

**New North Transportation Alliance (NNTA)
Advisory Board Meeting Minutes
Wednesday, November 13, 2013 8 a.m.
USF Center for Urban Transportation Research**

Attendance

Jaya Goswami	Stanford ChangeLabs	Fredric Zerla	University Square Civic Association and THAN
Domingo Noriega	URS		(Tampa Homeowners an Association of Neighborhoods)
Lauren Brooks	URS		The Ash Group
Lisa Montelione	Tampa City Council	Rich Piccininni	City of Tampa
Sandi Moody	TBARTA	Nina Mabillean	MOSI
Hal Genter	vRide	Wit Ostrenko	HART
Anne Vincent	vRide	Lynda Crescentini	USF Facilities Planning and Construction
Randy Stribling	HART	Barbara Donerly	CUTR, NNTA Co-Director
Charles White	Hillsborough County		CUTR
Brad Parrish	City of Temple Terrace	Phil Winters	CUTR, Safe Routes to School
Gena Torres	Hillsborough Metropolitan Planning Organization	Jason Jackman	
James Kean	Enterprise Holdings		
Michael Gardner	Florida Hospital Tampa		

Welcome/Introductions

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

Approval of September Minutes

The September meeting minutes were approved.

Presentation, Jaya Goswami, Stanford ChangeLabs <http://changelabs.stanford.edu>

Ms. Goswami introduced the aim of Stanford ChangeLabs, as providing a continually developing innovation process. Over the course of eight weeks, a group of ChangeLabs graduate students had worked in Tampa with the Hillsborough MPO to demonstrate the generation of creative solutions for solving transportation gridlock. They found that there is so much knowledge in the community but it is not being facilitated in the most actionable way. This has been the catalyst of a broader discussion on how this methodology can be applied to co-create strategies and solutions with citizens and key partners in the community through a multi-stakeholder platform. Lisa Montelione has engaged this process with ChangeLabs because she thinks it is a once in a lifetime opportunity. She says we have many people and organizations working on the same issues separately, but we do not have everyone talking together about what the next steps are. We are not capitalizing on the organizational strengths of all those organizations coming together. Each organization champions what it can do on its own but we do not consider what we can accomplish if we put everyone's strengths together. ChangLabs has us take that knowledge learned by others so that we can bypass some of the ladder rungs of incremental progress. The Tampa Bay area is considered a microcosm for demographics for the rest of the nation. If your project can succeed in the I-4 corridor, it stands a good chance of succeeding elsewhere.

Jaya said that the formation of novel partnerships, such as Michael Gardner's example of working with other hospitals, enables ideas to come to fruition because they are focused on a core pain point or user need. Jaya asked NNTA for its initial support and to champion the cause. After a kick-off, their next step is the co-creation aspect. Jaya described circles of connectedness, with an outer level as an innovation governance team, including NNTA members. At each phase they convene at decision points. They want NNTA members to participate and be a part of that.

Presentation, Lauren Brooks and Domingo Noriega, URS; and Gena Torres, Hillsborough MPO

A presentation was given on the results of a study looking at the potential impact of high occupancy vehicle (HOV) lanes on a 5-mile stretch of Bruce B. Downs Blvd. (BBDB) between I-75 and Fletcher Avenue. The idea was for an HOV lane in each direction of BBDB, to improve reliability of travel and shed peak hour trips through increased ride sharing. BBDB was a strong HOV candidate because it is being widened but also because the 8-lane widening will not solve traffic congestion in the future. With the application of transportation demand management initiatives, they estimated a five percent increase in ridesharing and increased market of motorists to use the HOV lanes. They applied a traffic simulation model and tested it with HOV lanes, with anticipated 50,000 cars per day after the widening to eight lanes. The simulation indicated no dramatic increase in travel speeds (about 5 mph higher) and that it would shave only about 2 minutes off a person's commute time. In order for it to be worth the effort, the HOV lane would need to increase travel time by 10-15 mph. The issue is primarily that BBDB is an arterial roadway with many access points and ten signalized intersections, and this causes friction between through traffic and traffic changing lanes to make turns. HOV lanes have greater chance for success if applied on stretches of highway longer than 5 miles. Brad raised the point that the widening of BBDB might not only accommodate future traffic but also attract more traffic that would not otherwise be generated. Michael Gardner said that with the opening of the new Florida Hospital in Wesley Chapel, the number of patients per day at Florida Hospital Tampa decreased by 800 per day. This illustrates the complexity of forecasting traffic volumes, given changes not only in the road system capacity but also in land development near us.

Thomas Locke Memorial Award

Barbara asked for discussion on the proposed award in honor of Tom Locke. Lisa Montelione moved to adopt, as written, the award criteria. Fred Zerla seconded. The motion passed unanimously.

New NNTA Vice Chair

Barbara announced that Dan Jurman, Executive Director of the University Area Community Development Corporation has volunteered to serve as Vice Chair. The NNTA Executive Committee has also worked up a more formalized tenure of leadership with a limit of two years.

Meeting Adjourned at 9:40 a.m.

Next Meeting

The next NNTA meeting will be Wednesday, January 8, 2014 at CUTR.