

**New North Transportation Alliance
Advisory Board Meeting Minutes
Wednesday, September 11, 2013 8 a.m.
USF Center for Urban Transportation Research**

Attendance

Rick Fallin	USF Parking and Transportation Services	Elizabeth Strom	USF Office of Community Engagement
Raymond Mensah	USF Parking and Transportation Services		City of Tampa
Cathy Valdes	School District of Hillsborough County	Nina Mabileau Lynda Crescentini	HART
Christina Kopp	TBARTA	Fredric Zerla	University Square Civic Association and THAN (Tampa Homeowners an Association of Neighborhoods)
Sandi Moody	TBARTA		
Alex English	TBARTA		
Armond Green	vRide		
Hal Genter	vRide		
Randy Stribling	HART	Barbara Donerly	USF Facilities Planning and Construction
Katina Kavouklis	Florida Department of Transportation	Julie Bond	CUTR, NNTA Co- Director
Elba Lopez	Florida Department of Transportation	Sara Hendricks	CUTR, NNTA Co- Director
Charles White	Hillsborough County	Phil Winters	CUTR
Brad Parrish	City of Temple Terrace	Jason Jackman	CUTR, Safe Routes to School
Ralph Bosek	Museum of Science and Industry (MOSI)	Jason Bittner	CUTR
Gena Torres	Hillsborough Metropolitan Planning Organization		

Welcome/Introductions

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

Presentation, Katina Kavouklis, Florida Department of Transportation

Ms. Kavouklis, Transit Coordinator for FDOT District 7, discussed the launch of Startup 275, a creative campaign in partnership with TBARTA, targeting would-be entrepreneurs in an effort to minimize traffic along the I-275 improvement zone, from the Howard Frankland Bridge to downtown Tampa. This campaign will support 500 carpools over the next two years through the receipt of monthly \$25 gift cards. To make it a partnership with the private sector, the radio station 97X allows carpoolers to go online and upload their videos that describe business ideas that could benefit from start-up support. Listeners can vote for the best video and the winner gets \$10,000 to start their business. FDOT wants to see how carpooling can be incentivized. She demonstrated the website and showed a video about the

campaign. <http://www.startup275.com/> Presently, there are 57 carpools participating. This program is for existing carpools as well as new carpools. TBARTA is spreading the word by reaching out to the business connections of its Board, contacting registrants in their rideshare database and conducting a marketing campaign.

Approval of June Minutes

The June meeting minutes were approved.

Thomas Locke Memorial Award

The Board held a discussion about the many contributions of Tom Locke, including the financing of the Bull Runner, advocacy for light rail, and the many charitable activities for the community to which he provided leadership. He was a man of great vision and impact and will be greatly missed. NNTA shared a moment of silence in memory of Tom and also for the victims of September 11, 2001.

Barbara also directed the Board's attention to a proposal for a Thomas Locke Memorial Award, proposed to be awarded on an "as-earned" basis, meaning that it would not have to be awarded every year but in the event there is someone whose leadership and activities especially merit recognition. There was a request for suggestions regarding criteria for selection and input on crafting the award. Barbara proposed that we table further discussion until the next meeting to give the Board time to think about it.

Presentation by LiveMeeting, Armond Green, Southeastern Area Manager, and Hal Genter, Regional Customer Care Manager, vRide

Sandi Moody of TBARTA provided an introduction to vRide, the contracted service for vanpools in the Tampa Bay area. Mr. Green and Mr. Genter, provided a PowerPoint presentation and discussed the vanpooling programs and services that vRide offers to New North commuters. Tampa Bay has over 800 vanpool riders who enjoy the associated \$3 million personal cost savings, fuel savings and reduction in air pollution and greenhouse gas emissions on the order of 1,260 tons CO2 reduced. Vanpooling is especially well suited to long distance commuting that extends beyond the reach of public transit. Vanpools fill in the service gaps geographically and during times of day that public transit may not run. In the past, government grants subsidized vanpooling. Today, due to TBARTA's reporting of operating activity to the National Transit Database, TBARTA is a direct recipient of Federal Transit Administration formula funds. This past year, TBARTA received \$800,000 which goes back into supporting the vanpool programs. Vanpooling is becoming self-sustaining. vRide will go out and meet with major employers. Our NNTA member, the VA Hospital is a top user of the vRide vanpools. An employer may choose to subsidize vanpools and receive business tax credits and save on payroll costs. Vanpool drivers get a background check and driver orientation. vRide is self-insured and conducts rigorous risk management. Crash statistics show that vanpooling is very low risk. Vanpool riders can get a discount on their car insurance. A 15-passenger van does not require a driver to have a commercial driver license.

Imagine 2040 Presentation and Survey, Gena Torres, The Planning Commission and Hillsborough Metropolitan Planning Organization

Gena Torres provided a PowerPoint orientation about the future anticipated growth in the Hillsborough metropolitan planning area. The Planning Commission and MPO is soliciting public opinion on three possible scenarios for growth and transportation in Hillsborough County and in the three cities within the County. The three scenarios include 1) the Suburban Dream, 2) Bustling Metro, and 3) Corporate Centers, each of which has different transportation and land development implications. These three were analyzed by the Planning Commission for their impacts on several public priorities, including access to jobs, traffic congestion reduction, shorter commutes, access to public transportation and infrastructure cost. Public input will guide the Comprehensive Plan and the Long Range Transportation Plan updates. Go to <http://www.planhillsborough.org/imagine2040/> Newspaper handouts and surveys were distributed. NNTA members were asked to participate in the survey.

NNTA Board Leadership and Private Sector Involvement

The Board discussed the succession of leadership and asked for nominations for the next NNTA Vice Chair. These positions would serve a yearly term, with Vice Chair then moving to Chair, for a total commitment of two years.

Barbara noted that private sector participation has fallen off and discussion took place regarding recruitment of new private sector members. These may include Busch Gardens, Publix, USAA, University Mall, and renewed participation by area hospitals that have been active in the past. NNTA staff has also approached Leadership Tampa Alumni.

Discussion also concerned the possibility of reviewing the service area boundaries for NNTA. Sara described the original boundaries of NNTA service area as was defined in 1994 as a cohesive activity center that attracts trips to the area. Suggestions included expanding the service area further west beyond 22nd Street, extending south to include Netpark, and concentrating on new activity in Telecom Park, Hidden River, and New Tampa.

Meeting Adjourned at 9:30 a.m.

Next Meeting

The next NNTA meeting will be Wednesday, November 13, 2013 at CUTR.