

New North Transportation Alliance (NNTA)  
 Advisory Board Meeting Minutes  
 Wednesday, November 10, 2021  
 USF Center for Urban Transportation Research

**Attendance by video conference or phone:**

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|-------------------------|---|
| Brynne Anne Besio       | Museum of Science and Industry                    |
| Kenneth Boden           | Tampa Bay Area Regional Transit Authority         |
| Eddie Burch             | Tampa Innovation Partnership                      |
| Christine Epps          | NNTA/Center for Urban Transportation Research     |
| Chadaphan Hanwisai      | USF Facilities Management                         |
| Bianca Hatten           | Hillsborough County Community Engagement          |
| Sara Hendricks          | NNTA/Center for Urban Transportation Research     |
| Rebecca Hessinger       | Hillsborough County Economic Development          |
| James Hudock, P.E.      | Hillsborough County Capital Programs Dept.        |
| Arlinda Karuli          | Commute with Enterprise                           |
| Margaret Kubilins, P.E. | City of Tampa                                     |
| Eric Larson             | Tampa Innovation Partnership                      |
| Nina Mabileau           | City of Tampa                                     |
| Phil Winters            | NNTA/Center for Urban Transportation Research     |
| Rob Zimprich            | University Area Community Development Corporation |

**Welcome/Introductions**

The meeting was called to order at 8:32 a.m. by Co-Director Sara Hendricks, who welcomed members and visitors. Ms. Hendricks described the purpose of the NNTA. Chair Raymond Mensah and our other partners representing transit, USF Bull Runner and HART were attending the American Public Transportation Association (APTA) Conference at this time in Orlando.

The meeting was held by videoconference. The video recording will be posted on the NNTA website.

**Approval of Minutes**

Rob Zimprich made a motion to approve the minutes of the NNTA meeting held on November 10th, seconded by Rebecca Hessinger. The minutes were approved with no changes.

**Presentations**

There were three presenters during this meeting, who spoke about transportation services, capital improvements, and planning in our service area. Speakers included Ms. Margaret Kubilins, P.E., Smart Mobility Chief Engineer, City of Tampa; Mr. James E. Hudock, P.E., Director, Capital Programs Department, Hillsborough County; and Mr. Eddie Burch, Tampa Innovation Partnership.

### **Mobility-as-a Service (MaaS) Pilot with Moovit**

Ms. Kubilins provided an update on the progress of the plans for a MaaS service by Moovit to be piloted in the City of Tampa. 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. Because in Tampa, driving is more convenient and is perceived as less expensive than riding public transit, parking has been included as part of the MaaS. The pilot is a joint effort of the Florida Dept. of Transportation (FDOT) and the City of Tampa, each contributing \$150,000 for the 15-month pilot. The City does not own or keep personal data. Through the Moovit consumer app, all transportation services payments will be directed and processed through the particular service that is reserved (e.g., HART, Coast Bikes, ParkMobile, Lyft). The phases of the MaaS pilot are journey planning to enable trip chaining, integrated seamless payment, and regionalization. Questions from members included how to serve unbanked customers, and whether there might be the possibility of offering subscription “packages” of services to entice users to try new modes.

### **Capital Improvements Planned by Hillsborough County**

Mr. Hudock and Bianca Hatten provided an overview of the many transportation capital improvement projects underway in the New North area, including those worth \$24.4 million in dedicated funds and another \$55 million in projects that do not yet have a funding source. Some projects are under construction now, such as the traffic signal at 30<sup>th</sup> Street and Richard Silver Way, which will serve the entrance to the James A. Haley Veterans Hospital. Another group of projects are being evaluated under a single Project Development and Environment (PD&E) study, recognizing the operational interrelationship of these corridors and intersections. This PD&E is almost finished, with public outreach and recommendations beginning next year. Public outreach will also begin soon regarding the PD&E for 131<sup>st</sup> Avenue Complete Streets improvements. Several projects included sidewalk, crosswalk, and other intersection improvements. Questions by members asked about project coordination with the USF Tampa Campus, for which stakeholder outreach will be held next year. A UACDC representative thanked the County for meeting with residents in the University Area and prioritizing the Harvest Hope Park pedestrian safety improvements. Other questions related to the specific pedestrian safety improvements to 15<sup>th</sup> Street at Fletcher, whether the new sidewalk along the west side of the USF Tampa Campus is intended as an off-road connector to the larger paved nonmotorized path system, and whether a flyover is still under consideration at Bruce B Downs Blvd at Bearss Avenue. A study found that the flyover would be expensive with limited operational benefits. A northbound displaced left at-grade intersection would perform as adequately for less cost. For more information, go to [HCF LGov.net/CountyProjects](https://maps.hillsboroughcounty.org/CIP_Viewers/CIP_Viewers.html) or see the Capital Project Viewer.

[https://maps.hillsboroughcounty.org/CIP\\_Viewers/CIP\\_Viewers.html](https://maps.hillsboroughcounty.org/CIP_Viewers/CIP_Viewers.html)

### **Uptown Innovation District Strategic Action Plan**

Mr. Burch provided an update on the progress of the Tampa Innovation Partnership’s Uptown Strategic Action Plan (SAC). In December 2019, an MOU was signed by Hillsborough County, the City of Tampa, the Tampa Innovation Partnership and its anchor institutions, 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; consideration of overlay areas, a business improvement district and a community benefits program. It was the result of a working group that reviewed over two dozen area plans, for the development of the SAC that contains goals and objectives divided into three action tracks. These include the Innovation Ecosystem/Economy, led by the Tampa Innovation Partnership; Community Development and Infrastructure, led by Hillsborough County and the City of Tampa; and the multimodal development of the East Fowler Avenue Corridor, led by FDOT. Transportation actions include construction of a multi-functional Uptown trail network, a Veterans' Tech Trail between the VA Hospital and Rithm at Uptown, and an enhanced crossing on Bruce B. Downs Blvd. between Fowler and Fletcher. Other actions include launching an Uptown Circulator that connects major employment sites, the implementation of a University Area micro-mobility pilot program, and support for HART's arterial BRT service with transit-oriented development at the BRT stations. Members discussed the role of parking management in the TODs, and the use of Bicycle Friendly Businesses as an incentive within a community benefits agreement with land developers.

### **Announcements**

Arlinda Karuli of Commute with Enterprise gave a shout-out to the Transportation Security Administration's establishment of over ten new vanpools at the Tampa International Airport. The VA Hospital presently supports over 70 vanpools for its employees.

Sara Hendricks announced that there will be a public meeting on December 14, held by FDOT for its corridor study for 56<sup>th</sup>/50<sup>th</sup> Street corridor from Selmon Expressway to Fletcher Avenue. The study will look at multimodal Complete Streets improvements and safety improvements. More information can be found at <https://www.fdotd7studies.com/projects/56thstreetcorridor/what-is-a-corridor-study/>

### **Adjournment**

The meeting was adjourned at 9:59 a.m.

### **Next Meeting**

The next NNTA meeting will be held January 12, 2022.