

New North Transportation Alliance (NNTA)  
 Advisory Board Meeting Minutes - FINAL  
 Wednesday, November 13, 2019, 8:00-9:30 a.m.  
 USF Center for Urban Transportation Research

**Attendance**

Julie Bond	NNTA/CUTR
Julian MacKenzie	MOSI
Phil Winters	NNTA/CUTR
Chaddy Hanwisai	USF Facilities Management
Rich Piccininni	USF Facilities Management
Rebecca Hessinger	Hillsborough County Economic Development
Arlinda Karuli	Enterprise Rideshare
Kesha Lindo	TBARTA
Nina Mabileau	City of Tampa
Celeste Lau	City of Temple Terrace
Fred Zerla	University Square Civic Association and THAN
Rob Zimprich	UACDC
Sara Hendricks	NNTA/CUTR

**Welcome/Introductions**

The meeting was called to order at 8:35 a.m. by Sara Hendricks who welcomed members and visitors. There was a round of self-introductions.

**Approval of Minutes**

There was a motion by Rich Picininni that was seconded by Rob Zimprich to approve minutes from the NNTA meeting held on September 11, 2019.

**Presentation about Commute with Enterprise**

**Presenter: Arlinda Karuli, Account Executive, Enterprise**

Arlinda Karuli shared an ABC news clip and a brief video that provided an overview of the Commute with Enterprise regional vanpooling program. Presently there are 158 active vanpools in the TBARTA Commuter Assistance Program service area, with 68 vanpools organized by employees of the James A. Haley Veterans Hospital. She explained the process of establishing vanpools. Commute with Enterprise provides customer support to employers in the formation and maintenance of employee vanpools. This makes it easy for the employer to provide a valuable benefit to employees. Arlinda pointed out that one of the top reasons why employees leave their jobs is because of a stressful commute. Arlinda emphasized how the vanpool program can be used to recruit and retain top talent, because of its multiple benefits to employees. TBARTA provides a \$400 per month subsidy per vanpool. TBARTA also provides free vanpool parking signs for employers to use to provide reserved preferential parking to vanpoolers. Arlinda provides presentations to employers and other interested groups. For more information, contact her at [arlinda.karuli@ehi.com](mailto:arlinda.karuli@ehi.com)

## **Promising Commuter Assistance Strategies Nationwide**

**Presenter: Sara Hendricks, NNTA Co-Director**

Sara Hendricks provided an update about the development of the Tampa Bay Commuter Assistance Program Regional Development Plan, first presented at the May 2019 meeting. She talked about the place that transportation demand management strategies can play an integrated role in long range transportation planning, land development and the transportation facility development process. Strategy identification can be supported by applying the Social Ecological Model framework that provides that many interactive factors on multiple levels, affect how we travel. TDM focuses upon providing multiple travel options to provide commuters better choices to aid their travel decision making. TDM identifies the needs of specific travel markets and seeks to tailor programs, services, incentives, information campaigns, and partnerships to meet those specific travel needs. Sara gave examples of strategy flexibility to address the varied priorities of the Hillsborough MPO's Long Range Transportation Plan. Sara discussed the application of parking management, employer use of federal Qualified Transportation Fringe Benefits, transit benefits ordinances, and employer recognition programs, such as Best Workplaces for Commuters.

### **Adjournment**

The meeting was adjourned at 10:03 a.m.

The next NNTA meeting will be held Wednesday, January 8, 2020.