

ORGANIZATIONAL ALIGNMENT FOR SUCCESS = VISION + WORK PLAN + PERFORMANCE MONITORING

Defining Values & Success

What Values Does the Board Embrace?

What Does Success Look Like?

Outcomes of January 6 Staff Workshop

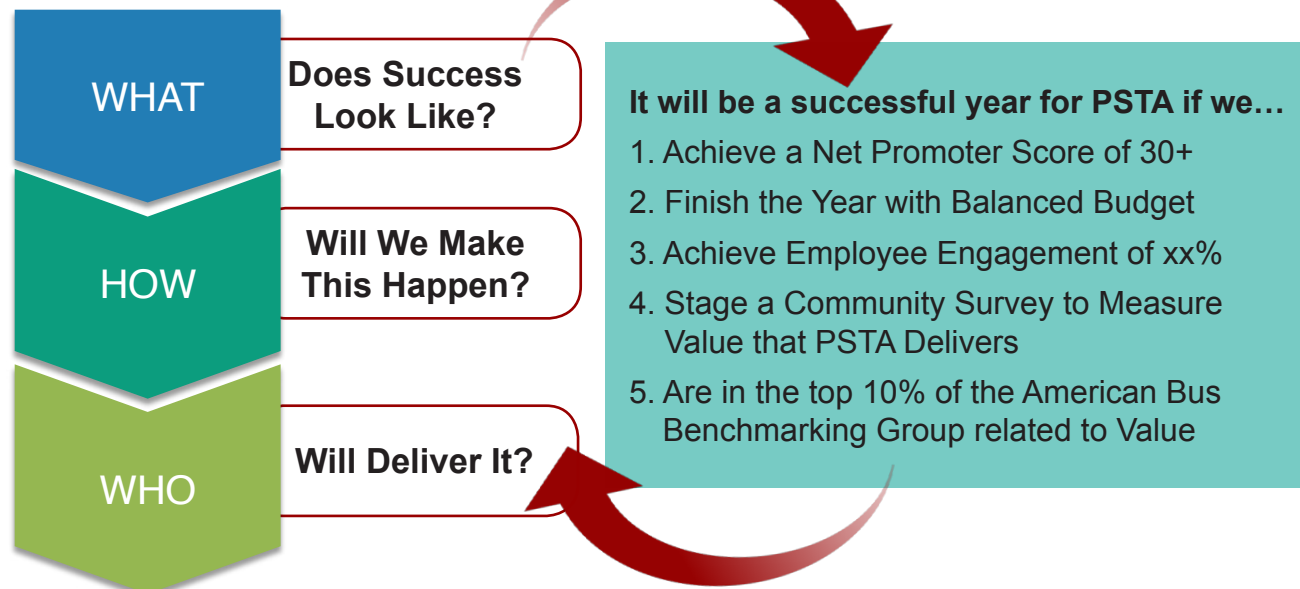
Mission Statement

Quick, affordable transportation.

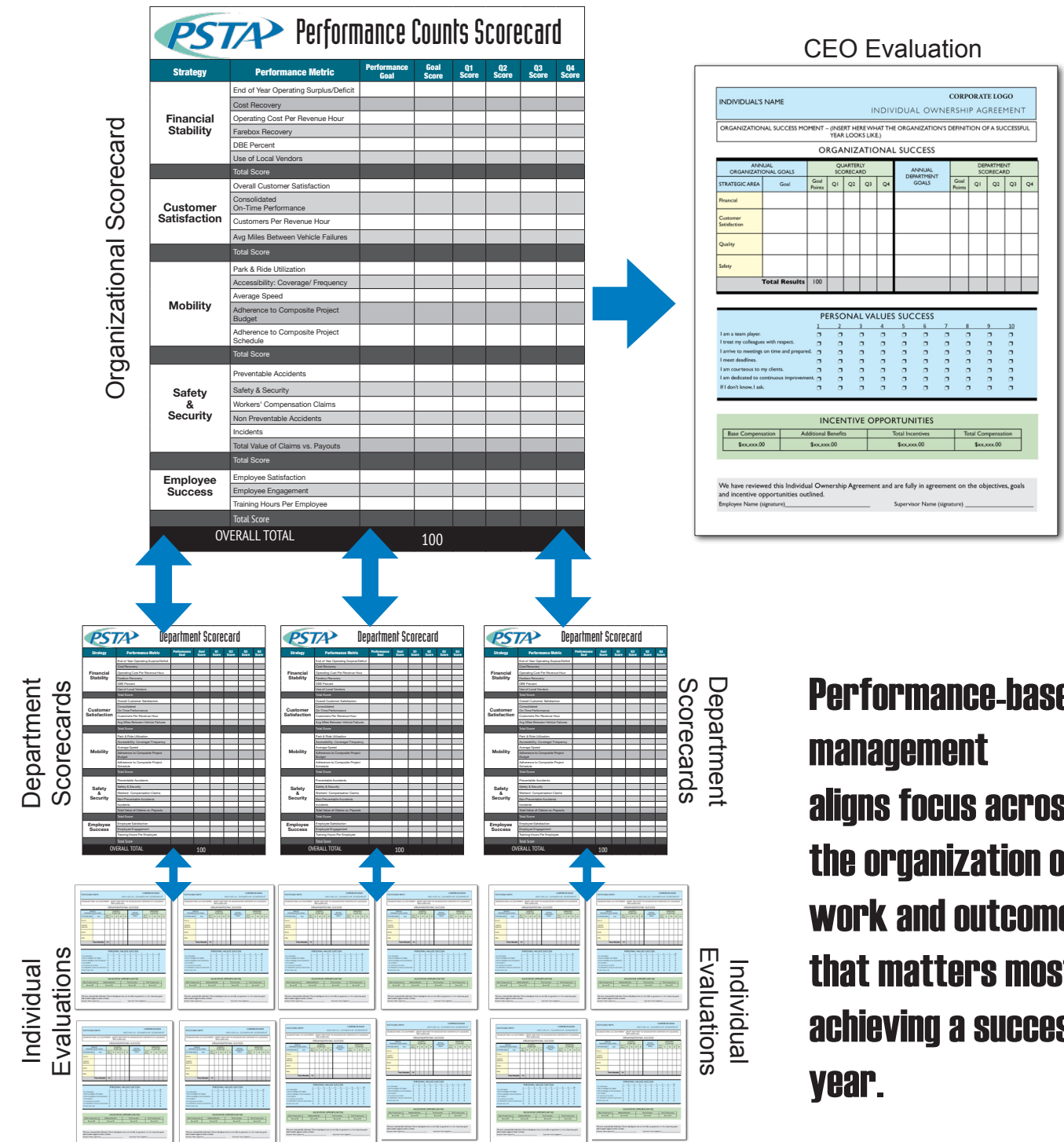
Vision Statement

The community's first choice for performance and innovation.

PSTA staff is working collaboratively to connect these three key elements for a successful 2017-18.



Measuring Success



DRAFT

MEMORANDUM OF UNDERSTANDING BETWEEN HILLSBOROUGH TRANSIT AUTHORITY (HART) AND PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA) FOR PARTNERSHIP OPPORTUNITIES

This Memorandum of Understanding (MOU) made and entered into this _____ day of _____, 2017, by and between the Hillsborough Transit Authority, (HART), a regional transit authority under the laws of the State of Florida, and Pinellas Suncoast Transit Authority (PSTA), an independent special district of the State of Florida, created by Chapter 2002-341, Laws of Florida, as amended.

WITNESSETH:

WHEREAS, HART and PSTA are actively engaged in improving the mass transit systems servicing their transit areas; and

WHEREAS, HART and PSTA are transit leaders within their transit areas and are committed to facilitating regional connectivity; and

WHEREAS, collaboration between HART and PSTA increases efficiency across the region and fosters regional connectivity benefiting transit riders throughout Hillsborough and Pinellas counties; and

WHEREAS, HART and PSTA are currently collaborating on the following joint contracts and projects: Regional Transit Planning Mobile Application, Regional Fare Collection (also includes Sarasota, Pasco, Hernando Counties, FDOT and TBARTA), diesel fuel procurement, Neihoff Bus Alternators and other joint bus maintenance purchases, Regional inter-connectivity services and private operator procurements, goal setting and legislative priorities and

WHEREAS, HART's and the PSTA's respective executive committees jointly met on October 31, 2016, and both boards have subsequently agreed to memorialize the efforts of HART and PSTA to identify and commit to continuous coordination between the agencies to eliminate redundancies by integrating certain operational areas.

DRAFT

NOW, THEREFORE, in consideration of the mutual promises and agreements set forth herein, the parties hereby memorialize the following understandings:

Section 1. The above recitals are true and correct and are incorporated herein by reference.

Section 2. HART and PSTA will continue to work together collaboratively on the existing joint contracts and projects recited above. HART and PSTA will endeavor to continue to increase the connectivity and cooperation between the two agencies in furtherance of the goals of the communities and larger region served.

Section 3. HART and PSTA will research areas for further collaboration including: maintenance, purchasing, paratransit, innovative mobility solutions, human resources, information technology (IT), government Relations, fare payment systems, and service usage and information from a customer perspective.

Section 3a. HART and PSTA will endeavor to develop a strategic coordination plan to consider merging operational functions in IT related to customer-focused service data integration, specifically a regional smartphone app that delivers one platform for mobile fare payment, ticketing, trip planning, and real time passenger information in Hillsborough and Pinellas counties. The Authorities will endeavor to have the combined plan presented to their respective board of directors by June 30, 2017.

Section 3b. HART and PSTA will endeavor to identify two departments, including IT, for possible functional combination in calendar year 2017.

Section 3c. HART and PSTA intend to focus their efforts at improved regional cooperation and efficiency on providing cost-effective, high-quality regional transit services.

Section 3d. HART and PSTA will endeavor to jointly participate in technical steering and advisory committees for the regional premium transit study conducted by _____ (“**Regional Study**”).

Section 3e. HART and PSTA will endeavor to develop a strategic plan for regional transit operations that supports the goals and outcomes of the Regional Study.

Section 4. This MOU shall be effective on the first day written above and shall continue in full force and effect through December 31, 2017, unless terminated sooner pursuant to its terms, or extended by mutual written agreement of the parties. Either party may terminate this MOU without cause upon thirty (30) days’ written notice to the other party. Upon termination or expiration, this MOU shall be of no further force or effect.

[Remainder of this page intentionally left blank]

DRAFT

IN WITNESS WHEREOF, the parties hereto have caused this MOU to be executed below by their duly authorized representatives as of the date first above written.

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY

RACHAEL CAPPOLLA

BRAD MILLER, CHIEF EXECUTIVE OFFICER

APPROVED AS TO FORM:

GENERAL COUNSEL

(OFFICIAL SEAL)

ATTEST:

HILLSBOROUGH TRANSIT AUTHORITY
d/b/a HILLSBOROUGH AREA REGIONAL
TRANSIT

CLERK OF THE HART BOARD

KATHARINE EAGAN, CHIEF EXECUTIVE OFFICER

APPROVED AS TO FORM:

GENERAL COUNSEL

(OFFICIAL SEAL)

Tampa Bay Times

WINNER OF 12 PULITZER PRIZES

A Times Editorial

Editorial: Encouraging Tampa Bay transit talks

Tuesday, December 20, 2016 2:45pm

After several failed starts, Tampa Bay may be finally starting to get its act together on mass transit. The transit agencies on both sides of the bay are looking at more ways to cooperate — a step toward improving regional bus service, saving time and taxpayer money and laying a foundation for new regional transit. County leaders in Pinellas and Hillsborough are also considering how to sharpen the region's focus and make the area more competitive for state and federal transit money. There is plenty of work to do and details to iron out, but the work behind the scenes is encouraging.

The quiet discussions are particularly reassuring in the wake of three failed transit initiatives in the bay area in recent years. They also are in stark contrast to the controversy around Tampa Bay Express, the proposed overhaul of the interstate system that calls for toll lanes and a massive highway rebuild over parts of neighborhoods near downtown Tampa.

Pinellas County Commissioner Janet Long, the incoming board chairman, got things rolling this fall with her ambitious proposal to consolidate the bay area's key transportation agencies and her discussions with state and local officials on both sides of the bay. It is an overdue idea that is both practical and strategic, and key state lawmakers are interested in moving forward when the Legislature meets in the spring. Folding the separate transit agencies in the region under a sole umbrella, or consolidating some services, would bring a sharper focus to the region's commuting needs and provide an opportunity to save money. By having the entire region



agree on its transportation priorities, the bay area would speak with one voice for state and federal transportation dollars, becoming a more attractive candidate for a portion of the limited pot of public money.

The two counties' mass transit agencies, the Pinellas Suncoast Transit Authority and Hillsborough Area Regional Transit, are considering an agreement to collaborate on some operations, from human resources to technology. This is a good step toward maximizing resources in both counties and taking advantage of bulk buying and other efficiencies that come with a larger operation. Leaders at PSTA and HART will continue the talks through January with a goal of offering a collaborative framework to the Legislature in its coming session. HART is also crafting a proposal for new regional service called AirPorter that would connect riders in downtown Tampa, St. Petersburg and the Carillon area to Tampa International Airport.

The movement sets the table for local leaders to be prepared when the state completes its regional premium transit study in 2018. That study should offer big fixes for regional mobility, and by having a more responsive government in place the region will be better positioned to move quickly on big solutions. The area also will be better positioned to induce the state to improve the Tampa Bay Express plan, which needs a more robust role for mass transit.

Long and other leaders across the bay, including HART chief executive Katharine Eagan, are bringing order, direction and a sense of urgency to the region's transit efforts. This approach has the opportunity to improve bus service, ease road congestion, lay a path for regional rail, save tax money and make for smarter growth, easing the costly impacts of sprawl. To voters looking for a better strategy before agreeing to tax themselves more for transit, these are positive developments. They should make commuting easier and more affordable and protect the area's quality of life.

There are more particulars to deal with, and Tampa Bay is still a long way from a robust regional transportation authority and one common plan for mass transit that includes light rail. But in a region that was divided by county lines and rivalries for far too long, the substantive conversations taking place now represent real progress and point to a productive new year.

Editorial: Encouraging Tampa Bay transit talks 12/20/16
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