

**New North Transportation Alliance
Advisory Board Meeting Minutes
Wednesday, May 9, 2012 8 a.m.**

Attendance

Sandi Moody	TBARTA	Jason Hughes	Enterprise WeCar
Steve Gordillo	HDR	John Shafer	Enterprise WeCar
Cindy Sharpe	HDR	James Keane	Enterprise WeCar
Lisa Montelione	Tampa City Council	Jason Jackman	CUTR, Safe Routes to School
Rick Fallin	USF Bull Runner		
Thomas Locke	University Mall, General Manager	Jennifer Iley	CUTR
		Edward Hillsman	CUTR
Fredric Zerla	University Square Civic Association and THAN (Tampa Homeowners An Association of Neighborhoods)	Phil Winters	CUTR, Director, Transportation Demand Management Program
		Julie Bond	CUTR, NNTA Co-Director
Le Proctor	USF Facilities Planning and Construction	Sara Hendricks	CUTR, NNTA Co-Director
Jason Bittner	CUTR Director	Charles White	Hillsborough County
Lorraine Suarez-Duffy	Hillsborough County School Board	Pete Hewitt	Bavarian Village
		Jessica Farrar	Moffitt Cancer Center

Welcome/Introductions

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

Approval of March Minutes

The March meeting minutes were approved.

Jason Bittner, USF Center for Urban Transportation Research

Mr. Bittner joined CUTR as its new Director in January. He shared his professional transportation background prior to joining CUTR. He talked about CUTR history, his impressions about the New North area and how CUTR can continue to support NNTA. Mr. Bittner is an avid bicyclist and he commutes to work via the Bruce B. Downs corridor. He said that areas needing further transportation improvement in New North include making bicycle facility connections where there are gaps, and to reduce the length of the traffic signal cycles. Long cycles encourage red light running which also poses risks to bicyclists and pedestrians. For bicycle safety, street cleaning of debris along 42nd Street needs improvement. Mr. Bittner gave an overview of freight transportation development issues in the Tampa Bay area. Year 2035 projections indicate over 4000 trucks per day on Busch Blvd., with a 50-75% increase in freight movement in New North. Freight issues in the New North area include traffic backups and congestion, signal timing problems, commercial property driveway access difficulties, and accidents. He

complimented the City of Tampa for the I-75/Bruce B. Downs interchange project regarding staging, use of temporary structures, and other elements. Mr. Bittner said that CUTR will continue to support NNTA in its public outreach efforts to maintain dialogue and encourage public participation. He also said that CUTR can offer to place students in service learning opportunities in the community.

Jessica Farrar, Moffitt Cancer Center

Ms. Farrar is Director of Parking and Transportation at Moffitt Cancer Center. She described issues faced by the Center. Having doubled the number of employees in the last five years, Moffitt is running out of building space and it is challenging to find places for parking for staff, visitors, patients and vendors. Five years from now, Moffitt anticipates no staff parking on the USF campus and all staff will park at McKinley and will be shuttled. Moffitt has contracted with a charter bus company to handle shuttling. Escot buses bring in 250 employees from the McKinley lot. Next year that will increase to 600 employees parking at McKinley. Moffitt provides valet parking for visitors as a means to maintain control of its parking structures. Those with seniority will be able to park on campus. Ed Hillsman said that some Moffitt staff commute by bicycle as evidenced by their request for bike racks.

Lisa Montelione said that in order for employees to rideshare, it must be incentivized. Tom has spoken with representatives of the VA and Moffitt, who said they must compete with other hospitals in the region for highly sought after professionals. If other hospitals offer on-site parking, health care professionals may prefer to work elsewhere. Tom said that we need to, as a group, figure out how to keep the USF area competitive with other areas. That means NNTA needs to advocate more strongly for all the improvements needed in the New North area. Tom said MetroRapid Transit and the USF Bull Runner is a great start but we need circulator buses in the university area. This requires funding and for everyone to get on board. If there were a good circulator bus system, Moffitt might not need to pay for its own shuttle. Jessica said that many people who work at Moffitt do not live in this area. Sandi said that vanpooling is something that Moffitt employees who live far away might want to consider. Tom offered parking at cost to Moffitt. Tom said that NNTA is proud to have Moffitt in the New North area and we will do whatever we can to help Moffitt with their transportation problems. We want Moffitt to grow here and the only way for that to happen is if we all work together.

Sandi Moody, TBARTA

Sandi Moody introduced TBARTA as the regional transportation authority covering seven counties, from Citrus to Sarasota with Hillsborough as the county farthest to the east. The 2013 update of the TBARTA regional master plan will emphasize corridor studies. These include the east/west corridor of SR 54/56; the I-75 corridor from SR 50 to SR 64; the Westshore/Crystal River/Inverness (Suncoast Parkway/Veterans) corridor, and the USF to Wesley Chapel corridor. Those interested in more details can go to the TBARTA website at www.tbarta.com.

Steve Gordillo, HDR

HDR is TBARTA's consultant for the Bruce B. Downs Blvd. (BBDB) corridor study from USF to Wesley Chapel (at SR 54/56). Steve Gordillo of HDR talked about study progress, evaluating the feasibility of running a premium transit service between these two major anchors. BBDB is the only thoroughfare between them. If all the planned roadway improvements in the 2035 long range transportation plan

(LRTP) of the Hillsborough Metropolitan Planning Organization (MPO), minus transit, were completed (including an 8-lane section for BBDB in NNTA service area), BBDB will continue to be congested. Congestion from BBDB also spills over to the Interstate system. The purpose of the Interstate is to move regional traffic; however, local traffic uses it to avoid BBDB. The existing BBDB right-of-way can currently accommodate a 20-foot corridor for transit. Steve described alternative transit services, including light rail transit (LRT) and dedicated guideway for bus rapid transit (BRT) with transit signal priority. HART's MetroRapid, which is BRT service to be opened in spring 2013 along Nebraska and Fletcher, will operate in mixed traffic. Different transit scenarios test combinations of service termini, alignments, and station locations to determine which configurations are projected to generate highest ridership. Some LRT alternatives traverse the USF campus and have additional stations at Wiregrass Mall. "LRT4" shows best ridership of all the LRT alternatives, with additional stations within USF and an additional station at Wiregrass. The best BRT alternative ("BRT5") is essentially LRT4 but also connects with HART's MetroRapid. Daily ridership projections for the LRT4 and BRT5 alternatives are almost 18,000, which is higher than HART's ridership projections for the former rapid transit Alternatives Analysis from downtown to USF, but lower ridership projections than the Pinellas County transit Alternatives Analysis, which is showing 20-22,000 daily.

Fred brought up the need to consider park and ride lots. Another option is circulator buses that take passengers from the rapid transit stops to their final destinations. The next steps of the corridor study are to develop engineering criteria, assess the environmental impacts of BRT and LRT alternatives, and estimate construction costs—likely in the billions of dollars. HDR will then evaluate the alternatives in a stakeholder participation process that should be complete by the beginning of next year. Steve said that rapid transit improvements for this corridor are already in the Hillsborough MPO LRTP. If a premium transit service were to be funded, then a New Starts process would be undertaken, which is an evaluation to the standards of the Federal Transit Administration. Part of that is a demonstration of how the area would provide a fair share of the cost of constructing the project. Lisa asked where the money for this will come from. In Steve's opinion, the only way is for the public to pass a referendum. However, Sandi said that much can change in the future regarding what the Federal government is willing to do to assist metropolitan areas. Nationwide, transit systems are begging for funding while at the same time experiencing record breaking ridership. Sandi also said that by law, this area has not maximized all its revenue generating options, such as increasing the gas tax. Also, funding such a large scale transit project would not require spending billions up front and all at one time, but incrementally over a period of time. Lisa said that more funding should be directed toward public information and education about transportation issues.

Tom gave closing words, reminding us that due to NNTA's advocacy and persistence over the years, we have helped secure the many area wide transportation improvements that exist today.

Meeting Adjourned at 9:40 a.m.

Next Meeting

Next meeting is scheduled for July 11, 2012 at 8 a.m.