

New North Transportation Alliance (NNTA)
 Advisory Board Meeting Minutes
 Wednesday, September 13, 2017 8:00-9:30 a.m.
 USF Center for Urban Transportation Research

Attendance

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| Staff | |
| Julie Bond | NNTA Co-Director, CUTR |
| Sara Hendricks | NNTA Co-Director, CUTR |
| Brentin Mosher | CUTR |
| Members | |
| Dr. Fredric Zerla | University Square Civic Association |
| Barbara Donerly | USF Facilities Management |
| Nina Mabileau | City of Tampa |
| Francis Morgan | USF Campus Recreation |
| Phil Winters | CUTR |
| Guests | |
| Michael Case | TBARTA |
| Marco Sandusky | HART |
| Eric Trull | Coast Bike Share |

Welcome/Introductions

The meeting was called to order at 8:10 am by Sara Hendricks, NNTA Co-Director, who welcomed members and visitors and called for a round of introductions.

Presentation: Hillsborough Area Regional Transit (HART) Mission MAX

Marco Sandusky, Director of Government and Community Relations, HART

Mr. Sandusky discussed the changes to Hillsborough Area Regional Transit (HART), called “[Mission MAX](#) (Modernizing and Aligning for eXcellence)”. On August 8, the HART Board approved Mission Max, a transformational system redesign that affects several bus routes. Mr. Sandusky said that HART had not done a Comprehensive Operations Analysis (COA) in about thirteen years, although they do make minor tweaks to service about three times a year. Tindale Oliver did the COA proposal as part of HART’s 10-year plan update. Through extensive public outreach, some changes were made to the proposal before it went to the Board. The new changes will begin October 8.

While other cities are using Uber and Lyft to connect first mile / last mile, HART could not utilize them because of the Public Transportation Commission’s ban on those companies at the beginning of the project, as well as concerns about their ability to provide adequate accessibility. Instead HART partnered with TransDev to develop [HyperLink](#). HyperLink is a form of rideshare that picks up transit users within certain hubs and takes them to the nearest Transfer center for \$3. The rides can be hailed via an app, or through a call center number for users without smart phones. HART partnered with !P Potential

Unleashed to lease four electric Model X Teslas for the University area. With Mission MAX, Hyperlink will also be undergoing changes. A new hub is being added in Temple Terrace at City Hall. The price will now be \$1 to go to the nearest Transit Center, or \$3 to go from point to point.

Some of the changes with Mission MAX include Route 34 (which runs along Hillsborough Avenue), will go from 30 minute to 20 minute frequency. Route 12, which runs from the University Area Transit Center (UATC) to the Marion Transit Center in Downtown Tampa is being targeted for future service improvements. While it was not feasible in the current budget, HART is hoping to have this in place sometime in 2018. Currently only one route has a frequency of 15 minutes or more. HART will be increasing this to three routes with Mission MAX, with a goal of having ten routes run at 15 minute frequencies within the next five years.

A question was raised about how to get to the airport. Currently there is no direct route to the airport from USF. Only Route 30 (which runs along Kennedy) currently goes to the airport. With Mission MAX, Route 32 (which runs along Martin Luther King) will also go to the airport, and an Express route will run from Brandon to the airport every hour, with one stop in downtown Tampa.

The MetroRapid, which currently runs from Hidden River along Fletcher to the UATC and then down Nebraska to downtown Tampa, will no longer go Hidden River. This will increase the frequency of the bus from 15 minutes to 12 minutes. Riders can take Route 33 along Fletcher from Hidden River to the UATC. There are discussions with HART and FDOT to make one lane on Nebraska a "Bus Only" lane to prevent bus bunching.

Currently the Hyperlink cars cannot accommodate bicycles.

Presentation: TBARTA-FDOT-HART Express Bus / Vanpool Project

Michael Case, Principal Planner and Project Manager, Tampa Bay Regional Transit Authority (TBARTA)

Mr. Case discussed how the Tampa Bay Regional Transit Authority (TBARTA) was working to serve the needs of transit riders who would be affected by the potential elimination of routes from Pasco / Lutz and New Tampa. TBARTA has set up contracts for vanpool services for both providers and riders, and the goal is to convince the riders who currently use these two routes to try vanpool instead. Currently TBARTA has contracted with vRide (recently acquired by Enterprise) to provide the vans.

With a grant from the Florida Department of Transportation (FDOT), HART is currently subsidizing the TBARTA vanpools for those routes. HART will operate the bus routes for at least one year, and then discontinue them assuming enough riders can be switched over to vanpool. TBARTA tries to incentivize people to drive a vanpool by allotting drivers 200 personal miles per month. Insurance and maintenance is included with the vanpool. The vans have a removable magnet for drivers who live in communities where the Homeowner's Association does not allow commercial vehicles. There is also a \$50 incentive provided for referrals to the vanpool. All vans are required to have a back-up driver in the event the primary driver is unable to drive the van on a particular day. Drivers are required to undergo a background check and take annual training through Enterprise.

HART and TBARTA have executed a Memorandum of Understanding (MOU) and agreed to jointly identify and commit to develop a marketing strategy to bring alternative transportation options to express riders for both corridors and establish performance targets. The agreement will be reviewed annually. Currently HART and TBARTA are developing messaging and joint-marketing materials (flyers, messaging on buses, annunciator, etc.). TBARTA staff are also riding the express routes and talking to riders to collect data and comments/feedback, answer questions, pass out materials and register riders with the vanpool.

It was suggested that the marketing of the vanpools also include the Emergency Ride Home program. Another suggestion was that the vans be permitted to use any dedicated bus-only lanes that may be designated in the future.

There are currently no “trial” incentives to try a vanpool for a limited time. Also, unlike HART buses, the vans do not currently have Wi-Fi hotspots.

Presentation: Coast Bike Share / Share-A-Bull Merger

Eric Trull, Regional Director - Florida, Cyclehop LLC (Parent Company of Coast Bike Share)

Mr. Trull provided an overall update of the status of the Coast Bike Share system, then discussed the operations transfer of the USF Share-A-Bull system over to Coast Bike Share. The challenges faced with the Share-A-Bull include overstretched operations, limited inventory, unpredictable ridership and lack of student ownership. Another challenge is the membership was initially offered free. The Coast team has completely rebuilt the bicycle fleet from the ground up. Hubs were established to collect ridership data and the membership fee, along with fees for taking the bike out of boundaries or not locking to a rack have increased ownership of the system. The benefit of the membership is that students can now access Coast Bikes in downtown Tampa and St. Petersburg.

Future plans include expanding the inventory of bikes to 500 within the next year, and eventually have 1,000 bikes. Also as the bikes age out they will be replaced by the Coast Bikes. There are also plans in the works to expand the boundaries outside of USF to more of the NNTA area.

It was suggested that Telecom Parkway be added to the bikeshare boundaries.

Concerns were raised about whether or not the color of the bikes would still reflect USF colors. A common color scheme across the bikeshare system may occur so no decisions on colors, etc. have been made.

The next meeting will be held Wednesday, November 8, 2017.

Adjournment

The meeting was adjourned at 9:35 a.m.