

New North Transportation Alliance (NNTA)
 Advisory Board Meeting Minutes
 Wednesday, May 12, 2021
 USF Center for Urban Transportation Research

Attendance by video conference or phone:

Raymond Mensah, Chairperson	USF Parking & Transportation Services
Julie Bond	NNTA/Center for Urban Transportation Research
Kenneth Boden	Tampa Bay Area Regional Transit Authority
Marie Bowen	USF Parking & Transportation Services
Alicia Burden	James A. Haley Veterans Hospital
Brandon Campbell	City of Tampa
Lynda Crescentini	Hillsborough Area Regional Transit Authority
Christine Epps	NNTA/Center for Urban Transportation Research
Sara Hendricks	NNTA/Center for Urban Transportation Research
Rebecca Hessinger	Hillsborough County Economic Development
Arlinda Karuli	Commute with Enterprise
Katina Kavouklis	Florida Department of Transportation
Karen Kress	Tampa Downtown Partnership
Eric Larson	Tampa Innovation
Kesha Lindo	Tampa Bay Area Regional Transit Authority
Nina Mabileau	City of Tampa
Wade Reynolds	Hillsborough Metropolitan Planning Organization
Phil Winters	NNTA/Center for Urban Transportation Research
Rob Zimprich	University Area Community Development Corporation

Welcome/Introductions

The meeting was called to order at 8:31 a.m. by Chairperson Raymond Mensah, who welcomed members and visitors. The meeting was held by videoconference. Instruction was given on how to participate in the meeting. Each person introduced themselves. The video recording will be posted on the NNTA website.

Approval of Minutes

There was a motion and second to approve minutes from the NNTA meeting held on March 10, 2021. The minutes were approved with no changes.

Presentation: Trail Feasibility Study in North Tampa Area

Presenter: Mr. Wade Reynolds, AICP, Principal Planner, Hillsborough Metropolitan Planning Organization (MPO)

Mr. Reynolds provided a description of the study by the Hillsborough MPO to determine the feasibility of a trail connecting USF and James A. Haley Veterans Hospital with the planned Green ARTery Perimeter Trail and other neighborhoods to the south of Fowler Avenue.

Mr. Reynolds indicated that during the study, the possibility of using CSX was considered, but it is still in use, so roads will be utilized. Mr. Reynolds presented maps of the current Green ARTery trail with main connection points.

The study also takes into consideration other recent and ongoing projects including: the FDOT university multimodal feasibility study, Uptown master plan, and the Tampa Walk/Bike plan. The MPO will continue the public engagement process and shared the project schedule with the board. There will be a public survey in July-August 2021. The MPO plans to conclude the study in late November-December 2021.

Mr. Reynolds answered questions from the board.

One member asked what concerns have been raised from the community. Mr. Reynolds replied that the outreach has indicated a need to connect to Rithm (former University Mall), and Yuengling Brewery, to not interfere with the pump station, and to connect to the transportation network and non-motorized facilities planned for 131st Avenue. There is also a concern about where to cross Bruce B. Downs Blvd. and to consider signals and existing crossings.

One member asked if HART is moving the University Area Transit Center. Mr. Reynolds replied that he has not heard that the station would be moved.

One member asked if there will be a need for any policy changes to allow scooters on trails. Mr. Reynolds answered that he believes that the statewide law allows scooters anywhere that bikes are allowed. Other members agreed that scooters are allowed unless there is an exception like along the Riverwalk.

A member indicated that the UACDC is considering starting a private bikeshare service with Coast Bikeshare in University Community area.

Lastly, a member asked about the green dotted line on the map just west of USF. Mr. Reynolds indicated that it is the TECO/CSX line and while the study is not considering that right now, it may be considered in the future.

Presentation: Mobility-as-a-Service (MaaS) Pilot Project

Presenter: Mr. Brandon Campbell, P.E., PTOE, Smart Mobility Manager, Mobility Department, City of Tampa

Mr. Campbell is a core member of the Tampa Bay Smart Cities Alliance, a group that focuses on near-term deployment of cutting-edge technologies that combine multiple disciplines, including transportation, energy infrastructure, and health.

Mr. Campbell indicated that the Smart Mobility division for the City of Tampa is involved in the Smart Cities program, traffic signal maintenance and operation, capital project management, traffic

infrastructure, street lighting, Intelligent Transportation Systems, special events planning, and micro-mobility.

Mr. Campbell described the Tampa Bay Smart Cities Alliance action item to form a regional group for grant opportunities and for the Tampa Bay area region to work on priorities through interagency coordination. He described those priorities as reimagining infrastructure, a regional data platform, mobility as a service, and work zone safety.

Mr. Campbell described Mobility-as-a-Service (MaaS) as bringing together different service providers into a common platform for mobility, with the end goal to take different transportation services that one would use and pay a subscription fee for all the choices. These choices could include fare payment, mode choice, routing, subscription, shared insights, and user incentives.

There are three phases. The first phase is a pilot of a journey planning tool. The second phase is regionalization, and the third phase is a fully integrated payment system.

Mr. Campbell shared the following completed milestones:

- 5/2/2018: First TBSCA workshop
- Funding partnership between FDOT and City of Tampa
- Jan 2021: Request for Proposal
- Selected Moovit as a vendor

Moovit has routing, wayfinding, payment and multimodal integration. It is a white label app so we can add our own branding. It also has an existing user base, modular approach, and ease of expansion.

Currently, there remains 30 days for fee negotiation, scope and contract execution. Operation will be 15 months in duration. A significant portion of the contract would include marketing and information about user engagement to determine use, behaviors of users, and to be able to expand regionally. The progress will be reported to the Tampa Bay Smart Cities Alliance. The goal is to determine if there is a demand for mobility as a service, as there has been in other locations.

Mr. Campbell answered questions from board members.

One member asked if this program was modeled after another city. Mr. Campbell indicated that MaaS has matured more in European cities than the U.S. MaaS is easier when transportation is controlled by one entity. We must coordinate with many organizations. Moovit has an existing user base. The goal is to be able to bring together different agencies around one platform.

Another member asked if we would be able to obtain the demographics of app users. Mr. Campbell noted that they have not asked Moovit if that is possible. Moovit can identify the phone operating system and geographic information. It may be possible to extrapolate demographics from geographic location data.

Lastly, a member asked if there are specific markets or groups of people that are being targeted and if there are any equity issues. Mr. Campbell indicated that the two user profiles that are being targeted are a visitor from the airport and commuters. He noted that he is not sure how equity would be impacted for travelers who do not have a phone. He noted that he will research it further and keep it under consideration.

Members indicated that the NNTA would be happy to help promote MaaS with City of Tampa.

NNTA member round robin updates on activities and announcements

Rebecca Hessinger indicated that Hillsborough County is reviewing infrastructure needs in unincorporated areas and will send the information to a consultant to determine cost as well as coordinate with Tampa Innovation Alliance by the end of this year. The goal is to have needs determined in anticipation of any possible funding from a future infrastructure bill passed by Congress.

Ken Boden, TBARTA, announced a virtual Best Workplaces for Commuters celebration event to be held on May 13, 2021, where 19 BWC recipients will be recognized. The event will be conducted on Zoom. Contact Kenneth.boden@tbarta.com for more information.

Arlinda Karuli from Commute with Enterprise reported that vanpools are growing after slow-down during COVID-19.

Julie Bond shared information about four upcoming Bike outreach events. Volunteers are needed for the iCan Bike event.

- May is Bike Month
- June 14-18, 2021 iCan Bike Tampa Bay
- October 22 – 28, 2021 Sunflower Bicycle Tour – 1st Annual Women’s Florida Coast to Coast Trail Challenge
- November 5, 2021 Bike/Walk Tampa Bay Virtual Summit

Nina Mabileau shared City of Tampa construction updates. The construction on 30th Street is 30% completed with the design to replace sidewalks. Construction continues at the roundabout at Yukon Avenue as well as a connection to the north part of the Green ARtery trail. 46th Street from Busch Blvd to Fowler Ave. is under construction, including a 10’ bike path, some bike facilities and landscaping. Construction may start on the mini-roundabout at Linebaugh in July 2021.

Lynda Crescentini shared upcoming workshop dates and will send the information to Sara Hendricks to distribute. The Transit Development workshops will be hosted by HART and will focus on the intermodal center in the University area.

Eric Larson, Tampa Innovation Alliance, shared that planning continues as they coordinate with the City of Tampa and Hillsborough County. There will be a “State of Uptown” meeting on May 20, 2021. There should be significant changes at Rithm at Uptown between May and October, 2021.

Sara Hendricks reported that she followed up with the county about the 46th Street widening, between Skipper Road and Fletcher Avenue and it is still undergoing study.

NNTA is promoting Best Workplaces for Commuters (BWC) for employers who support commuter services. If you know of any organizations who would be interested in becoming a BWC, contact Sara Hendricks.

The Manual on Uniform Traffic Control Devices (MUTCD) is in the process of be updated by the American Association of State Highway and Transportation Officials (AASHTO). Public comments are due by Friday, May 14, 2021. Sara Hendricks will prepare a draft letter to provide comments proposing stronger standards to protect the safety of bicyclists and pedestrians.

Sara Hendricks reported that the NNTA may be conducting less activity in the future due to state contracting issues.

Adjournment

The meeting was adjourned at 9:50 a.m.

Next Meeting

The next NNTA meeting will be held September 8, 2021.