New North Transportation Alliance (NNTA)
Annual Report

Pursuant to Document 15-0722 representing contract approved by the
Hillsborough Board of County Commissioners

Reporting Period through September 30, 2015

This report documents and describes the work accomplished by the New North Transportation Alliance (NNTA) during the reporting time period referenced above, in completion of the contractual agreement with Hillsborough County, Florida. The County funds constituted continuing support for transportation demand management activities conducted by NNTA that participates in the Commuter Assistance Program of the Florida Department of Transportation.

Per the Scope of Services, “USF will utilize the funding provided hereunder as funds for the New North Transportation Alliance (NNTA), a Commuter Assistance Program that includes promotion of Best Workplaces for Commuters to New North employers, participation in Tampa BayCycle and promotion of walking and bicycling safety, support of USF’s sustainability goal to reduce its campus carbon footprint through promotion of Zipride, bikesharing and Enterprise CarShare, and the preparation and conduct of regular Board meetings that provide NNTA stakeholder input to County planning efforts and provide a forum for public/private discussion and problem solving regarding New North congestion and mobility issues. USF/NNTA shall provide its work plan for its activities to the County and shall submit an annual report that will document its performance, as it relates to the established Florida Department of Transportation performance criteria.”

Thanks to NNTA’s Board Members and Sponsors

Support from NNTA’s Board Members and Project Sponsors has allowed NNTA to realize its goals through numerous accomplishments and ongoing efforts and to work toward its mission of improving the transportation system to the highest level for all travelers in New North.

New North Transportation Alliance Sponsors

- Florida Department of Transportation
- Hillsborough County
- University of South Florida

New North Transportation Alliance Advisory Board Members who have served for all or part of the time period covered by this contract include the individuals listed below.

Daniel Jurman, NNTA Chair, University Area Community Development Corporation
Raymond Mensah, NNTA Vice Chair, USF Parking and Transportation Services
Jonathan Kelly, Busch Gardens
Rick Lamphier, Busch Gardens
Jonathan Esteban, James A. Haley Veterans Hospital
Dr. Fredric Zerla, University Square Civic Association
Vicki Ahrens, MOSI
Chris Farkas, School District of Hillsborough County
Amber Wheeler, Hillsborough County School Board
Mark Sharpe, Tampa Innovation Alliance
Kebraab Ghebremichael, USF Office of Sustainability
Barbara Donerly, USF Facilities Planning and Construction
Francis Morgan, USF Office of Student Affairs
Christina Caputo, TBARTA
Anthony Matonti, TBARTA
Anne Vincent, vRide
Charles White*, Hillsborough County
Charles Stephenson*, City of Temple Terrace
Lynda Crescentini*, Hillsborough Area Regional Transit Authority
Lisa Montelione*, Tampa City Council
Nina Mabilleau*, City of Tampa
Elba Lopez*, Florida Department of Transportation
Stephen Benson*, Florida Department of Transportation
Katina Kavouklis*, Florida Department of Transportation

*Government Partner

**NNTA Co-Directors**

During this contract period, two CUTR staff members provided technical support to the NNTA Advisory Board.

Co-Director Julie Bond has over 18 years of experience creating and establishing innovative transportation solutions for employers. She serves as Project Manager for Best Workplaces for Commuters and WalkWise Tampa Bay and co-founded Tampa BayCycle. She also is the new project manager for the area’s Bike Walk Tampa Bay initiative. She is a trainer for the Florida Commuter Choice Certificate program teaching a variety of transportation courses for professionals. Prior to joining CUTR, Ms. Bond was a Marketer at the Utah Transit Authority in Salt Lake City where she effectively worked with employers including University markets. Ms. Bond commutes daily by bicycle, is a League Certified Instructor (League of American Bicyclists) and has been recognized locally for her personal efforts to contribute to the livability of her community. She holds a Master of Public Administration degree from the University of South Florida and a Bachelor of Science in Business Administration from Southern Utah University.

Co-Director Sara J. Hendricks, AICP, joined CUTR in 1992 and became the Inaugural Director of the New North Transportation Alliance (under the former name, University North Transportation Initiative) in 1994 and served in this capacity until January 1999. Ms. Hendricks is the Principal Editor of the “TMA Handbook, A Guide to Successful Transportation
Management Associations”, which is distributed nationally by the Association for Commuter Transportation (ACT). She brings 21 years of experience and research in the transportation demand management profession to NNTA. Ms. Hendricks serves on the ACT Telework and Alternative Work Hours Council and the ACT Sustainable Real Estate Development Council. She teaches classes for the Florida Commuter Choice Certificate Program, including Institutional Arrangements for the Delivery of Commuter Choice Services. Ms. Hendricks holds a Master of Regional Planning degree from the University of North Carolina at Chapel Hill.

Summary of Activities

New North Transportation Alliance staff focused on serving the transportation needs of New North area employers and commuters by encouraging membership in Best Workplaces for Commuters™ and promoting alternative transportation services, including USF’s Zimride social ridesharing program, the Enterprise CarShare program, and Tampa BayCycle. For example, NNTA staff promoted these services at the 4th Annual USF Tampa Bulls Walk and Bike Week, held on September 1-3, 2015.

Bike Sharing

With funding from the Student Green Energy Fund, Share-a-Bull bikeshare program launched in 2015. USF students, staff and faculty can find and reserve one of 100 bikes on campus using a mobile app, online, or on the bicycle itself. Once a ride is reserved, the user enters a 4-digit PIN code on the keypad on the bike itself to unlock the bike. To end the trip, the user just locks the bike at one of the hub locations on campus or at any regular bike rack around the campus. This gives students the convenience of picking up and dropping off a bike close to their campus destination. Share-A-Bull makes bicycles available for shared use on a short-term basis, allowing students and employees a healthy, enjoyable, and emission-free way to travel across campus free from the worries of ownership. The vendor for Share-a-Bull is the same as Coast Bike in downtown Tampa. USF’s program is managed by Campus Recreation.

NNTA staff assisted with the launch of the USF Share-A-Bull Bikes program during August/September 2015. NNTA is helping promote the program on campus. [https://usf.socialbicycles.com/](https://usf.socialbicycles.com/) NNTA staff also administered an online safety quiz to encourage students and employees to ride safely on campus. The program has grown to over 5,000 members in less than 6 months.

Best Workplaces for Commuters

NNTA staff has promoted membership in Best Workplaces for Commuters (BWC) to New North employers. BWC is an innovative membership program that provides qualified employers with national recognition and an elite designation for offering outstanding commuter benefits. Members of BWC benefit from information on providing better transportation options for their workforces, peer exchange, and workforce recruitment advantages. NNTA staff has assisted USF to implement solutions that help maintain the University’s status as a BWC employer. The University of South Florida is designated a Best Workplace for Commuters.
(http://www.bestworkplaces.org) and is recognized nationally for its efforts to provide high level commuter benefits to employees.

**Tampa BayCycle and Promoting Walking and Pedestrian Safety**

Tampa BayCycle, a highly successful initiative originally created through the New North Transportation Alliance and the Tampa Downtown Partnership, has continued to promote safe bicycling as a form of transportation, through participation in special events and social media, and giving presentations and safety classes to diverse audiences. An NNTA representative has continued to serve on the Hillsborough MPO Livable Roadways Committee and the Temple Terrace Bicycle and Pedestrian Committee. NNTA staff also provided continuing input to the kick-off and planning for the “Share-A-Bull” Bike Sharing project at USF, funded through the Student Green Energy Fund.

**Reducing USF Campus Carbon Footprint**

NNTA staff has continued to serve on the USF Sustainability Initiatives Steering Committee that provides guidance to the USF Office of Sustainability. USF is a signatory to the Climate Commitment of the American Association for Sustainability in Higher Education (AASHE). NNTA staff has assisted USF to implement the USF Climate Action Plan through promotion of transportation options. These options include Zimride, Enterprise CarShare, bicycling and walking. NNTA staff was active in the transportation subcommittee for improving USF’s sustainable transportation score under the STARS (Sustainability Tracking, Assessment & Rating System) rating system for AASHE. NNTA compiled a list of recommended actions that USF should take to reduce single occupant vehicle mode share and improve alternative transportation services on campus. NNTA staff also served on the Campus Master Plan Workgroup for the update of the Transportation Element.

**Zimride**

Zimride provides secure carpool matching for USF students and employees. Launched October 2010, Zimride has grown to 3,899 cumulative users by the end of September 2015, up from 3,522 cumulative users at the end of September 2014.

Zimride caters to University markets using social networks to enable real connections and is compatible with Facebook. Zimride members gain access through their USF NetID then set up individual profiles, see and book rides, or post rides. Zimride’s unique features allow promotion for sporting events and airport rides. The USF Zimride program also maintains secure partnerships with other schools using Zimride, including Hillsborough Community College, Florida State University, and Central Florida University providing students and employees the option to find matches within these communities. NNTA promotes Zimride at USF events, such as the Moffitt Cancer Center Health Fair and through social media.

**Enterprise CarShare**

The Enterprise CarShare program provides short-term car rental to the public. Carsharing provides the convenience and flexibility of having a car available to use without the hassle and
expense of car ownership. Members have 24-hour access to a fleet of four vehicles conveniently located on the USF Tampa campus. Vehicle reservations are made through an efficient online reservation system allowing members easy access to vehicles as needed. Launched July 23, 2009, Enterprise CarShare membership and vehicle use continue to grow at a steady rate and the service now serves over 200 current members. Initially brought to the USF Tampa campus through a since-expired three-year federal value pricing research grant, the Enterprise CarShare program is now operating without public subsidies.

**New North Forum**

NNTA staff also planned and provided five bi-monthly meetings during the 2015 year, with two of these meetings taking place within the contract period. These meetings provide an opportunity for NNTA stakeholders to hear informative presentations on issues of concern to New North. For example, at the August 13 meeting, Francis Morgan, Assistant Director of Outdoor Recreation at USF, gave a presentation about the launching of the Share-A-Bull bike sharing program. Lucy Gonzalez, Safe Routes to School Coordinator, presented the “Walking School Bus” program. At the September 9th meeting, in which 16 participants attended, presentations were given by Dr. Steve Polzin, CUTR Director of Mobility Policy Research, on trends relating to transportation network companies such as Lyft and Uber.

Jean-Baptiste Subils, candidate for a Ph.D. in computer science and engineering, gave a presentation on the development of a mobile phone app, USF Maps App, which will complement the USF Share-a-Bull bike share program and provide real-time information. Funded by the Student Green Energy Fee, this app will assist a person to plan a trip using different modes including the USF Bull Runner, walking, Share-a-Bull bike sharing and HART buses. The app has potential to expand into various areas and increase its use and effective value, such as showing road blocks or rerouting during emergency management and other construction activity, showing traffic signal failures, traffic backups, and sidewalks/road repairs. The app is capable to be modified for live input (manually done at present) on the screen for the campus map.

The NNTA Board discussed the need for additional bike lanes on the USF campus, portability of the app to other campuses, real-time parking data and launch date for the app. NNTA has become recognized as a major stakeholder group from which government partners can receive input for numerous transportation projects. NNTA members hosted a GoHillsborough open house meeting in May. NNTA staff also has participated in the Regional Transportation Interagency Exchange, attended by a consortium of transportation agencies within the FDOT District 7 area. A key effort of the Exchange has been the development of a multi-agency coordinated and strategic approach to apply for transit grants that promote regional transportation.
## Change in Vehicle Miles of Travel (VMT)

<table>
<thead>
<tr>
<th>Commuter Assistance Program</th>
<th>District</th>
<th>Annual Change in VMT</th>
<th>FY 2013 Budget</th>
<th>Cost per VMT Reduced (FDOT CAP funding only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>1</td>
<td>(1,849,666)</td>
<td>$2,922,894</td>
<td>$1,426,581 of $2,922,894 (0.49)</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>3</td>
<td>(1,924,910)</td>
<td>$200,000</td>
<td>$0.10</td>
</tr>
<tr>
<td>South Florida Commuter Services</td>
<td>6</td>
<td>(258,492,021)</td>
<td>$5,717,991</td>
<td>$0.20</td>
</tr>
<tr>
<td>reThink</td>
<td>5</td>
<td>(13,048,226)</td>
<td>$523,946</td>
<td>$0.04</td>
</tr>
<tr>
<td>TBARTA Commuter Services</td>
<td>7</td>
<td>(13,905,102)</td>
<td>$1,410,000</td>
<td>$0.10</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>(289,221,925)</td>
<td>$8,273,518</td>
<td>$0.03</td>
</tr>
</tbody>
</table>

## Change in Passenger Miles Traveled (PMT) in Options Other Than Driving Alone

<table>
<thead>
<tr>
<th>Commuter Assistance Program</th>
<th>District</th>
<th>Annual Change in PMT (non-SOV)</th>
<th>FY 2013 Budget</th>
<th>Cost per PMT Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>1</td>
<td>2,952,894</td>
<td>$421,581</td>
<td>$144,286 of $421,581 (0.34)</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>3</td>
<td>2,151,280</td>
<td>$200,000</td>
<td>$0.09</td>
</tr>
<tr>
<td>South Florida Commuter Services</td>
<td>6</td>
<td>299,696,416</td>
<td>$5,717,991</td>
<td>$0.20</td>
</tr>
<tr>
<td>reThink</td>
<td>5</td>
<td>16,135,368</td>
<td>$523,946</td>
<td>$0.03</td>
</tr>
<tr>
<td>TBARTA Commuter Services</td>
<td>7</td>
<td>23,270,119</td>
<td>$1,410,000</td>
<td>$0.06</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>344,477,077</td>
<td>$8,273,518</td>
<td>$0.02</td>
</tr>
</tbody>
</table>

## Change in Social Costs ($, Daily)

<table>
<thead>
<tr>
<th>(negative value is a reduction)</th>
<th>FDOT D1</th>
<th>FDOT D3</th>
<th>FDOT D4 &amp; D6</th>
<th>FDOT D5</th>
<th>FDOT D7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Pollution</td>
<td>$ (2,40)</td>
<td>$ (1,00)</td>
<td>$ (635,81)</td>
<td>$ (16,32)</td>
<td>$ (27,23)</td>
</tr>
<tr>
<td>$0.50</td>
<td>$ (905.08)</td>
<td>$ (911.00)</td>
<td>$ (126,960.16)</td>
<td>$ (6,286.49)</td>
<td>$ (6,303.66)</td>
</tr>
<tr>
<td>Excess Fuel Consumption</td>
<td>$ (1,712.64)</td>
<td>$ (1,784.17)</td>
<td>$ (239,344.46)</td>
<td>$ (12,081.69)</td>
<td>$ (12,875.09)</td>
</tr>
<tr>
<td>Global Climate Change</td>
<td>$ (30.49)</td>
<td>$ (15.13)</td>
<td>$ (9,113.46)</td>
<td>$ (262.74)</td>
<td>$ (414.92)</td>
</tr>
<tr>
<td>Health and Safety</td>
<td>$ (137.91)</td>
<td>$ (143.67)</td>
<td>$ (13,279.09)</td>
<td>$ (972.87)</td>
<td>$ (1,036.76)</td>
</tr>
<tr>
<td>Noise Pollution</td>
<td>$ (120.11)</td>
<td>$ (105.08)</td>
<td>$ (14,137.88)</td>
<td>$ (746.46)</td>
<td>$ (682.68)</td>
</tr>
<tr>
<td>Total</td>
<td>$ (2,908.63)</td>
<td>$ (2,960.05)</td>
<td>$ (409,464.86)</td>
<td>$ (20,366.56)</td>
<td>$ (21,340.35)</td>
</tr>
</tbody>
</table>

## Change in Gasoline Consumption (gallons/day)

<table>
<thead>
<tr>
<th>FDOT D1</th>
<th>FDOT D3</th>
<th>FDOT D4 &amp; D6</th>
<th>FDOT D5</th>
<th>FDOT D7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>$569.28</td>
<td>$540.95</td>
<td>$677.732</td>
<td>$3,733.73</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>$1,061.307</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Florida Commuter Services</td>
<td>$1,061.307</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>reThink</td>
<td>$1,061.307</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TBARTA Commuter Services</td>
<td>$1,061.307</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$1,061.307</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Benefit/Cost

<table>
<thead>
<tr>
<th>(a positive value is a benefit)</th>
<th>FDOT D1</th>
<th>FDOT D3</th>
<th>FDOT D4 &amp; D6</th>
<th>FDOT D5</th>
<th>FDOT D7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Benefits (B)</td>
<td>$ 683,528</td>
<td>$ 659,613</td>
<td>$ 96,224,242</td>
<td>$ 4,786,142</td>
<td>$ 5,155,982</td>
</tr>
<tr>
<td>Total Annualized Cost (C)</td>
<td>$ 423,267</td>
<td>$ 200,800</td>
<td>$ 5,740,863</td>
<td>$ 526,042</td>
<td>$ 1,415,640</td>
</tr>
<tr>
<td>Net Benefit (B-C)</td>
<td>$ 260,261</td>
<td>$ 494,813</td>
<td>$ 90,483,379</td>
<td>$ 4,260,100</td>
<td>$ 3,740,342</td>
</tr>
<tr>
<td>Benefit to Cost Ratio (B/C)</td>
<td>1.6</td>
<td>3.5</td>
<td>16.8</td>
<td>9.1</td>
<td>3.6</td>
</tr>
</tbody>
</table>

## Overview of Commuter Assistance Programs in Florida

Commuter Services of North Florida serves the eastern portion of FDOT District 3 including Leon, Jefferson, Wakulla, Franklin, Liberty, Gadsden, Calhoun, and Jackson counties. Their service area has an employed population of 198,908. Services provided include rideshare matching, a vanpool program, and an emergency ride home program. Commuter Services of North Florida has a staff of 2.5 full-time equivalents (FTEs).

Commuter Services of Southwest Florida serves the 12 counties of FDOT District 1, which includes Polk, Manatee, Sarasota, Charlotte, Lee, Collier, Hendry, Glades, Poinciana, Horner, Highlands, and Okalee. Their service area has a population of 1,041,307. Services provided include rideshare matching, a vanpool program, and an emergency ride home program. Commuter Services of Southwest Florida has a staff of one full-time equivalent (FTE).

South Florida Commuter Services serves the five counties of FDOT Districts 4 and 5, which include St. Lucie, Martin, Palm Beach, Broward, and Miami-Dade. Their service area has an employed population of 2,744,108. Services provided include rideshare matching, a vanpool program, an emergency ride home program, and worksite transportation assessments. They also administer several special programs including a carpool/vanpool cash incentive program related to reconstruction on State Roads 826 and 83, another cash incentive program related to the CARgo car sharing program, and registration for the I-95 Express Lanes. South Florida Commuter Services has a staff of 16 full-time equivalents (FTEs).

reThink serves the nine counties of FDOT District 5, which includes Broward, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia. Their service area has an employed population of 1,608,511. Services provided include rideshare matching, a vanpool program, an emergency ride home program, worksite transportation assessments, and training of employee transportation coordinators. reThink has a staff of six full-time equivalents (FTEs).

TBARTA Commuter Services serves the five counties of FDOT District 7, which includes Hillsborough, Pinellas, Pasco, Hernando, and Citrus, and also two counties of FDOT District 1, Manatee, and Sarasota. Their service area has an employed population of 1,557,538 people. Services provided include rideshare matching, a vanpool program, an emergency ride home program, a bike buddy program, and a schoolpool program. TBARTA has a staff of six full-time equivalents (FTEs).

Note: Employment population figures are derived from the 2009-2013 ACS 5 Year Estimates Table DP03 (Selected Economic Characteristics).
### Change in Vehicles Per 1,000 Commuter-Customers

<table>
<thead>
<tr>
<th>Commuter Assistance Program</th>
<th>District</th>
<th>Before</th>
<th>After</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>1</td>
<td>904</td>
<td>866</td>
<td>-4.3%</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>3</td>
<td>707</td>
<td>553</td>
<td>-21.8%</td>
</tr>
<tr>
<td>South Florida Commuter Services 4 &amp; 6</td>
<td>4 &amp; 6</td>
<td>736</td>
<td>288</td>
<td>-60.9%</td>
</tr>
<tr>
<td>reThink</td>
<td>5</td>
<td>796</td>
<td>655</td>
<td>-17.7%</td>
</tr>
<tr>
<td>TBARTA Commuter Services</td>
<td>7</td>
<td>798</td>
<td>576</td>
<td>-27.8%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td>788</td>
<td>588</td>
<td>-25.5%</td>
</tr>
</tbody>
</table>

### Commute Characteristics of Customers

<table>
<thead>
<tr>
<th>CAP</th>
<th>Average One-Way Distance to Work</th>
<th>Average Travel Time to Work (one-way)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>17.8 miles</td>
<td>25.6 minutes</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>23.9 miles</td>
<td>38.0 minutes</td>
</tr>
<tr>
<td>South Florida Commuter Services</td>
<td>26.9 miles</td>
<td>50.5 minutes</td>
</tr>
<tr>
<td>reThink</td>
<td>24.8 miles</td>
<td>42.6 minutes</td>
</tr>
<tr>
<td>TBARTA Commuter Services</td>
<td>23.6 miles</td>
<td>36.9 minutes</td>
</tr>
</tbody>
</table>

### Customer Satisfaction

<table>
<thead>
<tr>
<th>How satisfied are you with Commuter Services performance OVERALL?</th>
<th>FDOT D1</th>
<th>FDOT D3</th>
<th>FDOT D4 &amp; D6</th>
<th>FDOT D5</th>
<th>FDOT D7</th>
<th>Average for the 5 CAPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely satisfied</td>
<td>10%</td>
<td>21%</td>
<td>25%</td>
<td>15%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Mostly satisfied</td>
<td>19%</td>
<td>25%</td>
<td>34%</td>
<td>19%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>11%</td>
<td>12%</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>21%</td>
<td>13%</td>
<td>9%</td>
<td>20%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Mostly dissatisfied</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Completely dissatisfied</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Do not know</td>
<td>27%</td>
<td>16%</td>
<td>8%</td>
<td>20%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>101%</td>
</tr>
</tbody>
</table>

### Willingness to Refer Program to Others

<table>
<thead>
<tr>
<th>If a friend or relative were to ask you about their services, would you...</th>
<th>FDOT D1</th>
<th>FDOT D3</th>
<th>FDOT D4 &amp; D6</th>
<th>FDOT D5</th>
<th>FDOT D7</th>
<th>Average for the 5 CAPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely recommend using this agency</td>
<td>27%</td>
<td>32%</td>
<td>45%</td>
<td>28%</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Probably recommend using this agency</td>
<td>27%</td>
<td>33%</td>
<td>31%</td>
<td>24%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Maybe or Maybe not recommend using this agency</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
<td>19%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Probably not recommend using this agency</td>
<td>4%</td>
<td>9%</td>
<td>3%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Definitely not recommend using this agency</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Do not know</td>
<td>23%</td>
<td>14%</td>
<td>7%</td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Methodology

The 2014 CAP survey was conducted online. CUTFR sent an email to all CAP participants for four of the CAPs and a sample was drawn from the nearly 39,000 customers of South Florida Commuter Services (SFCS). One follow-up email request was sent to each group. The goal was 400 completed surveys for each CAP. With the exception of Commuter Services of Southwest Florida, that goal was met or exceeded.

CAP customers were asked to help in a study: commuting to work being conducted by the University of South Florida's Center for Urban Transportation Research on behalf of the Florida Department of Transportation. They were told the study is part of an effort to learn how people are commuting to work and what travel options have they used. The invitation noted that if it was CUTFR's understanding that he or she may have requested commuter information or assistance in the past year or so. They were also told that commuters like them from all across Florida were being asked how they are traveling to work today, what commuter travel options they may have tried, and whether those commuter services are meeting their needs. Their decision to participate in this research study was completely voluntary. The surveyed population was also told that the results from the survey will be used to help state and local governments and transportation agencies provide better travel options for commuters like them. All answers were completely confidential, and he or she did not have to answer any question he or she did not wish to answer.

### Survey Response Rate

<table>
<thead>
<tr>
<th>CAP</th>
<th>Completed Surveys</th>
<th>Response Rate</th>
<th>Confidence Interval*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Services of SW Florida</td>
<td>342</td>
<td>8%</td>
<td>5.10%</td>
</tr>
<tr>
<td>Commuter Services of North Florida</td>
<td>802</td>
<td>25%</td>
<td>6.30%</td>
</tr>
<tr>
<td>South Florida Commuter Services</td>
<td>694</td>
<td>19%</td>
<td>3.30%</td>
</tr>
<tr>
<td>reThink</td>
<td>675</td>
<td>14%</td>
<td>3.50%</td>
</tr>
<tr>
<td>TBARTA</td>
<td>731</td>
<td>17%</td>
<td>3.30%</td>
</tr>
</tbody>
</table>

*Confidence interval at 95% confidence level
Cumulative User Data

<table>
<thead>
<tr>
<th>Time</th>
<th>Total Users</th>
<th>Undergrads</th>
<th>Grads</th>
<th>Faculty &amp; Staff</th>
<th>Alums</th>
<th>Unspecified</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 October</td>
<td>28</td>
<td>24</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2014 November</td>
<td>63</td>
<td>55</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>1</td>
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<tr>
<td>2014 December</td>
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<td>67</td>
<td>1</td>
<td>8</td>
<td>0</td>
<td>4</td>
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<tr>
<td>2015 January</td>
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<td>90</td>
<td>1</td>
<td>10</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>2015 February</td>
<td>138</td>
<td>120</td>
<td>1</td>
<td>10</td>
<td>0</td>
<td>7</td>
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<tr>
<td>2015 March</td>
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<td>157</td>
<td>1</td>
<td>11</td>
<td>0</td>
<td>9</td>
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<tr>
<td>2015 April</td>
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<td>182</td>
<td>1</td>
<td>26</td>
<td>0</td>
<td>10</td>
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<tr>
<td>2015 May</td>
<td>242</td>
<td>201</td>
<td>1</td>
<td>23</td>
<td>0</td>
<td>12</td>
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<tr>
<td>2015 June</td>
<td>261</td>
<td>220</td>
<td>1</td>
<td>28</td>
<td>0</td>
<td>12</td>
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<tr>
<td>2015 July</td>
<td>273</td>
<td>231</td>
<td>1</td>
<td>29</td>
<td>0</td>
<td>12</td>
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<tr>
<td>2015 August</td>
<td>335</td>
<td>281</td>
<td>1</td>
<td>39</td>
<td>0</td>
<td>14</td>
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<tr>
<td>2015 September</td>
<td>377</td>
<td>314</td>
<td>2</td>
<td>45</td>
<td>0</td>
<td>16</td>
</tr>
</tbody>
</table>
New North Transportation Alliance (NNTA) "Year in Review" 2014-2015
Presented to NNTA Board

Julie Bond, co-Director
Sara Hendricks, co-Director
Center for Urban Transportation Research
University of South Florida

NNTA Service Area

The New North area is generally bounded to the north by Bruce B. Downs Boulevard, to the south by Busch Boulevard, to the east by I-75 and to the west by 22nd Avenue.

Our service area includes many large employers including four hospitals, a university, a retail mall, many large and small employers, office parks, theme parks, industrial sites, and residential neighborhoods (including the University Area, Temple Terrace, and New Tampa).

According to Census-related data for 2012 (latest available data), the area had about 42,000 commuters coming into the area (excludes USF students) and 30,000 residents working outside the area. About 7,800 live and work within the NNTA service area.
NNTA Partners

- Busch Gardens
- James A. Haley Veterans Hospital
- Moffitt Cancer Center
- Florida Hospital Tampa
- University of South Florida
- University Mall
- HART
- Florida Department of Transportation, District 7
- TBARTA
- MOSI
- University Square Civic Association
- University Area Community Development Corporation
- School District of Hillsborough County
- Hillsborough County
- City of Temple Terrace
- City of Tampa
- Tampa Innovation Alliance
- Enterprise Carshare

NNTA "On the Move"

- Traffic Congestion Relief
- Employer and Community Outreach
- Transportation Planning
- Education and Encouragement
- Bicycle Infrastructure
NNTA Traffic Congestion Relief

- Met with USF PATS and Dr. Yu Zhang to propose incentivizing USF Preferential Carpool Parking Program
- Planned new NNTA area vanpool program in partnership with VRide and TBARTA (launch August 2015)
- Supported Zimride USF's social network for ridematching (3,850+ cumulative users to date)

NNTA Employer and Community Outreach

- Continuously contact and invite NNTA area employers to join the board
- Provide transportation information to employees at annual Moffet Gency Center Employee Health Fair and USF Benefits Fair
- Network with Hillsborough Community Traffic Safety team members at monthly meetings
- Participate and assist City of Temple Terrace Bicycle and Pedestrian group at monthly meetings
- Hold NNTA bi-monthly meetings with guest speakers presenting on a variety of topics, 2014-2015
  - University Area Community Development Corporation new initiatives
  - Hillsborough County Complete Streets projects
  - Tampa Bay Bike Share (B-near Bike Share)
  - Florida Hospital Tampa campus redevelopment plans
  - James A. Haley Veterans Hospital expansion
  - HART's Metrorapid Bus Rapid Transit system and Transit Signal Priority Pilot Project
  - FSM's Greenlight Pinellas Plan
  - City of Tampa Cross Creek Bikeway and construction
  - Tampa Innovation Alliance plans for area economic revitalization
  - YO! District? Protected bike lanes pilot along Fowler Avenue
  - USF Parking and Transportation Survey results
  - Tampa BayCycle's Florida Bikes Month activities
  - Hillsborough County presentation on Bruce B. Downs Boulevard widening
  - GentriHillsborough workshop
NNTA Employer and Community Outreach

- Maintain NNTA/Tampa BayCycle website, Facebook, and Twitter
- Promote Best Workplaces for Commuters program

NNTA Transportation Planning

- Conducted the 2014 USF Parking and Transportation Survey
- Brought innovative ideas to NNTA through giving presentations and participating in state and national professional organizations such as Association for Commuter Transportation
- Participated in Hillsborough MPO Livable Roadways Committee, Temple Terrace Bicycle and Pedestrian Committee, USF Sustainability Initiatives Steering Committee
- Provided input to the new SGEF-funded Share-A-Bull bikeshare service at USF
- Served on transportation review committee for USF Tampa Campus Master Plan Update
- Participated in meetings of Hillsborough County for proposed Comprehensive Plan changes in the New North area, Imagine Hillsborough 2040 Survey and GoHillsborough community meetings, TBARTA Regional Plan, Regional Transportation Interagency Exchange hosted by FDOT, and Tampa’s Urbanism on Tap meeting
- Submitted Medical Services Overlay District concept to FDOT D7 for funding
NNTA Education and Encouragement

Programs supported in NNTA area:
- Support Enterprise CarShare Program
- Promote and fund Zimride Ridematching
- Provide WalkWise Tampa Bay presentations
- Co-founded Tampa BayCycle
- Partnering to promote USF Share-A-Bull bike share on campus
- Promote Bull Runner, UPASS, HART
- Market Emergency Ride Home
- Assist with Bulls Walk and Bike Week
- Creating new Bike/Walk Tampa Bay Coalition – Launch October 2015

NNTA Education and Encouragement

2015 City of Temple Terrace "Ride with the Mayor"
Join us for a leisurely group bicycle ride in recognition and celebration of Florida Bike Month - March 2015.

STARDAY
City of Temple Terrace
Friday-March 20
Meet up 7:30am-8:00am

Temple Terrace
Temple Terrace Recreation Complex
4610 Effaway Drive
Temple Terrace, FL 33617

BIKE WITH THE MAYOR
FRANK M. CHILLAGA

FREE
Bicycle Lights & Helmets
Event Coverage
Safety Information
Coffee and Donuts
Bike Check up

NNTA Education and Encouragement
Bike Smart Classes

WHAT IS BIKE SMART?
Bike Smart is a FREE "how to" bike repair event. It offers the opportunity to learn bike maintenance and problem solving skills and how to keep your bicycle in top functioning condition.

SCHEDULED CLASS:
March 13, 2015 - 9:30 - 5:30 PM

CLASS LOCATION:
Bee O' Brady's Restaurant
1600 North 40th Street
Temple Terrace, FL 33617

RSVP:
Space is limited. Please RSVP via email to BikeSmart@bicycles.org or call 813-874-9793

WWW.BIKESMARTTAMPABAY.COM
NNTA Education and Encouragement

Congratulations to the student-led Campus Bike Raffle! Thanks to Clio's, Kent State and the new Thumpr bike share implementation, we have a new bike! The bikes are also safe with high-quality locks and new lights and a bell.

6k reached
983 scored
301 engaged
Updated about a month ago

Bicycle Infrastructure

- NNTA provided 150 U-bike Racks that will be installed on campus for Share-A-Bull program via STP funding
- NNTA provided Bike Smart safety quiz for students signing up for Share-A-Bull (will launch August 2015)
Bicycle Infrastructure

NNTA provided 15 Dero Fix-It Stations in NNTA Area and 2 at USF St. Petersburg through Surface Transportation Program (STP) grants.

NNTA Funding

Contracts and Grants
- Hillsborough County - $12,500
- FDOT
  - TMCOG Funds - New North Transportation Alliance Operations $80,000 (2 years)
  - STP Funds - Mobility Services Options for Congestion Relief (Zimride, bike repair stations, bicycle racks) $395,000 (3 years)
- USF (in-kind)
  - Reserved parking spaces for carsharing vehicles
  - Advertising on Bull Runner Shuttles for USF Carshare and Ridesharing
Contact Information
Sara Hendricks, NNTA Co-Director
Hendricks@cutc.usf.edu
813.974.9801
Julie Bond, NNTA Co-Director
bond@cutc.usf.edu
813.974.9799

CUTR TGRA Team Members:
Lucy Gonzalez, Safe Routes To School Program Coordinator
Brent Moshier, Walking/Vending Program Coordinator
Amy Lester, Ph.D., Post Doctoral Scholar
Christine Epps, Training Specialist
Phil Minters, TGRA Program Director

New North
Transportation
Alliance

Managed by:
Center for Urban Transportation
Research at the
University of South Florida

www.newnorthalliance.com