



**NEW NORTH TRANSPORTATION ALLIANCE
ADVISORY BOARD MEETING
Wednesday, November 10, 2021
8:30 a.m. – 10:00 a.m. (EST)
AGENDA**

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Phone Conference ID: 149 045 647#

- 8:30 a.m. Welcome/Introductions**
Approval of minutes of September 8, 2021 meeting
- 8:35 a.m. Ms. Margaret Kubilins, P.E., Smart Mobility Chief Engineer
City of Tampa
Mobility-as-a Service (MaaS) Pilot with Moovit**
MaaS integrates various transportation services, such as trip planning, reservations, ride hailing and payment into one mobility service. The MaaS concept attracts those interested in shared mobility solutions rather than personally owned modes. At our September meeting, Dr. Sean Barbeau shared the results of the 2016 USDOT Smart City Challenge winner, Smart Columbus, which used technology and data to serve the mobility needs of the lower income and underserved neighborhood of Linden. Ms. Kubilins will provide an update on the progress of the plans for a MaaS service to be piloted in the City of Tampa.
- 9:00 a.m. Mr. James E. Hudock, P.E., Director, Capital Programs Department
Hillsborough County**
Mr. Hudock will provide an overview of the many transportation capital improvement projects underway in the New North area.
- 9:30 a.m. Mr. Eddie Burch, Tampa Innovation Partnership**
Mr. Burch will provide an update on the progress of the Tampa Innovation Partnership's Uptown Strategic Action Plan. In December 2019, an MOU was signed by Hillsborough County, the City of Tampa, and the Tampa Inp to develop a business development plan for the creation of an innovation district that includes upgrading community infrastructure and mobility options; updating zoning and land-use conditions; and consideration of overlay areas, a business improvement district and community benefits program.
- 10:00 a.m. Adjourn.** Next scheduled NNTA meeting: Wednesday, January 12, 2022