as a Multimodal Transportation District for bikes, pedestrians, and transit, but there are still issues about how to manage these services. Main point: Temple Terrace has to work with other groups since major streets are owned by other entities.

Round Robin Updates

On November 29, 2017, there will be an announcement of the award designation for the USF Bicycle Friendly Campus. Ribbon cutting event at CUTR will follow at 4:00 p.m. for the unveiling of new bicycle storage units.

The Transportation & Parking Survey of the USF Tampa Campus is underway and will have results in about 2 weeks.

On December 15, 2016, the Tampa Innovation Alliance will host a TechHire event, 9am-11am at the USF Connect Building, Oak View Room at the University of South Florida. Kathy Castor is an invited guest.

In January 2017, Share-a-Bull will be a fee-based service. The bikes are overutilized and there needs to be a revenue source to maintain repairs and staffing. The cost to maintain them is \$1900 /bike.

The Tampa Innovation Alliance has undertaken the Fowler Streetscape improvement project, from 30th Street to 56th Street. University Square Civic Association and the University Mall encouraged the Innovation Alliance to include all of Fowler Avenue in the revitalization study, but the area from 30th Street to I-275 was not included. There is not adequate funding to go that far, but the ultimate goal is to include the area on Fowler Ave. from I-75 to I-275.

On October 26 the Tampa Innovation Alliance held a Gala event hosted by the University Mall. Author Richard Florida spoke, with Jeff Vinik and Mayor Buckhorn in attendance.

On October 20, 2017, Raymond Mensah and Barbara Donerly attended the Hillsborough Planning Commission's 34th Annual Planning & Design Awards Dinner where the USF Campus Master Plan received an Award of Excellence.

Announcements

The NNTA is actively recruiting a Chairperson and Vice Chairperson. If anyone is interested in serving in this capacity, contact Sara Hendricks.

The next meeting will be held Wednesday, January 11, 2017.

Adjournment

The meeting was adjourned at 9:40 a.m.