

Regional Transportation Coordination Efforts



TBARTA

Tampa Bay Area Regional Transportation Authority



Regional Coordination - Challenges

- ***Constrained funding*** at all levels
- ***Enhanced focus*** on regions at state and federal level
- ***Regional competition*** from Orlando, Jacksonville and South Florida
- ***Parochialism*** – many players, entities
- ***Clarity of Vision*** and consistent message

Regional Coordination - CCC

- TBARTA providing administrative services
- Working together to enhance **regional public participation efforts**
- Consolidating **public engagement** goals and objectives
- Integrating engagement activities for better effectiveness
- Developing **joint regional branding** and identity



Regional Coordination – One Call/One Click

- Working with **multiple partners** throughout seven-county region
- Public, Non-profit, Private partnership
- First-ever **regional transportation information** resource
- Received formal notice to proceed from FTA

Regional Coordination – RNC.Traffic.com

- Worked with multiple partners to distribute timely information on regional RNC traffic issues
- Consolidating Tampa, St. Petersburg and regional traffic information
- Links to myTBI.com and FL511.com
- Will build upon RNC effort to continue providing regional transportation information

The screenshot displays the RNC.Traffic.com website interface. At the top, the header includes the logo 'TBARTA COMMUTER SOLUTIONS' and the URL 'RNC-Traffic.com'. Below the header is a navigation menu with links for 'Home', 'Maps', 'Links', 'FAQs', and 'Contact'. The main content area is titled 'Welcome' and contains a paragraph of introductory text. To the right, there is a 'RNC Call Center' section with a phone number and a '24/7 Live Feeds' section. Below these are two map sections: 'Tampa Parking/Road Closures' and 'St. Pete Parking/Road Closures'. Further down, there are sections for 'HART Detours during RNC', 'Current Traffic Conditions', and 'RNC Traffic' with several status updates. A 'View all maps' button is located below the maps. At the bottom right, there is a 'Latest News' section featuring a Facebook post from RNC.Traffic.com. The footer contains a disclaimer and a small TBARTA logo.

Regional Coordination - Opportunities

By working together, we believe the Tampa Bay region will have:

- A more forceful presence in Tallahassee and Washington
- Regional project priorities and funding
- Stronger ability to leverage those funds
- Better position to respond to unseen issues