

**New North Transportation Alliance  
Advisory Board Meeting Minutes  
DRAFT  
Wednesday, March 14, 2012 8 a.m.**

**Attendance**

Beth Alden	Hillsborough Metropolitan Planning Organization	Fredric Zerla	University Square Civic Association and THAN (Tampa Homeowners An Association of Neighborhoods)
Lisa Montelione	Tampa City Council		
Martha Sherman	Graduate Student, USF School of Architecture and Community Design	Carolyn Clark	for Suzanne Tate, James A. Haley Veterans Hospital, Public Affairs Officer
Ben Money	City of Tampa Transportation		
Rick Fallin	USF Bull Runner	Wit Ostrenko	MOSI
Barbara Donerly	USF Facilities Planning and Construction	Jason Jackman	CUTR, Safe Routes to School
Thomas Locke	University Mall, General Manager	Jennifer Iley	CUTR
		Edward Hillsman	CUTR
Bob Williams	Florida Hospital Tampa, Director Property Management and Development	Phil Winters	CUTR, Director, Transportation Demand Management Program
		Julie Bond	CUTR, NNTA Co-Director
Mary Samaniego	City of Temple Terrace, Planner	Sara Hendricks	CUTR, NNTA Co-Director

**Welcome/Introductions**

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

**Approval of November Minutes**

The January meeting minutes were approved.

**Presentation, Beth Alden, Hillsborough Metropolitan Planning Organization**

The Hillsborough MPO recently worked with a public opinion research firm to conduct focus groups composed of randomly selected citizens from different parts of the County. The focus groups were to provide insight why the Hillsborough sales tax referendum failed in 2010 and to guide future efforts. Beth Alden provided an overview of the results of the focus groups to gauge the range of public opinion about transportation needs and how to fund improvements. There is a serious shortfall in transportation funding in Hillsborough County. Beth provided a handout describing different possible funding sources. The main points gleaned from the focus groups are that people are concerned about traffic congestion, particularly the intersection they drive through each day. They believe population

growth projections, that the transportation system is inadequate now and that it will get worse in the future. Focus group participants see it as a failure to plan ahead, developers are getting away with too much, and government has a history of collecting public funds intended for specific projects, then diverting the money to general revenue or to other uses. Focus group participants did not instinctively understand that transportation funding will create jobs. With public transit, there are first mile/last mile issues of access. There is concern about bicycle and pedestrian safety and inadequate facilities. Regarding improvements, the focus group participants want a comprehensive countywide approach but needs differ widely across the county so it will be challenging to assemble a package of projects that everyone will support. Participants could not make a distinction among different types of rail service. Regarding rail, the participants said, "Show me one line that works, then we can start talking about new services."

Tom Locke suggested the downtown to USF corridor as a good prospect. Regarding funding, the local gas tax and sales tax are still most widely supported sources. Tolling scenarios are supported because they are applied only to new lanes so motorists have a choice. Now that the focus groups are done, the Hillsborough MPO will proceed with cases studies from other cities on how to provide and communicate accountability. Ed Hillsman suggested the State of Washington Nickel Package as a successful example of providing government accountability. The MPO will also conduct citizen opinion polling and based upon that, will develop some recommendations for funding sources, timing and use of funds, and a project tracking and open accountability plan.

Wit Ostrenko said that to pass a ballot measure for transportation, it only requires swinging support by a small segment of the public. Wit also said that the Aquarium, Lowry Park Zoo, and MOSI capture the entire demographic of the region. He suggested the creation of a 3-D interactive display for those three venues, showing where people live, airports, schools, universities, rivers, railroads, etc. as a way to ask people questions and capture a constant flow of data about public opinion. Beth said she would be interested to talk more about that.

Tom Locke said that people from other cities who have experienced good public transit, expect to pay for it, and so would likely support a ballot measure with such improvements. He also said that increased property values as a result of better property access are a good reason for citizens to support public transit. Lisa Montelione said that Baby Boomers would likely support public transit improvements as they become aware they will not be able to drive at some point in the future. She also said many people do not understand the advantages of transportation services that only some will use. That if some people use public transit, then those cars will be removed from the road, making their commute better. Rick Fallin said what is needed is better presentation and marketing of these concepts in order to improve public support. Beth said that the MPO's role is to provide information to the public about choices. It can be NNTA's role to advocate for transportation improvements. The 2010 Referendum did pass in the cities of Temple Terrace and Tampa, so changing state legislation to allow a city to propose its own ballot measure is presently under consideration.

## **Round Robin Updates from Members and Guests**

Phil Winters said that CUTR is coordinating a bike sharing/public transportation webinar with the Federal Transit Administration and the National Association of City Transportation Officials.

Wit Ostrenko said that MOSI is working on a 30-year master plan that includes three possible scenarios. He agreed to provide a presentation about these efforts after MOSI gets farther along in the process. Wit asked for Barbara Donerly's input to the MOSI master planning effort.

Martha Sherman introduced herself. She is an architect and presently in a masters program at USF. She attended the meeting to learn more about NNTA and transportation issues.

Lisa Montelione announced that a kick-off meeting was held February 29 to begin efforts for the development of a North Tampa Community Plan, in coordination with the Hillsborough Planning Commission. The study area is bounded by the City of Temple Terrace boundary line to the east, I-275 to the west, Busch Blvd. to the south and Fowler Ave. to the north. It includes the neighborhoods of Copeland Park, University Square and Terrace Park. The Innovation Alliance participated, with Busch Gardens hosting the kick-off. Next meeting is April 12, at FDOT office, 6-8 p.m.

Bob Williams talked about Florida Hospital Tampa's plans to relocate the emergency room. This will change how people access the hospital campus. Bob said he will give a presentation to NNTA once plans are firm. He also said that Hillsborough County provided crosswalk improvements to 138<sup>th</sup> Avenue where pedestrians cross to access the Health Park building. Motorists drive too fast on 138<sup>th</sup> Avenue and speed limit enforcement is needed.

Ben Money of City of Tampa Transportation Dept. reported that the Cross Creek Blvd. widening project from Cory Lake Isles to Morris Bridge Road is finishing design and construction is planned to start in 2013. The New Tampa Blvd. bridge is about 6 months ahead of scheduled construction and the project is estimated to be complete by late fall 2012.

Fred Zerla said he was pleased to participate in the North Tampa Community Plan kick-off and that the next meeting of the University Square Civic Association is March 15, 7-9 p.m., at the Gymnasium at Copeland Park. Lisa Montelione will provide a presentation on North Tampa.

Carolyn Clark said that there are still parking and access issues at the VA hospital due to limited access caused by the polytrauma unit construction activity. The project will be complete in 2013. The new VA hospital garage is now open. Barbara Donerly asked whether new building construction on the east side of the hospital will affect the pedestrian bridge over Bruce B. Downs Blvd. Carolyn said she will look into that.

Sara Hendricks announced that the Hillsborough County Board of Commissioners voted in January to continue its funding support for NNTA.

Jason Jackman said he is giving more presentations to middle schools about Safe Routes to School. Over 50 Benito Middle School students bicycle to school.

Julie Bond said she will reach out to the apartment complexes north of Florida Hospital Tampa to provide WalkWise presentations to help address pedestrian safety along 138<sup>th</sup> Avenue. She also reported that CUTR is waiting for contracts with FDOT for Tampa BayCycle and for car sharing. Pending contracts, bike-to-work events by Tampa BayCycle will take place in May.

Mary Samaniego agreed to speak with Brad Parrish regarding a future presentation on the Temple Terrace Community Plan.

Rick Fallin reported that the Bull Runner new Route F that runs south of campus is operating successfully, with high ridership along 50<sup>th</sup> Street originating from both north and south of Fowler Avenue. He said that HART has realigned their bus stops and the distance between HART and Bull Runner stops is easily walkable.

Tom Locke reported that the 22<sup>nd</sup> Street project from Bearss Ave. to the University Mall is nearing completion, and is providing bike lanes, sidewalks, and shade. He said that Julie Bond and Ed Hillsman of CUTR provided assistance regarding signage and street markings to accommodate bicyclists along the street surrounding the Mall. He said that plans are to provide bicycle facilities to connect the Mall to the VA Hospital and the USF campus via 22<sup>nd</sup> Street and University Club Drive.

Jennifer Iley announced that CUTR is hosting the Florida Commuter Choice Summit at the USF Marshall Center on April 12-13. NNTA members are invited to attend. Registration is online at [commuterservices.com](http://commuterservices.com).

**Meeting Adjourned at 9:30 a.m.**

**Next Meeting**

Next meeting is scheduled for May 9, 2012 at 8 a.m.