

New North Transportation Alliance (NNTA)  
 Advisory Board Meeting Minutes  
 Wednesday, January 12, 2022  
 USF Center for Urban Transportation Research

**Attendance by video conference or phone:**

Kenneth Boden	Tampa Bay Area Regional Transit Authority
Julie Bond	NNTA/Center for Urban Transportation Research
Marie Bowen	USF Parking & Transportation Services
Alicia Burden	James A. Haley VA Hospital
Chadaphan Hanwisai	USF Facilities Management
Sara Hendricks	NNTA/Center for Urban Transportation Research
Rebecca Hessinger	Hillsborough County Economic Development
Arlinda Karuli	Commute with Enterprise
Eric Larson	Tampa Innovation
Rich Piccininni	USF Facilities Management
Phil Winters	NNTA/Center for Urban Transportation Research

**Welcome/Introductions**

The meeting was called to order at 8:12 a.m. by Co-Director Sara Hendricks, who welcomed members and visitors. Ms. Hendricks described the geographic area for New North and the purpose of the NNTA. Ms. Hendricks briefly described the corridor study for 56<sup>th</sup> Street and 50<sup>th</sup> Street from the Selmon Expressway to Fletcher Avenue that would include complete street treatments. Each person introduced themselves. The meeting was held by videoconference. 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 November 10, 2021. The minutes were approved with no changes.

**Presentation: Transportation Demand Management**

**Presenter: Sara Hendricks, NNTA Co-Director, USF Center for Urban Transportation Research**

Ms. Hendricks used this meeting as an opportunity to describe recommendations that were shared with the Hillsborough County Transportation Planning Organization’s Citizens Advisory Committee (CAC), at their invitation. She gave an earlier presentation in October 2021, with Christine Acosta of Pedal Power Promoters and Kenneth Boden of Commute Tampa Bay, about the application of transportation demand management (TDM) programs and services. Employers are the traditional conduit through which TDM programs and services are offered to commuters. Ms. Hendricks has been invited back for a follow-up presentation in February 2022 to talk further about one specific TDM strategy, a commuter benefits ordinance (CBO), also known as a transit benefits ordinance.

The goal is a safe, world class multimodal transportation system within a livable community. A CBO provides a nudge, a starting point or do-able action to give a boost to public transit that is business friendly, employer friendly, and employee friendly.

A CBO is proposed to require employers to do two things. First, provide information to their employees about all the many existing transportation services and programs offered in Hillsborough. To assist employers in this requirement, Commute Tampa Bay, and the three transportation management organizations in Hillsborough, including the NNTA, stand ready to supply information and outreach. Second, employers would be required to offer to set aside pre-tax income, up to the limit specified by the Internal Revenue Code. This pre-tax income would be used for transit passes and vanpool expenses to match the \$400 per month per vanpool subsidy Commute Tampa Bay already provides. IRC §132(f) already enables employers to provide Qualified Transportation Fringe Benefits to their employees. Most employers already provide a transportation subsidy to their employees in the form of a free parking space, whether the employee wants it or not. Some employees do not drive or cannot drive, and so cannot benefit from the subsidy. This is not equitable. The CBO as proposed does not require the employer to provide any subsidy or extra service. The pre-tax set aside does put more earned income into the employee pocket because less income is taxed. This also can save the employer on payroll tax. A CBO would align public policy in support of public transit. It would give businesses a way to expand transportation options for their employees, thereby promoting increased employee retention. Any employee who is not interested, does not have to accept the pre-tax option.

Several NNTA members expressed support for the CBO concept.

#### **NNTA member round robin updates on activities and announcements**

Rich Piccininni of USF shared that there will be roofing and construction on the USF campus at Holly and Magnolia which will require the use of a crane and will likely block a section of road for a year or so. Mr. Piccininni also shared that there is a traffic signal being added at the corner of Holly and 50<sup>th</sup> Street and upgrades to the intersection of Fletcher and 50<sup>th</sup> Street, including a road widening and sidewalk extension from Fletcher Ave. past Holly to the existing sidewalk.

Chaddy Hanwisai of USF shared that an on-campus stadium is being planned. There are five sites being studied. It will be narrowed down to two sites to take to the USF Board of Trustees.

Alicia Burden of the James A. Haley Veterans Hospital shared that the bed tower at the VA Hospital is under construction and will open late summer/early fall 2022 and the bridge between USF and the hospital will be reconnected. James A. Haley is waiting for the traffic signal to be installed at Richard Silver Way and Bruce B. Downs Blvd. by Hillsborough County. Lastly, the sidewalk will be extended to the James A. Haley pharmacy on Bruce. B. Downs Blvd.

Julie Bond of CUTR shared that the 2022 Best Workplaces for Commuters (BWC) List will be announced on January 27, 2022 at 2:00pm. On the list for 2022 is James A Haley VA Hospital, Commute with Enterprise, and USF. Please consider renewing your BWC membership prior to the deadline or apply to be a BWC member for next year.

Ms. Bond also shared that there will be a Love to Ride promotion during Florida Bike Month in March 2022. Please sign up your business to compete. There are several rides with mayors in the local area.

Kenneth Boden of TBARTA shared that Commute Tampa Bay will host a “Future of Vanpooling” discussion on January 27, 2022 at 1:00pm with Commute with Enterprise.

Ms. Hendricks asked members to submit any topics of discussion for future meetings to her.

**Adjournment**

The meeting was adjourned at 9:15 a.m.

**Next Meeting**

The next NNTA meeting will be held March 9, 2022.