

New North Transportation Alliance (NNTA)  
Advisory Board Meeting Minutes - DRAFT  
Wednesday, November 14, 2018 8:00-9:30 a.m.  
USF Center for Urban Transportation Research

**Attendance**

Chad Elwood	Enterprise Holdings, Inc.
Rebecca Hessinger	Hillsborough County Economic Development
Karen Kress	Tampa Downtown Partnership
Nina Mabileau	City of Tampa
Michael Maurino	Westshore Alliance
Charles White	Hillsborough County Public Works
Phil Winters	CUTR
Aiah Yassin	Hillsborough County
Rob Zimprich	UACDC
Julie Bond	NNTA/CUTR
Phil Winters	NNTA/CUTR
Sara Hendricks	NNTA/CUTR
Christine Epps	NNTA/CUTR

**Welcome/Introductions**

The meeting was called to order at 8:22 am by NNTA Co-Director, Sara Hendricks, who welcomed members and visitors and asked for a round of introductions.

**Approval of Minutes**

There was a motion that was seconded to approve minutes from the September 12, 2018 NNTA meeting, provisional based on the concern of meeting quorum.

**Presentation: Vision Zero**

**Karen Kress, AICP, Tampa Downtown Partnership**

Ms. Kress presented information about the local Vision Zero initiative, a coalition of organizations and individuals working together to prevent traffic crashes involving motorists, bicyclists and pedestrians. She shared a video “There’s no one someone won’t miss – Man on the street – Toward Zero” <https://youtu.be/yHhiUv9hX-o>. Vision Zero has been adopted by the City of Tampa, Temple Terrace, Hillsborough County and HART. It is based on citizen advocacy. Our local citizen advocacy group is Walk/Bike Tampa Bay. The Tampa area is an “emerging” Vision Zero, with adopted plans, but action is still needed. Ms. Kress distributed Vision Zero pledge cards to the members and asked each to complete the card. Vision Zero has very strong partnerships with businesses, organizations and law enforcement and is working toward partnerships with schools.

Ms. Kress shared statistics from other areas who adopted Vision Zero and shared their successes and ideas. There was a discussion about the likelihood of a pedestrian being hit where there are sidewalks versus no sidewalks. In some instances, land developers do not want to add sidewalks and in some places in Hillsborough County, there is no continuity for a pedestrian to travel on connected sidewalks. The NNTA could write a letter stressing the importance of sidewalks for pedestrian safety. It was decided to have a presentation and discussion at the next NNTA meeting about the County's sidewalk prioritization methodology.

### **Bike/Walk Tampa Bay**

Julie Bond, Bike/Walk Tampa Bay Program Director, distributed Bike/Walk Tampa Bay pilot material as an effort to get the community involved. The goal is to determine how we talk to people about driving. In the pilot material, there is a pledge for safe driving which participants mail back. Research shows that if someone takes a pledge, they are more likely to perform that behavior. The pilot material also includes a bookmark, bumper sticker, Bike/Walk Tampa Bay brochure, and a form for individuals to request a presentation for their organization or group. Board members volunteered to take more materials to distribute.

### **Open Discussion about the Hillsborough County Surtax for Transportation Improvements**

Sara Hendricks started a discussion about new opportunities provided by the recently passed County Charter Amendment, for a one-cent surtax levied to fund transportation improvements throughout the County. Copies of the Amendment were distributed. The surtax proceeds will be allocated for various improvements, including 54 percent allocated to the County and municipalities based upon population; 45 percent allocated to Hillsborough Area Regional Transit Authority, and 1 percent to the Hillsborough MPO for data collection, analysis, planning and assistance to the Agencies and an Independent Oversight Committee. The Amendment also provides that 20 percent of the proceeds will go toward infrastructure maintenance, 26 percent toward congestion reduction projects that do not include lane capacity increases, 27 percent will go toward safety improvements, and 12 percent toward bicycle and pedestrian infrastructure.

### **Adjournment**

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

The next NNTA meeting will be held Wednesday, January 9, 2019.