

**New North Transportation Alliance
Advisory Board Meeting Minutes
Wednesday, June 12, 2013 8 a.m.
USF Center for Urban Transportation Research**

Attendance

Andrew Blikken	Tampa Bay Bike Share		
Eric Trull	Tampa Bay Bike Share		
Steven Reich	Tampa Bay Clean Cities Coalition	Nina Mabileau	City of Tampa
		Lynda Crescentini	HART
Karen Kress	Tampa Downtown Partnership	Fredric Zerla	University Square Civic Association and THAN
Dan Jurman	University Area Community Development Corporation		(Tampa Homeowners an Association of Neighborhoods)
Katina Kavouklis	Florida Department of Transportation	Barbara Donerly	USF Facilities Planning and Construction
Kebreab Ghebremichael	USF Office of Sustainability	Julie Bond	CUTR, NNTA Co-Director
Charles White	Hillsborough County	Sara Hendricks	CUTR, NNTA Co-Director
Yu Zhang	USF College of Engineering, Civil and Environmental Engineering	Jennifer Iley	CUTR
		Phil Winters	CUTR
Brad Parrish	City of Temple Terrace	Jason Jackman	CUTR, Safe Routes to School
Wit Ostrenko	Museum of Science and Industry (MOSI)		

Welcome/Introductions

Barbara Donerly, Chair of the NNTA, welcomed attendees and asked for round robin self-introductions of NNTA members and visitors.

Approval of April Minutes

The April meeting minutes were approved.

Presentation, Steve Reich, Tampa Bay Clean Cities Coalition

Steve Reich is a Senior Research Associate at the USF Center for Urban Transportation Research with a background in alternative fuels, and has a joint appointment with the USF Patel College of Global Sustainability to provide technical support to the Tampa Bay Clean Cities Coalition (TBCCC). TBCCC is a national program established in the early 1990's to displace petroleum as the principle source of transportation energy in the U.S. There are over 100 of these local coalitions that have formed around

the U.S. designated by the U.S. Department of Energy. It responds to environmental, economic and energy security concerns in the U.S.

TBCCC is a member-based organization, with currently 22 dues-paying members, and is fuel neutral. The national CCC program claims that the CCC has saved over 3 billion gallons of petroleum. Why the focus on transportation? Transportation uses about 28 percent of the petroleum out of all industrial business sectors in the U.S. In the 1970's during the oil embargo, other industries started to switch to other fuels. The transportation sector has not. TBCCC serves the functions of networking, clearinghouse, and public education. Local members of the TBCCC have access to national experts that can give technical advice in the conversion of fleets to alternative fuels. There was an earlier attempt to create the TBCCC years ago but it was not a grassroots effort, so when national funding dried up, the organization was never designated by the DOE and it folded. The TBCCC targets Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota Counties. TBCCC got started in August 2012 and has conducted a series of events and workshops for public education, and connecting fleets with fuel providers.

As part of the TBCCC membership value proposition, dues-paying members have access to private events, such as a recent seminar on how to retrofit your facility if you are switching to CNG. TBCCC wants to build its membership to include commercial industries but also individuals and organizations like the Sierra Club. In Temple Terrace, TBCCC will have a National Plug-In Day. TBCCC is working with the Tampa Bay Regional Planning Council (TBRPC) with its Get Ready Tampa Bay program to provide alternative fuel infrastructure in the region. TBCCC is preparing an application to DOE for designation as a CCC. The application includes a 3-year plan of activities to promote alternative fuels. They will have a meeting July 8 of the membership to work on strategic planning. In addition to members, there is a steering committee of the founding members: TECO, USF Patel College of Global Sustainability, and Hillsborough County Environmental Protection Commission, and three subcommittees. HART and CUTR are members. TBCCC is tasked with meeting a national goal by 2020 of "...an annual 17 percent increase in the decrease of fuel consumption." TBCCC has been gathering baseline data, such as historical trends in fuel consumption, vehicles miles traveled, by county. Industrial fuel efficiencies are beginning to play a role in a decrease in fuel consumption, in addition to the Recession. Steve provided a handout that provides links to the Alternative Fueling Station Locator and a cost calculator for vehicles. Sara offered to connect Steve with the NNTA representatives of the Hillsborough County School District. Wit Ostrenko of MOSI invited TBCCC to participate in their annual energy exhibit.

<http://www.TampaBayCleanCities.org>

Presentation, Andrew Blikken and Eric Trull, Tampa Bay Bike Share

Andrew Blikken provided a handout about Tampa Bay Bike Share. Andrew said that bike sharing has taken off not only in the big cities like Paris and New York but also smaller cities like Des Moines, IA, Charlotte, NC and Oklahoma City. Cities in China have bike share fleets in the tens of thousands. The bike sharing concept has been around for more than 60 years. Bike share is a green and healthy mode of transportation, it connects neighborhoods, and in the Tampa Bay area, the program will create at least 35 jobs per first 1,000 members.

Tampa Bay Bike Share has a contract with the City of Tampa to deliver 300 bicycles. The program will cover downtown Tampa, Ybor City and Hyde Park. The City of St Petersburg has voted unanimously to implement bike share. Presently Tampa Bay Bike Share is focusing on key areas where the program can make an impact. Two companies have come together to create the program. Hardware is supplied by Social Bicycles, and the software is supplied by CycleHop that has deployed 14 programs nationwide. Sam Schwartz Engineering is determining the demand centers for sites for the bicycle station locations. From the customer point of view, there are two service models. There is the kiosk based system, in which the kiosk provides inventory control of the bicycles and a locking mechanism for the bikes. This works well but is also very expensive. Another option is to put the kiosk technology on the back of the bike. The bike has a smart dock so the bike can be locked to any rack. They provide special parking for the bikes, called a hub, that requires very little space and can only be used for the Tampa Bay bike share bikes, to augment existing bike parking. Any Internet access will enable someone to access the bike share service. Cellular connection and GPS enables keeping track of the bikes and communicating the location of the bikes to customers. The customer enters her PIN on the bike, slides out the lock and she is on her way. At the end of the trip, locking the bike anywhere ends the trip. The bicycle is very sturdy.

The City of Tampa Mayor is a major supporter of bike sharing. Bikes are a solution to the last mile between transit and one's destination. Bike sharing solves that problem. The Tampa Bay Bike Share has a "dumb dock and smart bike" so they know always where the bikes are. When a customer registers for the program, he provides his credit card number so if the bike is lost, the customer is responsible. If a bike starts to move after it has been locked, their system automatically flags that bike. Repair and balancing teams of staff reposition and redistribute the bikes for an even distribution throughout the service area. In any given 24-hour period, you get 2 hours of free use, beyond that there are overage charges, one day \$5, a week-long subscription \$25, annual subscription \$80. It becomes less expensive than owning a bike. To be successful, a bike-based system like TBBS does not require the same population density that a kiosk-based system. For low-income people without a credit card, Job Corps in St Petersburg buys one subscription for each student in its system and has agreed to replace the bike if it is lost. This is a great opportunity for a corporate sponsorship by a private company. All TBBS needs is a guarantor. Tampa Bay Bike Share is sharing its bike route data of its customers to planners and researchers. Tampa Bay Bike Share maximum user liability is \$250. They provide advertising on the bike and Tampa Bay Bike Share is looking for corporate sponsors.

Updates:

Kebreab Ghebremichael reported that the USF Student Green Energy Fund has selected to fund a bike sharing project and also a project for a parking guidance system on the USF Tampa Campus.

HART's MetroRapid launch was on June 10.

Meeting Adjourned at 9:30 a.m.

Next Meeting

The next NNTA meeting will be Wednesday, September 11, 2013 at CUTR.