



BOARD OF DIRECTORS MEETING
 AGENDA – APRIL 27, 2016; 9:00 AM
 PSTA BOARD ROOM

			<u>TIME</u>	<u>PAGE #</u>
1.	CALL TO ORDER & PLEDGE OF ALLEGIANCE		9:00	
2.	PUBLIC COMMENT		9:05	
	The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda. The public will also be allowed to speak on any consent agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.			
3.	COMMITTEE UPDATES		9:25	
	A. Transit Riders Advisory Committee	5 min	ELAINE MANN	5
	B. Metropolitan Planning Organization	5 min	JULIE BUJALSKI	6
	C. MPO's Local Coordinating Board	5 min	PATRICIA JOHNSON	7
4.	CONSENT AGENDA		9:40	
	(Board Members may pull items for discussion)			
	A. Board Meeting Minutes		CHAIR RICE	8
	B. Remanufactured Alternators		HENRY LUKASIK	15
5.	ACTION ITEMS		9:50	
	A. Marketing & Advertising Services	20 min	CYNDI RASKIN-SCHMITT	17
6.	INFORMATION ITEMS		10:10	
	A. Succession Planning & Employee Development	15 min	TRISH COLLINS	31
	B. Sustainability Plan	30 min	HEATHER SOBUSH	51
7.	REPORTS/CORRESPONDENCE		10:55	
	A. PSTA Performance Report/Updates		BRAD MILLER	62

	B. October 2016 Service Improvements	CASSANDRA BORCHERS	67
	C. State Government Relations Consultant RFP	BEN DIAMOND	89
8.	FUTURE MEETING SUBJECTS	11:05	91
9.	OTHER BUSINESS	11:10	
10.	BOARD MEMBER COMMENTS	11:10	
11.	ADJOURNMENT	11:20	

**THE PSTA BOARD WILL HAVE AN INFORMATIONAL WORKSHOP ON
FRIDAY MAY 6, 2016 AT 9:00 AM IN THE PSTA AUDITORIUM**

THE NEXT REGULAR BOARD MEETING IS MAY 25, 2016 AT 9:00 AM

**Please join us on April 28th at 1:00 PM
for the Largo Transit Center Ribbon Cutting Event
on the Southeast corner of Roosevelt Boulevard and US 19
(next to Walmart)**

MEETING NOTICE

The regular monthly meeting of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors will be held on **Wednesday, April 27, 2016, at 9:00 AM**, in the Board Room at PSTA Headquarters, 3201 Scherer Drive, St. Petersburg. Any last minute postponement of the meeting will result in another scheduled meeting to be held at least two days after the postponed meeting. A full Board Report package is available for public viewing at PSTA Headquarters and on PSTA's website. Materials printed in large type for the visually impaired can be made available by calling 727-540-1800 at least two days prior to the Board Meeting. Special listening devices are available for the hearing impaired and can be reserved by calling 727-540-1800. An interpreter for the hearing impaired can be scheduled with one week advance notice.

Public Comment - Items Not on the Agenda: The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.

Public Comment - Items on the Agenda: After staff presentations on agenda items pertaining to Action Items, the Chairperson will ask for public comment, to be followed by Board comments/action. The public will be allowed to speak on any consent agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda. Comments on Action Items and Consent Agenda Items must be limited to the specific agenda items. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.

Public Comment - Time Limits: Public comment is limited to three minutes per individual speaker, unless the Board grants additional time. A group can designate a spokesperson by completing the appropriate form and presenting it to staff. The spokesperson can then speak on behalf of the group, addressing the Board for three minutes for each member of the group present in the audience who waives his/her right to speak, up to a maximum of ten minutes.

Public Comment - Guidelines: Upon recognition by the Chairperson, individuals addressing the Board shall approach the podium and give his/her name in an audible tone of voice. Each speaker shall not comment more than once on the same agenda item, at the same meeting, unless the Board grants an exception. All remarks should be addressed to the Board as a body, and not to any member thereof. No person other than members of the Board and the person having the floor shall be permitted to enter into any discussion. Questions shall not be asked to individual Board members except through the Chairperson. Any person making personal, impertinent, or slanderous remarks, or who shall become boisterous while addressing the Board, may be requested to leave the meeting and may be barred from further attendance at that meeting.

If any person decides to appeal any decision made by the Board of Directors with respect to any matter considered at this meeting, he/she will need a record of the proceedings, and that, for such purposes, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

PUBLIC COMMENT



2: Public Comment



Action: Information Item

Resource: Darden Rice, Chairperson

-
- The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda.
 - The public will also be allowed to speak on any Consent Agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda.
 - Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by staff. Speakers will be recognized in the order in which cards are received. Public comment is limited to three minutes per individual speaker, unless the Board grants additional time.
 - A group can designate a spokesperson by completing the appropriate form and presenting it to staff. The spokesperson can then speak on behalf of the group, addressing the PSTA Board for three minutes for each member of the group present in the audience who waives his/her right to speak, up to a maximum of ten minutes.

COMMITTEE UPDATES



3A: Transit Riders Advisory Committee



Action: Information Item

Staff Resource: Brad Miller, CEO
Elaine Mann, Committee Chair



-
- Ms. Mann will give an update on the April, 2016 Transit Riders Advisory Committee (TRAC) meeting.
-

Attachments: None

COMMITTEE UPDATES



3B: Metropolitan Planning Organization



Action: Information Item

Staff Resource: Brad Miller, CEO
Julie Bujalski, PSTA's Rep.



-
- Ms. Bujalski will give an update on the recent meeting of the Metropolitan Planning Organization (MPO).
-

Attachments: None

COMMITTEE UPDATES



3C: MPO's Local Coordinating Board



Action: Information Item

Staff Resource: Brad Miller, CEO
Patricia Johnson, PSTA's Rep.



-
- Ms. Johnson will give an update on the recent meeting of the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB).
-

Attachments: None

CONSENT AGENDA



4A: Board Meeting Minutes



Action: Approve Board Meeting Minutes

Staff Resource: Clarissa Affeld, Admin. Assistant

- Staff recommends approval of the minutes of the March, 2016 Board Meeting.
-

Attachments:

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

BOARD OF DIRECTORS MEETING MINUTES – MARCH 30, 2016

The Pinellas Suncoast Transit Authority (PSTA) Board of Directors met in regular session in the Board Room at PSTA Headquarters at 9:00 AM on this date with the following members present:

Darden Rice, Chairperson
Julie Bujalski, Vice-Chairperson
Janet Long, Secretary/Treasurer
Joseph Barkley
Doug Bevis
Mark Deighton
Ben Diamond
Samantha Fenger
Pat Gerard
Patricia Johnson
Bill Jonson
Brian Scott
Kenneth Welch
Lisa Wheeler-Brown

Absent:

Dave Eggers

Also Present:

Brad Miller, CEO
Alan Zimmet, PSTA General Counsel
PSTA Staff Members
Members of the Public

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairperson Rice called the meeting to order at 9:07 AM and the Board was led in a moment of silence to remember Mr. Henry Lussier, the PSTA rider who passed away, and the Pledge of Allegiance.

PUBLIC COMMENT

Vivian Peters, Largo resident, challenged the Board to ride the bus for one week. She also spoke about her experiences riding the bus in a wheelchair.

Joe Barfield, St. Petersburg resident, commented on the transfer points for Routes 59 and 5. He stated his opinion that the transfer points are a simple issue to fix but believes there is a lack of interest to make them better.

[Mr. Welch entered the meeting at 9:13 AM.]

Phil Compton, Sierra Club, thanked the Board for the changes made to Williams Park. He indicated that there will be an Earth Day event at the park on April 23rd and Proterra will have an electric bus on display.

[Ms. Long entered the meeting at 9:16 AM.]

NON-BOARD COMMITTEES

Transit Riders Advisory Committee (TRAC) – Elaine Mann, Committee Chair, reported on the March 8th TRAC meeting.

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported on the MPO Board meeting that took place on March 9th.

Legislative Update State/Federal – Mr. Diamond spoke about the March 2nd Legislative Committee meeting and Ms. Long reported on the recent Washington, D.C. trip for the American Public Transportation Association (APTA) Legislative Conference.

CONSENT AGENDA

Mr. Bevis made a motion, seconded by Mr. Welch to approve the Consent Agenda. There were no public comments. The Board unanimously approved the Consent Agenda, which included approval of the February 24, 2016 Board meeting minutes, the support vehicle maintenance contract, the Motorola radio maintenance contract, and the Giro HASTUS software upgrade.

ACTION ITEMS

Largo Crossroads Agreement – Mr. Miller presented background information on the Largo Transit Center. He said the essential terms of the proposed settlement agreement

and mutual release are that Walmart will pay \$250,000 to PSTA and the Agency will approve the transit center site and the road. Mr. Miller indicated that PSTA's engineers believe the \$250,000 will cover the repair cost of the road should it fail. Mr. Miller said the expected opening date is May 1st with a ribbon cutting ceremony on April 28th, followed by a Town Hall on May 6th. Mr. Zimmet added some history about the transit center site and the agreement. He said that PSTA will pay Walmart's 10% share of the maintenance costs of the road for 20 years or when PSTA has replaced 35% of the slabs in the road, whichever comes first.

Mr. Barkley reported that the Finance Committee unanimously recommended approval of the settlement agreement, and made a motion, seconded by Mr. Jonson. Mr. Barkley amended his motion to authorize Mr. Miller to sign all the documents for closing and the agreement for the transit center. Mr. Jonson agreed. In response to Chairperson Rice's call for public comment, Ms. Peters stated that she is looking forward to the opening saying that it will be better than the Tri-City Plaza transfer point. Motion passed unanimously.

SEIU Labor Agreement – James Bradford, Chief Operating Officer, stated that 83% of the Union members voted yes on the contract. He indicated that a deal was reached on a three-year contract agreement that is within PSTA's projected budget. Mr. Bradford provided background information regarding the new labor agreement that will be in effect through September 30, 2018. He also highlighted some key contract points such as increased wage progression steps, starting Bus Operator rate of \$12.50, a one-time \$300 stored balance for health insurance contributions, a \$500 annual lump sum compensation based on attendance, and the creation of a Health & Wellness Committee, as well as other Committees.

Rick Smith, SEIU Chief of Staff, added his comments about the agreement and the great negotiations between labor and management. Mr. Barkley said the joint Finance and Planning Committees unanimously recommended approval of the three-year agreement. Mr. Welch mentioned the living wage issue and questioned whether everyone will be at the \$12.50 level. Ms. Bujalski said that she is supportive of the agreement. Chairperson Rice thanked Mr. Bradford and Mr. Smith for their hard work on the agreement. Mr. Barkley made a motion, seconded by Ms. Gerard to approve the three-year agreement. There were no public comments. Motion passed unanimously.

CEO's Performance Evaluation – Chairperson Rice stated that the Personnel Committee met on March 11th to review the CEO performance evaluation forms. She thanked the Board for completing the evaluation and for their comments. She reported that

Mr. Miller enjoyed a more than 20% improvement in his comprehensive scoring and noted some of Mr. Miller's key accomplishments.

Chairperson Rice indicated that in recognition of the improvement, the Personnel Committee unanimously recommended the following: Mr. Miller's compensation be adjusted by 2.5% and the next Board-completed performance evaluation will be completed in 12 months (March 2017). In six months, Mr. Miller will prepare a summary scorecard of progress on PSTA's Path Forward Strategic Plan goals and areas of note by specific Board members on this performance evaluation. Chairperson Rice said he will discuss this progress with the Board members and respond to their feedback, but no formal evaluation by Board members will be required until a year from now.

Mr. Jonson noted that he is very satisfied with the process and made a motion, seconded by Mr. Barkley to approve the Personnel Committee's recommendation. Mr. Welch commented that Mr. Miller and staff have done a great job with the increased Board communication. There were no public comments. Motion passed unanimously. Mr. Miller thanked the Board saying that he is very honored. He also extended his thanks to staff.

REPORTS/CORRESPONDENCE

2017 Key Budget Assumptions – A presentation was provided in the packet with all the key assumptions. Mr. Miller noted that these were presented to the Planning Committee which was the start of the FY 2017 budget planning. He indicated that over the next couple months, the Planning Committee will be reviewing the key assumptions and other major items in the budget in more detail, with a Board review of the draft budget in June. Mr. Miller said the millage decision is in July with final approval in September.

DART Contract – Mr. Miller indicated that the Planning Committee received this presentation. He said that this is PSTA's largest contract and will go out to bid next week. This will be presented at the July meeting for Board award.

PSTA Performance Report/Updates – The performance reports will be sent to the Board when they become available.

Mr. Miller informed the Board that on March 12th, PSTA and the Hillsborough Area Regional Transit Authority (HART) participated in a joint bus Roadeo. He said he will

be attending the statewide Rodeo April 2nd in Fort Myers, along with teams from PSTA and HART.

Chairperson Rice asked if PSTA has the option of choosing more than one provider for the DART contract and Mr. Miller answered yes. Mr. Deighton questioned how many Care Rides are provided versus Yellow Cab rides. Mr. Miller responded that Care Ride handles about 500 rides a day and the same for Yellow Cab.

FUTURE MEETING SUBJECTS

The Board was provided with a list of upcoming meeting subjects. Mr. Miller indicated that the Board will receive a presentation on PSTA's Succession Plan and the awarding of the Marketing and Advertising Services contract at the April meeting. He said on May 6th there will be a PSTA Board workshop as well as a joint PSTA/MPO Board workshop in July. Mr. Miller also noted that there may be a possible joint PSTA/HART Board meeting scheduled for the summer.

OTHER BUSINESS

Ms. Long asked if there is a Compressed Natural Gas (CNG) presentation planned for the Finance Committee and Mr. Barkley responded yes. Ms. Long expressed her concern about rapidly changing technologies. Mr. Miller indicated that there may be a speaker on new public transit technologies at the May 6th workshop.

BOARD MEMBER COMMENTS

Ms. Fenger said she is pleased with the shared collaboration regarding the labor agreement.

Ms. Gerard noted how different the atmosphere is now as opposed to a year ago and thanked everyone for their hard work.

Mr. Bevis said congratulations to everyone who worked on the labor agreement.

Mr. Barkley congratulated SEUI and Mr. Bradford on the agreement and also Mr. Miller on his performance evaluation.

Ms. Johnson stated that she is looking forward to the coming year.

Mr. Jonson commented on the Day in the Life of a Driver presentation that was delivered to the Transit Riders Advisory Committee (TRAC) and suggested that the Board also receive that presentation. He noted that the City of Clearwater is continuing to utilize a combination of the Jolley Trolley and ferry service from the mainland to the beach. He said thank you to the Board for working together so well.

Ms. Bujalski stated her belief that the Board is working well together and also with Mr. Miller. She said she is happy about the direction the Board is going.

Ms. Long suggested that once a month, highlight one Bus Operator or employee who has done something outstanding. She mentioned the gondola project and suggested that a presentation be given to the Board.

Mr. Deighton commended everyone on the labor agreement and congratulated Mr. Miller on the evaluation. He also thanked Mr. Zimmet for working on the Largo Transit Center agreement.

Mr. Diamond said he shares everyone's positive feelings about where PSTA is headed and the focus on partnerships and innovation. He stated that he is looking forward to the Board workshop and the exploration of other innovative modes of transportation.

Ms. Wheeler-Brown indicated that she is enjoying serving on the Board as the newest member and is especially pleased with the communication that comes from PSTA.


Chairperson Rice stated that she is thankful for her colleagues on the Board, staff, and Mr. Miller. She indicated that she is grateful for meetings like today's to have the chance to reflect on positive accomplishments.

ADJOURNMENT

There being no further business, Chairperson Rice adjourned the meeting at 10:49 AM. The next meeting is scheduled for April 27th at 9:00 AM.

Chairperson



4B:	Remanufactured Alternators	
Action:	Approve a One Year Contract with a One Year Renewal with Electric Sales & Services, Inc. for a Cost Not to Exceed \$171,204 Over the Maximum Two Year Period.	

Staff Resource: Henry Lukasik, Director of Maintenance
Lou Emma Cromity, Dir. of Procurement



Background:

- PSTA’s fleet of non-hybrid transit buses are equipped with high output heavy-duty alternators manufactured by C.E. Niehoff.
- PSTA participated in a joint procurement with Hillsborough Transit Authority (HART) in the solicitation of remanufactured Niehoff Alternators. Because of the HART and PSTA partnership, the cost of the alternators could be shared and efficiently managed by both agencies.
- PSTA purchases approximately 98 remanufactured alternators annually and HART purchases approximately 82.
- In February 2016, HART released an Invitation for Bid (IFB) soliciting competitive proposals from experienced, qualified, and capable suppliers for remanufactured Niehoff Alternators.
- The IFB was sent to 15 suppliers and was posted on the HART Procurement website and DemandStar.
- As a result of this solicitation seven suppliers responded to the IFB:

Electric Sales & Services, Inc.	Thompson Electric Service, Inc.
B&C Truck Electric Service, Inc.	Prevost Car (US), Inc.
J&N Auto Electric, Inc.	Southeast Power Systems of Tampa
Romaine Electric Corp.	

- HART and PSTA Procurement staff evaluated the submittals from all suppliers.
- As a result, Electric Sales & Services, Inc. was selected as the most responsive, responsible and lowest cost supplier and therefore, is recommended for contract award.

Fiscal Impact:

- \$171,204 over the two year term which is funded by the Maintenance Department's operating budget.
- This has resulted in anticipated savings over the previous contract of \$12,200 for the total two year contract period.



Recommendation:

- Approve a one year contract with a one year renewal to purchase remanufactured Niehoff Alternators from Electric Sales & Services, Inc.
 - The Finance Committee reviewed this item and is recommending approval.
-

Attachments: None

ACTION ITEM



5A:	Marketing & Advertising Services		
Action:	Approve a Three Year Contract with Two Additional One-Year Renewals with FKQ Advertising + Marketing for a Total Cost Not to Exceed \$2,500,000 Over the Maximum Five Year Period.		

Staff Resource: Cyndi Raskin-Schmitt, Dir. of Comm.
Lou Emma Cromity, Dir. of Procurement



Background:

- PSTA currently develops Marketing and Advertising strategies using internal staff and various suppliers on an as needed basis.
- In an effort for PSTA to promote public transit use, engage customers and tell the story of its integral/vital relationship to the community, staff will augment our internal marketing staff with a Marketing and Advertising Consultant of Record. This new relationship with the Consultant of Record will provide a full-team of Marketing and Communications experts to assist in achieving the stated PSTA goals and further expound on the opportunities for PSTA in the future.
- During the January 27, 2016 Board Meeting, the “Path Forward Strategic Communications Plan” was unanimously approved by the Board. The Consultant of Record will work with PSTA to update this plan and implement many of the Plan’s initiatives to support the Board position.
- In January 2016, PSTA released an extensive Request for Proposal (RFP) soliciting competitive proposals from experienced, qualified, and capable vendors for Marketing, Advertising, Public Relations Consultant Agency of Record and related services.
- The RFP was sent to 93 suppliers directly and was posted on PSTA’s Procurement website and DemandStar.
- As a result of this solicitation, 14 suppliers responded to the RFP:

Aqua Marketing and Communications.	Buzzazz Marketing
Cate Communications	Double Take Marketing
Dunn & Company	FKQ Marketing + Advertising

Marie June & Associates	Paradise Advertising and Marketing
Pattern-Bach	PAVLOV
Playbook Public Relations	Sparxoo
TransPro	Vistra Communications

- A Selection Committee comprised of PSTA management staff, a representative from Pinellas County Communications Department, and a representative from Tampa International Airport (TIA), evaluated each of the proposals submitted. After a careful review of the written proposals, the five highest ranked Proposers were invited to present their companies' ability provide the requested services. After the presentations, the Selection Evaluation Committee selected the highest ranked Proposer that would be most advantageous to PSTA.
- As a result of the evaluation process, FKQ Marketing + Advertising was selected as the highest ranked supplier and is recommended for contract award.
- The RFP presented a first potential project for the newly hired Consultant of Record, in the form of a Brand Audit and Plan. Beyond this first project, annually, the Consultant of Record will work with PSTA to identify and work with Board initiatives and develop a budget, using contracted prices, to support opportunities to market PSTA and Board initiatives. This annual spend will be placed in the Marketing and Communications operating budget.
- This contract will allow FKQ Marketing + Advertising to create branding opportunities and strategic marketing plans for projects such as Regional Fare Collection, Express Bus from TIA and Rapid Transit. Based upon initial assessments, approximately 10 major marketing initiatives, excluding media buys, may be accomplished during this time period.

Fiscal Impact:

- \$2,500,000 funded by the Marketing Department budget based on individual projects assigned.

Recommendation:

- Approve a three year contract with a two additional one-year renewals with FKQ Marketing + Advertising for a cost not to exceed \$2,500,000 over the maximum five year period.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. PowerPoint
2. Contract ([CLICK TO VIEW/PRINT](#))



Marketing, Advertising, Public Relations Consultant Agency of Record and Related Services

Finance & Performance Management Committee (4/20/16)

PSTA Board of Directors (4/27/16)

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida



Strategic Communications Plan

- Board approved the plan in January 2016



Projects on the Horizon

- Market Research
- Brand Audit
- PSTA.net Redesign
- Regional Fare Collection Branding
- Central Avenue BRT Branding
- TIA to Beach Express Branding



PSTA's Marketeers



We're a small, but mighty team...



Going to RFP

- RFP released in January seeking bids from experienced, qualified, and capable vendors to augment the in-house marketing staff on key projects over the next five years
- Fourteen (14) suppliers responded to the RFP
- Selection Committee = PSTA staff + a representative from Pinellas County Communications Department + a representative from Tampa International Airport
- Top 5 ranked presented to selection committee in person
- FKQ Marketing + Advertising was selected as the highest ranked supplier and is recommended for contract award



Partnering with FKQ



Who is FKQ?



Who is FKQ?

- Full service advertising, communications, and public relations agency located on Route 52 in Clearwater

 Marketing & Strategic Development	 Creative Services	 Media Services
 Direct Response Marketing	 Promotions & Merchandising	 Social
 Public Relations	 Interactive Marketing	 Data Analytics & Optimization



Who else has used FKQ?



Why FKQ?

- Comprehensive understanding of Pinellas County
- Excited about helping PSTA's work in the community
- Experience, energy, insight, creativity, integrity





Action

- Approve a Three (3) Year Contract **with Two (2) Additional One (1) Year Renewals with FKQ Advertising + Marketing for a Total Cost Not to Exceed \$2,500,000 Over the Maximum Five (5) Year Period.**





6A:	Succession Planning & Employee Development	 
Action:	Information Item	

Staff Resource: Larry Longenecker, Director of Human Resources
 Trish Collins, HR Staffing & Development Manager

Background:

- Brad Miller, CEO, directed the development of a succession plan and leadership development program to ensure continuation of operations in event of vacancy, and develop strong leaders and contributors throughout the organization at every level.

Summary:

- PSTA staff participated in a careful analysis of current conditions, organizational needs, and plan development options.
- An Emergency Interim Plan has been developed for every key position and will continue to be updated as needed.
- Leadership PSTA, a professional development program, is launching FY 2016. This program has been created to develop and support high potential employees and prepare them for future career growth.
- PSTA’s existing training programs, collectively known as PSTA University, will continue to support all employees’ success in their current positions.

Fiscal Impact:

- These plans and programs have a positive fiscal impact in the following ways:
 - Enhance employee job skills and leadership qualities, creating stronger, more efficient, and innovative contributors throughout the organization.
 - Create a pool of qualified, motivated employees ready to step forward as candidates for future leadership opportunities. This will decrease the amount of time key positions remain vacant and could result in avoidance of executive search fees.
 - Emergency Interim Plan ensures that unexpected vacancies are managed without costly interruptions in operations.

Attachments:

1. PowerPoint
2. Succession Planning & Employee Development Summary



Succession Planning & Employee Development

*Growing PSTA's
Future Leaders*



Succession Planning at PSTA

PATH FORWARD

Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and economic vitality, thriving communities, and an enhanced quality of life.

“BUILD AN INSPIRED WORKFORCE THAT IS EMPOWERED AND ACCOUNTABLE...”

Visionary Service Design: Increase Public Transit Access

Community Bus Plan as needed to address and embrace changes within the community. All progress towards the planned county-wide high frequency grid. Exploration of new revenues and delivery alternatives, always with a focus on strategic cost control.



Program

es.
prioritize



Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



Comprehensive Strategy



Comprehensive Strategy



Seeds
Water
Sunshine
Trellis

Key Position Analysis

Executive Office	Finance	Human Resources	Information Technology	Maintenance	Marketing	Planning	Transportation
<ul style="list-style-type: none"> •CEO •Chief Compliance Officer 	<ul style="list-style-type: none"> •CFO •Director of Finance •Director of Procurement •Accounting Manager •Mgr, Projects /Capital Assets •Risk Mgmt Supervisor •Manager, Revenue Center •Mgr, Contracts and Grants •Budget Analyst •Sr. Accountants •Payroll Spvr •Purchasing Agents •Sr. Claims Adjuster •Claims Adjusters •Lead Revenue Specialist 	<ul style="list-style-type: none"> •Director of HR •Staffing & Development Manager •Total Rewards Manager 	<ul style="list-style-type: none"> •Director of IT •Senior Project Director •Sr. Manager of IT •Sr. Systems Engineer •Systems Engineer •Software Engineer •Network Engineer •Help Desk Analyst 	<ul style="list-style-type: none"> •Director of Maintenance •Deputy Director of Maintenance •Superintendent of Facilities •Superintendent of Inventory Control •Superintendent of Training & Technical Services •Master Facility & Equipment Mechanic Lead 	<ul style="list-style-type: none"> •Director of Communications •Digital Marketing Manager •Media Liaison •Corporate Partnership Coordinator •Graphics Coordinators 	<ul style="list-style-type: none"> •Chief Development Officer •Planning Manager •Manager of Scheduling •Statistical Data Manager •External Affairs Officer •Principal Real Time Scheduler •Sr. Scheduling Analyst •Sr. Planner 	<ul style="list-style-type: none"> •Chief Operating Officer •Director of Transportation •Superintendents of Transportation •Superintendent of Safety, Security, & Training •Safety, Security, & Training Supervisors •Mobility Manager •Mobility Supervisor •Superintendent of Customer Service •Lead Supervisor, Customer Service

Analysis

1. Vacancy Risk?

2. Plan if Vacant Tomorrow?

3. Long Term Succession Plan?

4. High Potentials?

5. Best Development?

Analysis

1. Vacancy Risk?



Vacancy Risk

Upcoming retirement - April 30

- Shelbie Harris, Superintendent of Transportation
- 35 years at PSTA



Analysis

2. Plan if
Vacant
Tomorrow?



Analysis

3. Long Term Succession Plan?



Analysis

4. High Potentials?



Analysis

5. Best Development?



Training and Development

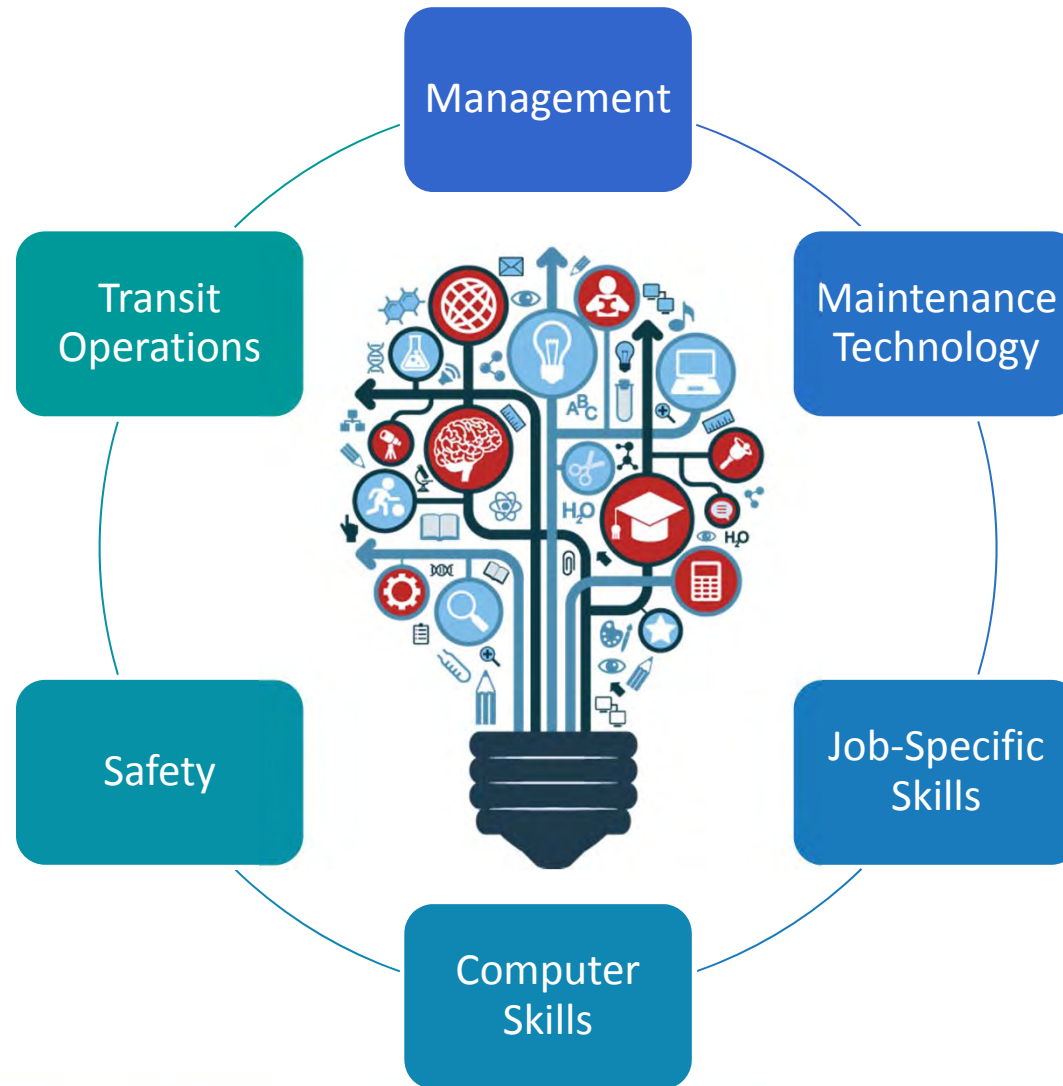
PSTA University

- Training for all employees to enhance skills in current position

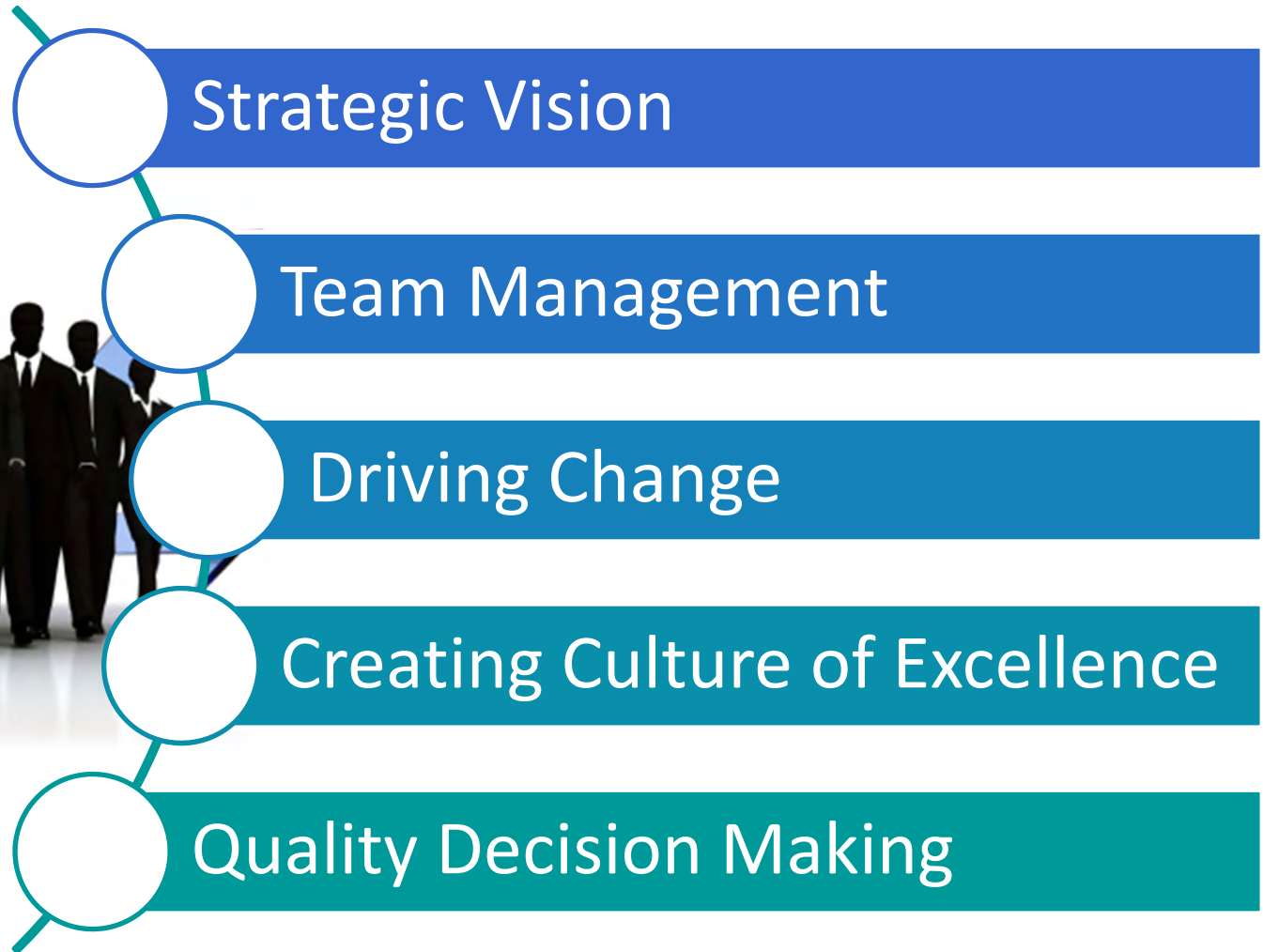
Leadership PSTA

- Annual program to develop leadership pipeline within PSTA

PSTA University

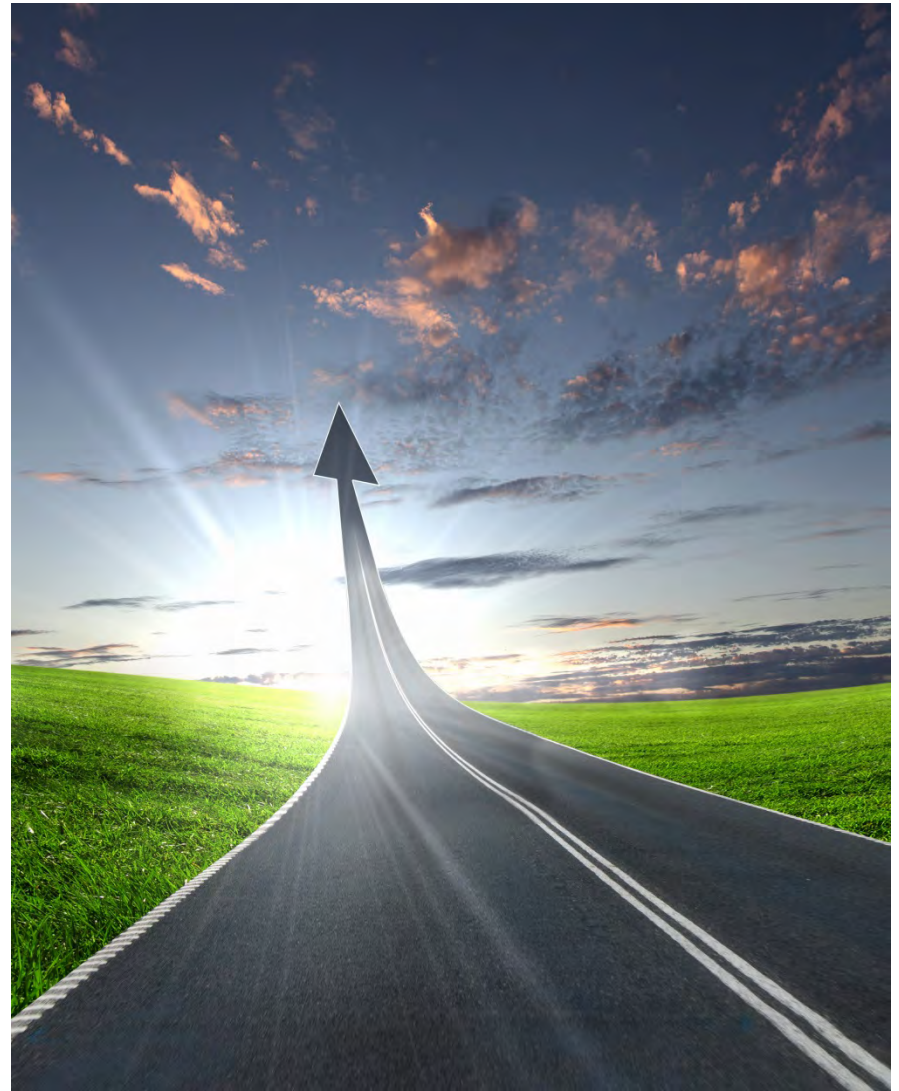


Leadership PSTA



Conclusion

*Ready for tomorrow,
ready for the future.*



PSTA Succession Planning & Employee Development

Growing PSTA's Future Leaders

Goals

- Prepare for future departures, and ensure continuation of operations in event of vacancy
- Develop strong leaders and contributors throughout the organization at every level

Part of a Comprehensive Strategy

- Succession Planning is more than just naming a successor to a position. It is most effective as part of a workforce management strategy that encompasses Staffing, Training, Leadership Development, and Performance Management. This strategy builds a strong overall workforce, and identifies and develops high potential employees so that when a vacancy arises the organization has a pool of qualified candidates ready to step forward for consideration.

Plan Development

- Key position analysis was conducted at all levels of the organization. We asked five questions for every key position:
 - What is the vacancy risk?
 - What is the plan if the position becomes vacant tomorrow?
 - What is the long term succession plan?
 - Who are our high-potential employees?
 - What development programs will best position PSTA for effective succession planning?



Long Term Approach – Two Distinct Training & Development Programs

- PSTA University
 - Existing training programs in Transportation, Maintenance, and Administrative Services
 - Supports all employees in being successful in their current positions
 - PSTA’s training programs have been recognized for excellence among transit peers
 - Contributed to PSTA’s customer satisfaction rating 2 ½ times the national transit average
- Leadership PSTA
 - Launching FY 2016
 - Professional development program designed to develop and support high-potential employees
 - Focus on key leadership competencies including Strategic Vision, Team Management, Driving Change, Creating a Culture of Excellence, and Quality Decision Making
 - Program participants will be stronger leaders in their current roles, and prepared to step forward as qualified candidates for future leadership opportunities
 - Powerful retention tool to help high potential employees decide that PSTA is the right place for them to spend their career

Summary

- Succession Planning is one element of a comprehensive workforce management strategy
- Organization-wide action plans are now in place to handle vacancies and minimize disruptions
- PSTA is investing development resources in all employees through PSTA University
- We are launching Leadership PSTA to target high potential employees, and create a pool of strong candidates for future leadership vacancies



INFORMATION ITEMS



6B: Sustainability Plan



Action: Information Item

Staff Resource: Kristina Tranel, Transit Planner
Heather Sobush, Planning Manager

FINANCE & PERFORMANCE
MANAGEMENT

PLANNING

Background:

- PSTA adopted a Sustainability Policy, recommending that social, environmental, and economic responsibility be incorporated in PSTA decision making.
- PSTA was a founding signatory to the American Public Transportation Association (APTA) Sustainability Commitment. The APTA Sustainability Program recognizes agencies at bronze, silver, gold, and platinum levels based on implementation of sustainability policies and practices and achievement of sustainability goals.
- The Path Forward Strategic Plan includes sustainability principles and strategies.
- Based on priorities in the Path Forward Plan, a sustainability baseline has been established and goals can be set for improvement above the baseline.

Summary:

- In early April, PSTA staff submitted PSTA's baseline information and sustainability achievements for recognition at the bronze level. Achievements highlighted include:
 - Increased Transportation Disadvantaged (TD) Program participation to serve more disadvantaged residents;
 - Increased access to transit with the Direct Connect Pilot Program and UPASS Program;
 - Expanded employee wellness program;
 - Succession planning including training of and investment in employees;
 - A formal waste management program with increased recycling and reuse;
 - Development of a thorough tracking system of energy and water use by facility, and fuel economy by vehicle type;
 - Increased number of hybrid vehicles in fleet, improving fuel economy; and

- Long term financial forecasting.
 - Major goals for upcoming 2-3 years, consistent with the Path Forward Plan, include:
 - **Environmental:** Increase ridership, thereby reducing reliance on the automobile, and improve fuel economy by setting an average fuel economy goal.
 - **Social:** Increase access to transportation services by offering programs for disadvantaged residents, UPASS programs, and first- and last-mile solutions and by partnering with the Metropolitan Planning Organization (MPO) and local jurisdictions on integrated land use and transportation planning
 - **Financial:** Develop a Sustainable Fleet Plan with a mix of vehicle types that allows PSTA to maintain current services and positions the agency for incremental growth.
-

Attachments:

1. PowerPoint



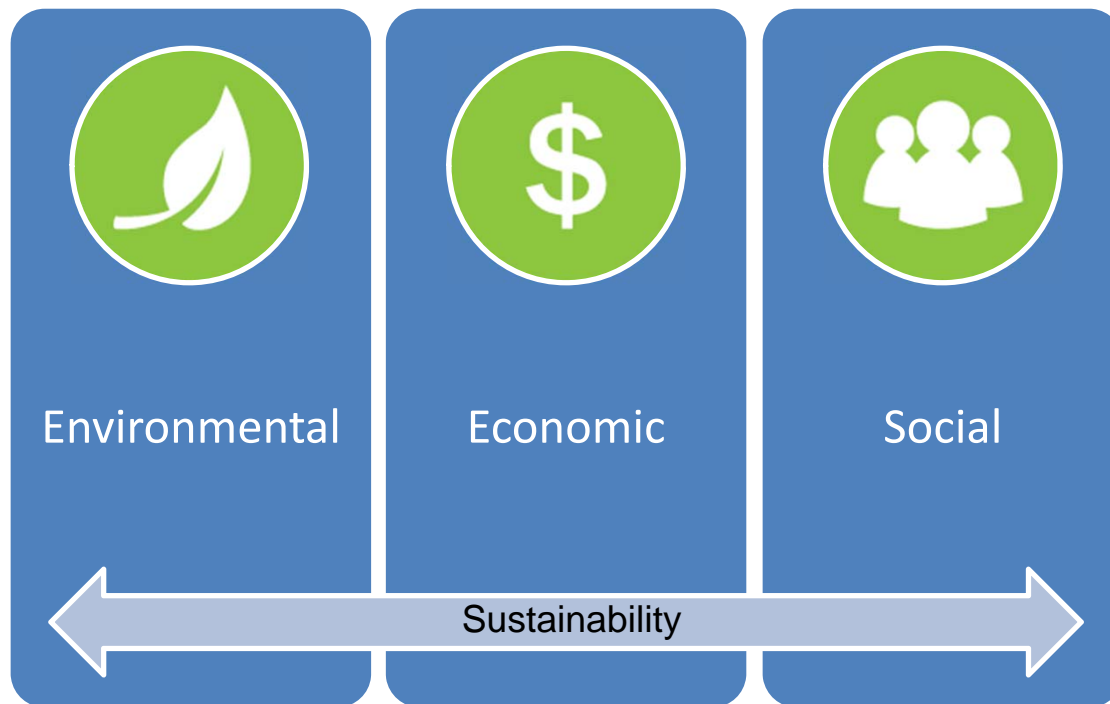
Sustainability Planning

PSTA Board Meeting
April 27, 2016

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida

What is Sustainability?

- Responsibility in organizational decision making
 - Environmental, Economic, and Social
 - Meet needs of today without compromising ability to meet future needs



Why is PSTA Sustainable?

- Provides public transportation services
 - Riding public transit is one of the top actions a person can take to be environmentally sustainable
 - ↓ Emissions
 - ↓ Fossil fuel use
 - PSTA connects people to jobs, healthcare and the community



History

- APTA Sustainability Commitment
 - PSTA Founding Signatory
- PSTA Board Approved Sustainability Policy February 2014
- Incorporated in Path Forward Strategic Plan
 - Continuous improvement for riders & community
 - Public outreach commitment
 - Collaborative transportation policy & priority setting
 - Sustainable decision making
 - Sustainable capital program



Sustainability Planning Approach

Path Forward Plan Sustainability Priorities



Baseline Measurement



Goals for Improvement above Baseline



Tailored PSTA Sustainability Program



Evaluate Performance of Sustainability Initiatives

PSTA Accomplishments

- Recycling & reuse program with improved tracking system
- Expansion of programs increasing access to transportation
 - Increase in TD Program participation
 - Direct Connect Program
 - UPASS
- Expanded Employee Wellness Program
- Sustainable Bus Purchases
 - Increased hybrid fleet from 32-60
 - 7 new BAE hybrids ordered
- Life-cycle costing



Sustainability Planning Approach

Path Forward Plan Sustainability Priorities



Baseline Measurement



Goals for Improvement above Baseline



Tailored PSTA Sustainability Program



Evaluate Performance of Sustainability Initiatives

Environmental Sustainability of Transit Fleet

- Improve environmental sustainability by reducing overall use of fossil fuels and improving fuel economy

**Baseline Average Fuel Economy
of Fleet = 4.0 Miles/Gallon**

Financial Sustainability of Transit Fleet

- Long-term sustainable capital program

Social Sustainability of Transit Fleet


- Most important function – provide as much public transportation as possible to our citizens

Sustainability Goals

- Consistent with Path Forward Plan
- Measurable





7A:	PSTA Performance/Updates for the Month of March	
Action:	Information Item	

Staff Resource: Brad Miller, CEO

Total Ridership* Feb.	
DOWN	DOWN
6.5%	8.0%
Monthly Compared to Last Year	Year-to-Date

* a draft estimated report is attached

Contract Awards between \$25,000 - \$100,000		
Vendor	Amount	Description
Conserv Building Services	\$34,000	HVAC Repairs (On Call)
Total:	\$34,000	

Transportation Disadvantaged (TD)	3/2016	YTD
Number of Telephone Inquiries	908	6855
Number of Applications Mailed	57	324
Number of TD Discounted Bus Passes	5,531	34,116

Customer Service	3/2016	YTD
Number of Real Time Text Messages Sent to Riders	239,522	1,249,274
Number of Times Voice System Provided Info to Riders	143,505	788,411
Number of Times RidePSTA.net was Visited	73,261	405,319
Number of InfoLine Calls	40095	673415
Average Call Length-Minutes. Seconds	1.56	4.51
Average Hold Time-Minutes. Seconds	1.23	3.58

PSTA.net	3/2016	YTD
Number of Website Visits Per Day	4,784	5,046
Number of Users	52,240	239,526
Total Pages Viewed	263,147	1,658,578
Percent of First Time Visitors	27%	24%
Number of Online Bus Pass Orders		

Social Media Statistics (by the end of the month)	3/2016
Number of Twitter Followers	2,129
Number of Facebook Fans	8,958
Number of LinkedIn Followers (Company Page)	715
Number of People Belonging to PSTA's LinkedIn Group	Not In Use
Number of Times Blog Pages were Viewed	518

Attachments:

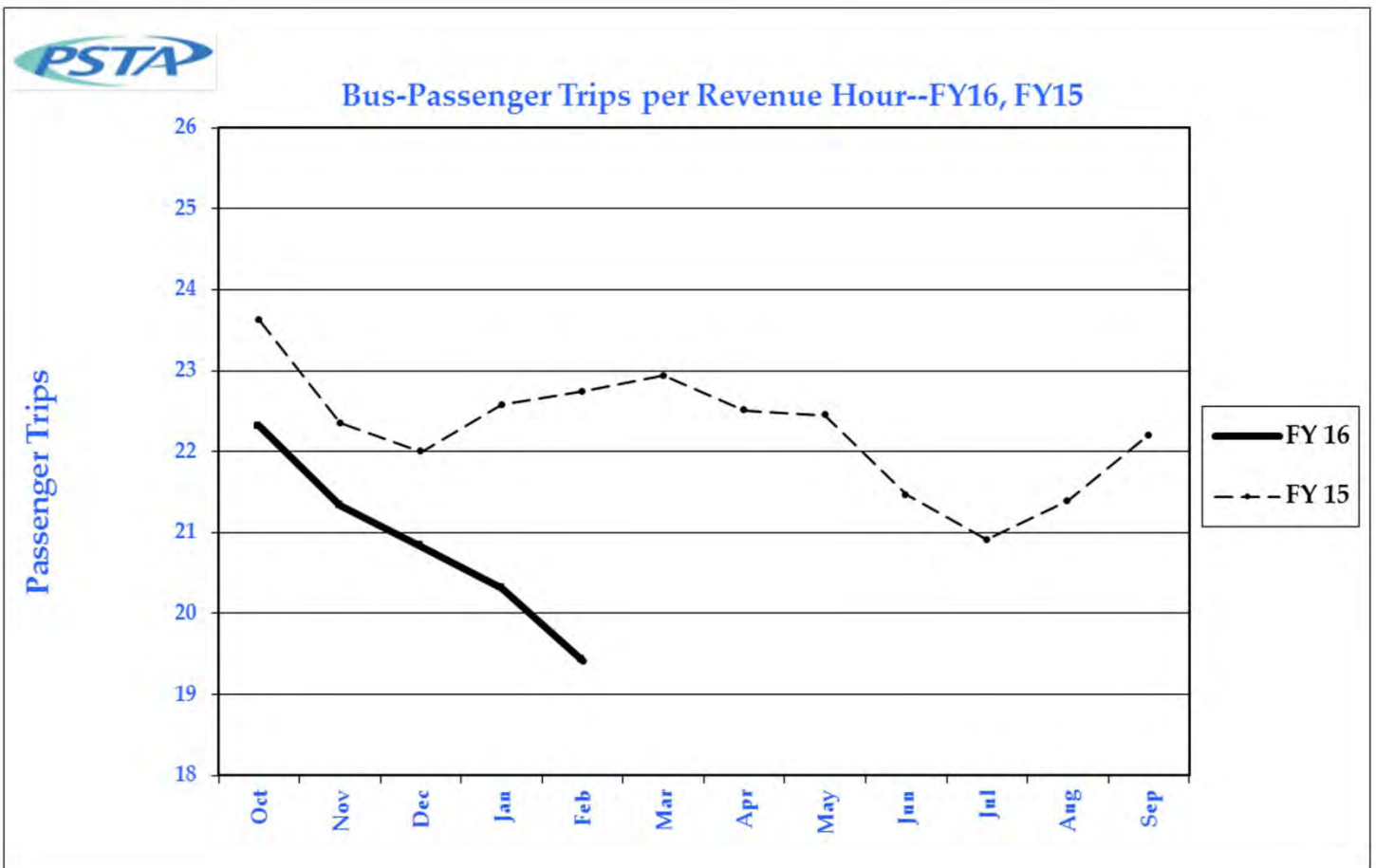
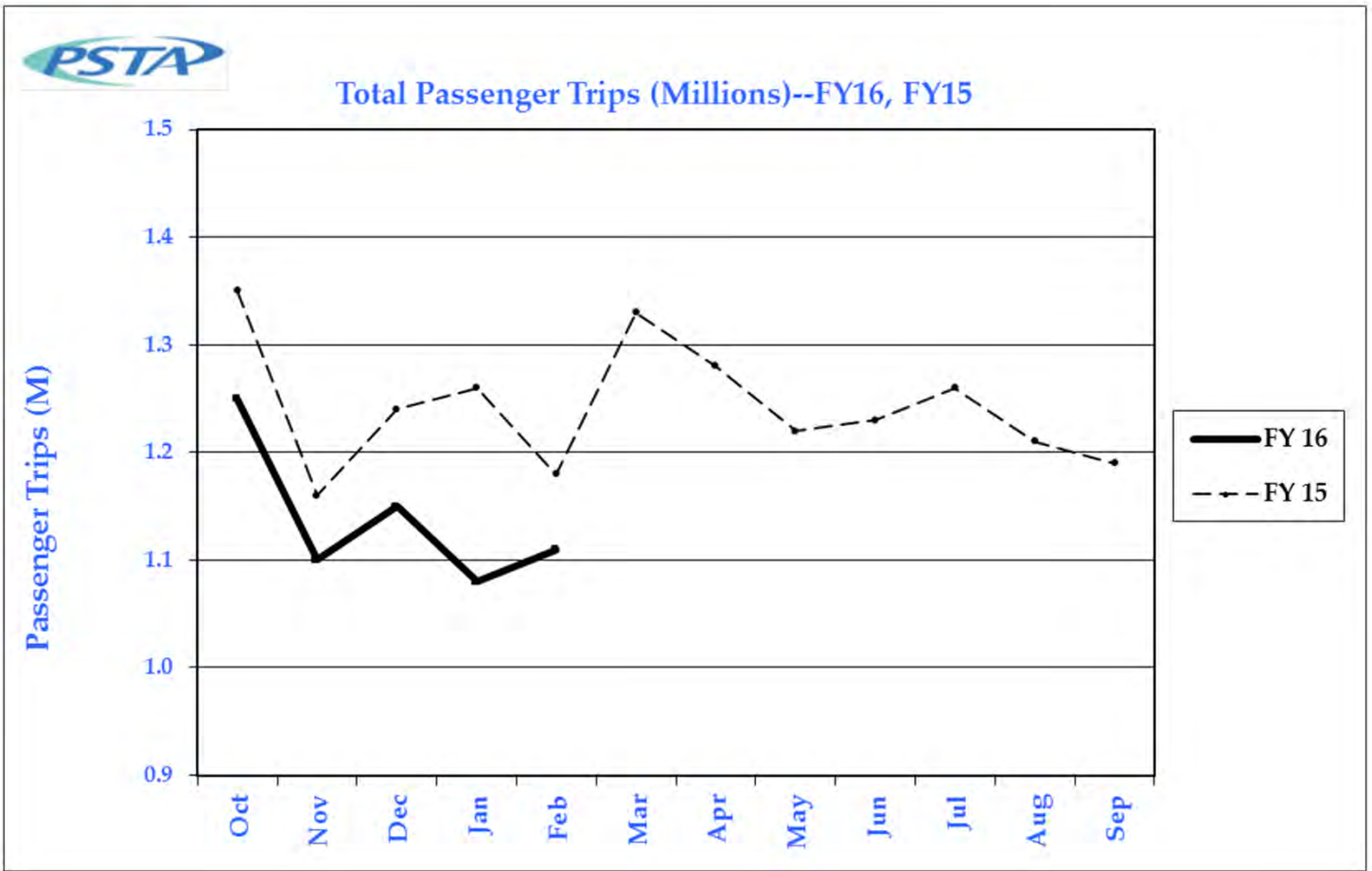
1. Operating Statistics
2. Performance Graphs

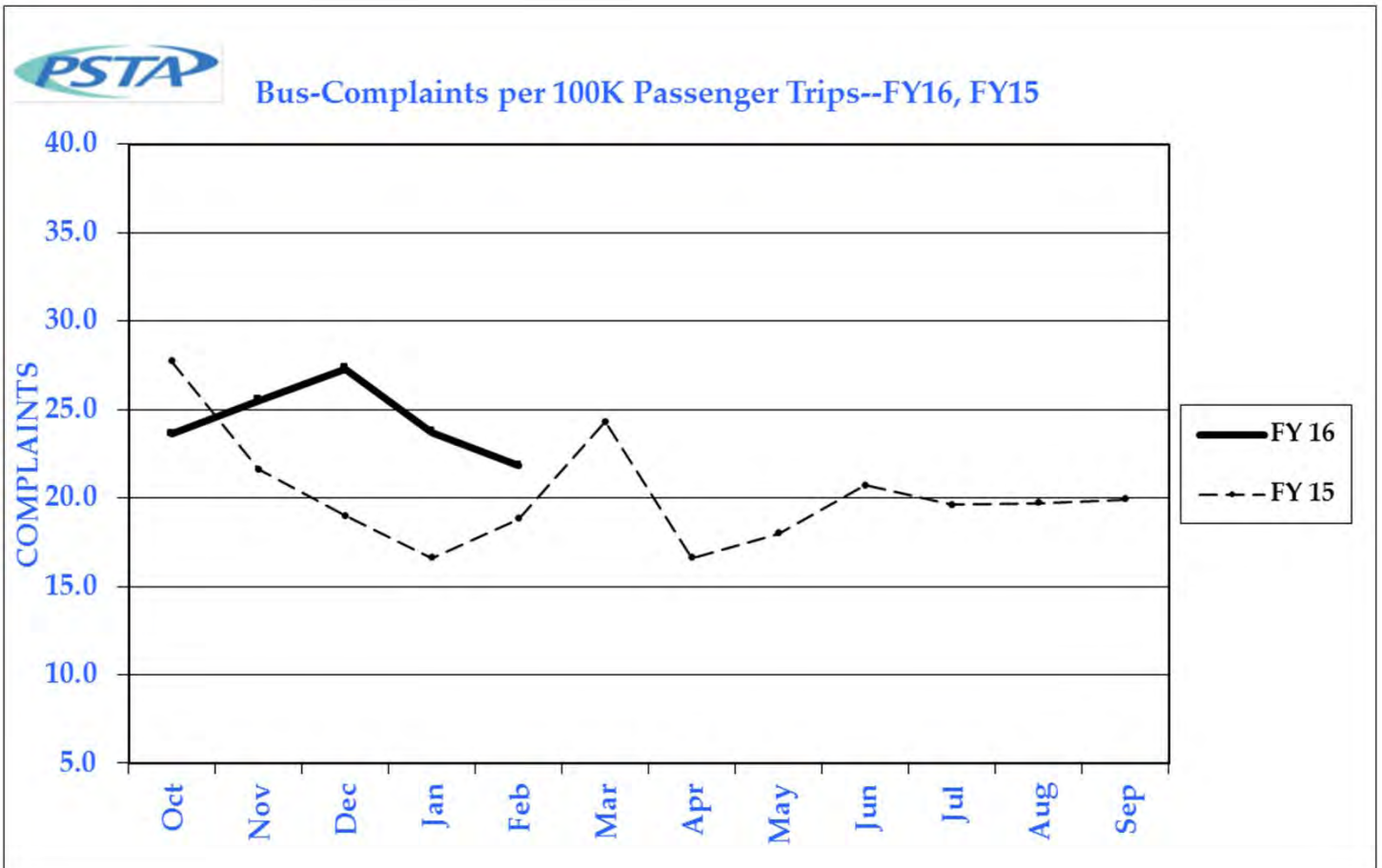
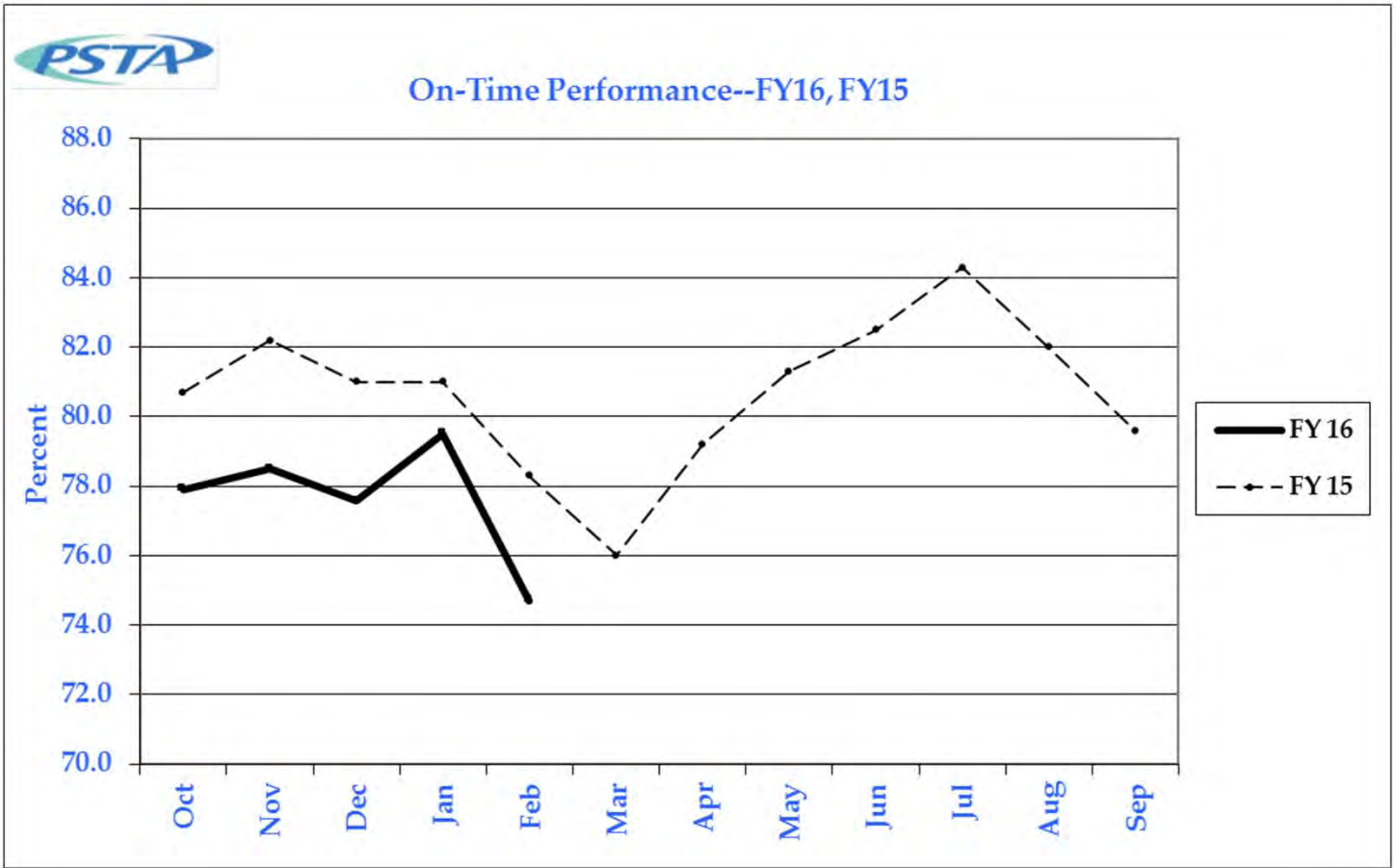



OPERATING STATISTICS
Board Report
FEBRUARY 2016

DRAFT ESTIMATES (3/15/16)

CURRENT MONTH			RIDERSHIP STATISTICS	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
999,609	1,049,514	-4.8%	Total Bus Revenue Passenger Trips ⁽¹⁾	5,159,111	5,540,201	-6.9%
33,440	39,610	-15.6%	Other Bus Passenger Trips (includes East Lake) ⁽²⁾	184,738	233,393	-20.8%
5,609	6,506	-13.8%	Looper Trolley Passenger Trips ⁽³⁾	20,869	23,004	-9.3%
44,954	64,276	-30.1%	Jolley Trolley Passenger Trips ⁽⁴⁾	199,958	258,920	-22.8%
1,083,612	1,159,906	-6.6%	Total Fixed Route Passenger Trips ⁽¹⁻⁴⁾	5,564,676	6,055,518	-8.1%
21,489	21,505	-0.1%	DART Client Trips ⁽⁵⁾	111,268	113,118	-0.02
338	390	-13.3%	DART TD Trips ⁽⁶⁾	1,677	2,089	-19.7%
2,845	2,934	-3.0%	DART PCA Trips ⁽⁷⁾	15,328	15,533	-1.3%
24,672	24,829	-0.6%	Total DART Passenger Trips ⁽⁵⁻⁷⁾	128,273	130,740	-1.9%
1,108,284	1,184,735	-6.5%	Total Passenger Trips ⁽¹⁻⁷⁾	5,692,949	6,186,258	-8.0%
5,045	4,919	2.6%	Wheelchairs	27,594	27,777	-0.7%
30,318	31,709	-4.4%	Bikes on Buses	163,508	171,665	-4.8%
44,401	50,224	-11.6%	Average Weekday Passenger Trips			
28,292	33,784	-16.3%	Average Saturday Passenger Trips			
16,027	20,251	-20.9%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
604	607	-0.5%	Employees-Budgeted-Full-Time			
761,962	685,528	11.1%	Total Revenue Miles	3,666,994	3,646,522	0.6%
53,190	47,898	11.0%	Total Revenue Hours	256,443	254,725	0.7%
74.7	78.3	-4.6%	On-Time Performance	77.6	80.6	-3.7%
21.8	18.8	15.9%	Complaints/100,000 Passenger Trips-PSTA Bus	24.4	20.9	16.7%
154.0	N/A	N/A	Complaints/100,000 Passenger Trips-DART ^(less EL)	151.2	N/A	N/A
4.58	4.83	-5.2%	Accidents--Total-Per 100,000 Miles	4.47	4.01	11.5%
0.80	1.02	-21.4%	Accidents--Preventable-Per 100,000 Miles	1.05	1.00	4.7%
13,231	12,699	4.2%	Miles Per Roadcall	11,550	10,209	13.1%
8,659	15,234	-43.2%	Miles Per Service Interruption	9,525	11,878	-19.8%
1.36	1.59	-14.7%	Bus-Total Passenger Trips / Revenue Mile	1.46	1.58	-7.8%
19.42	22.74	-14.6%	Bus-Total Passenger Trips / Revenue Hour	20.84	22.67	-8.1%





7B:	October 2016 Service Improvements	
Action:	Information Item	

Staff Resource: Bob Lasher, External Affairs Officer
Cassandra Borchers, CDO



Background:

- In early 2015, PSTA embarked on a customer focused redesign of services in concert with the tenets of the Community Bus Plan and in light of fiscal constraints.
- Staff developed a multi-phase plan approach to systematically examine every route in the entire PSTA network to improve efficiencies and delivery of service to customers. This became the “Customer Oriented System Redesign” element of the Path Forward Strategic Plan:
 - Focus resources where transit works best
 - Identify transportation alternatives for affected customers (if needed)
 - Use a data-driven and customer sensitive approach
- In Phase 1 of the System Redesign, PSTA examined underperforming routes and recommended service adjustments. As a result, the East Lake Connector was eliminated and Routes 1/30 were combined (new Route 22). The new Direct Connect pilot program was also implemented as an alternative mobility option for residents and visitors to the East Lake and Pinellas Park areas.
- Phase 2 compromised the transformation of bus services in Downtown St. Petersburg from a hub to grid system and service increases on select route. PSTA completed a robust public engagement and public information outreach effort both before and after the changes on downtown.

Summary:

- Phase 3 will examine and make recommendations for the remainder of the PSTA network. Work for this phase includes:
 - Technical review of Community Bus Plan recommendations
 - Update of data used in performance analysis, as well as new data collection as needed

- Extensive public outreach including engagement and information phases
- Two Phase Implementation (October 2016 and February 2017)

Public Outreach Schedule for October 2016 Service Improvements:

- Internal coordination is already underway as Planning staff has been meeting with Operators, Supervisors, SEIU Representatives to solicit their thoughts and ideas on proposed route improvements. Internal coordination will occur throughout the system redesign.
- Similar sessions are also underway with management and planning staffs from the municipalities where service changes are proposed for October 2016.
- PSTA will engage the public as part of the system redesign process. This will be done through numerous workshops, meetings and various electronic/digital and in-person contact methods.

April – June, 2016:

- Internal coordination with Transportation employees (Operators, Supervisors, Customer Service Representatives etc.) on proposed changes
- Meetings with County, City Managers and Staff:
 - Dunedin 4/12/16 at 9:30 am
 - Safety Harbor 4/13/16 8:30 am
 - Clearwater 4/14/16 11:00 am
 - St. Petersburg 4/18/16 1:30pm
 - Oldsmar 4/19/16 1:00 pm (Requested)
 - Tarpon Springs 4/19/16 9:00 am (Requested)
 - Pinellas County 4/20/16 3:00 pm (Requested)
 - Largo TBD
 - Pinellas Park TBD
 - Seminole TBD
- Public workshops:
 - 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
 - 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
 - 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
 - 5/28/16, 10:30AM – Noon St. Petersburg North Library

- Public Hearings
 - 6/7/16, 5:30-7:30 PM Clearwater East Library
 - 6/22/16, 9:00-9:30 AM PSTA Board Room

June- August:

- Driver, Customer Service and internal training and outreach once changes have been finalized.
- Develop new public information materials for October 2016 service changes.
- Engage city/county management and planning staffs from the municipalities where service changes are proposed for February 2017. Establish public engagement schedule and present to PSTA Committee and Board for February 2017 implementation. (Including, but not limited to: Gulfport, Largo, Pinellas Park, Seminole, South Pasadena, St. Petersburg)

One week prior to service change: September 25th- October 1, 2016:

- Staff outreach to riders with booklets at major transfer facilities
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders

October 2-4, 2016 inclusive:

- Ambassadors stationed at major transfer centers to aid riders with new route changes

Fiscal Impact:

- Adjustments proposed as part of the October 2016 Service Improvements are intended to be revenue neutral; any cost savings will be incorporated into the FY17 Budget or reserved for the February 2017 service improvements.

Attachments:

1. PowerPoint
2. Maps of Proposed Service Improvements **(CLICK TO VIEW/PRINT)**



October 2016 Service Improvements

Phase 3 System Redesign

PSTA Board Meeting

April 27, 2016

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida



Goals of the 2013 Bus Plan

- Wide scale community engagement “Tell us what do you want”
- Mold the bus network to better serve the economy and needs of our community
- Create a thoughtful, phased plan to suit a variety of funding scenarios
- Comprehensive plan development designed to maximize previous efforts



Pinellas
community
bus plan

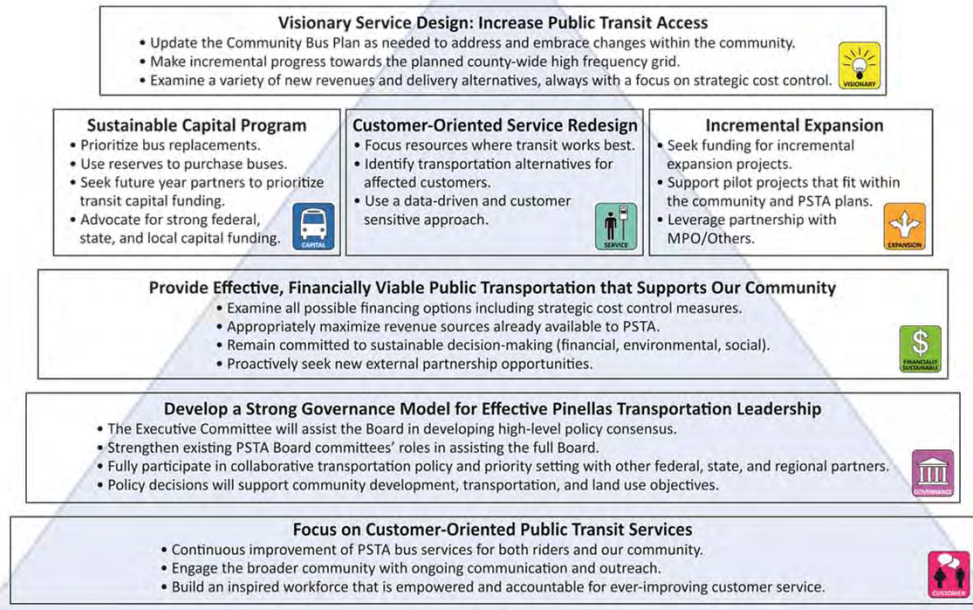


May 2015 Strategic Direction

- Financial Stewardship
 - 5-year Balanced Budget Process
 - Increased Revenues
 - Decreased Expenses
- Sustainable Capital Program
- Service Redesign
- Incremental Expansion

PATH FORWARD

Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.



Where Are We Going?

- Original 10-Phase Plan Now 3-Phase Plan:
 1. October 2015 – Inefficient Routes Eliminated
 2. February 2016 – Downtown St. Pete Grid Network
 3. Efficiency Improvements throughout County
 - a. October 2016 – North and Mid-County
 - b. February 2017 – South and Mid- County
- Budget/System Efficiencies Allow for Small **Increases** in services over time.
- Additional Improvements to Follow:
 - Central Avenue BRT/ Downtown St. Pete Circulation
 - Clearwater Beach-TIA Express



CUSTOMER



GOVERNANCE



FINANCIALLY
SUSTAINABLE



CAPITAL



SERVICE







EXPANSION



VISIONARY

Where Are We Going?

By 2017 Some New Revenue Bus Plan Principles Will Be Achieved:

-  Increase frequencies to 15 minutes or better on Core and Frequent Local routes
-  Create efficient grid network that maximizes resources and service delivery
-  Improve overall span of service
-  Improve weekend service coverage

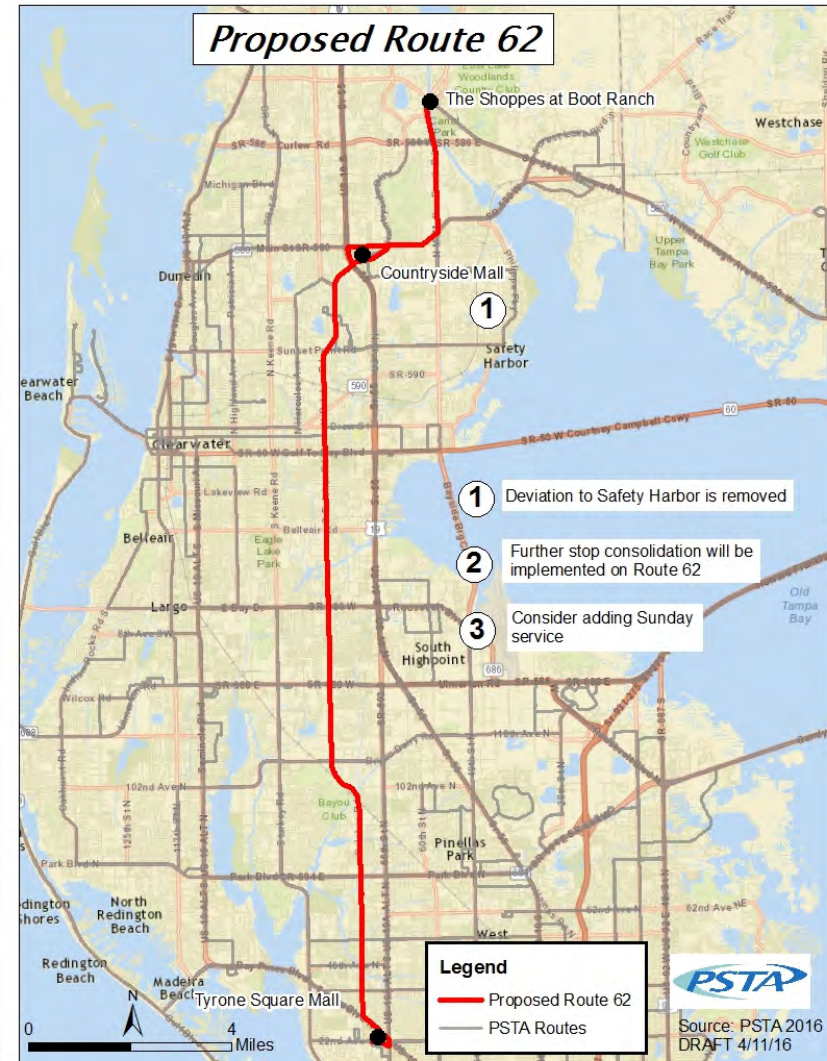


October 2016 System-wide Streamlining

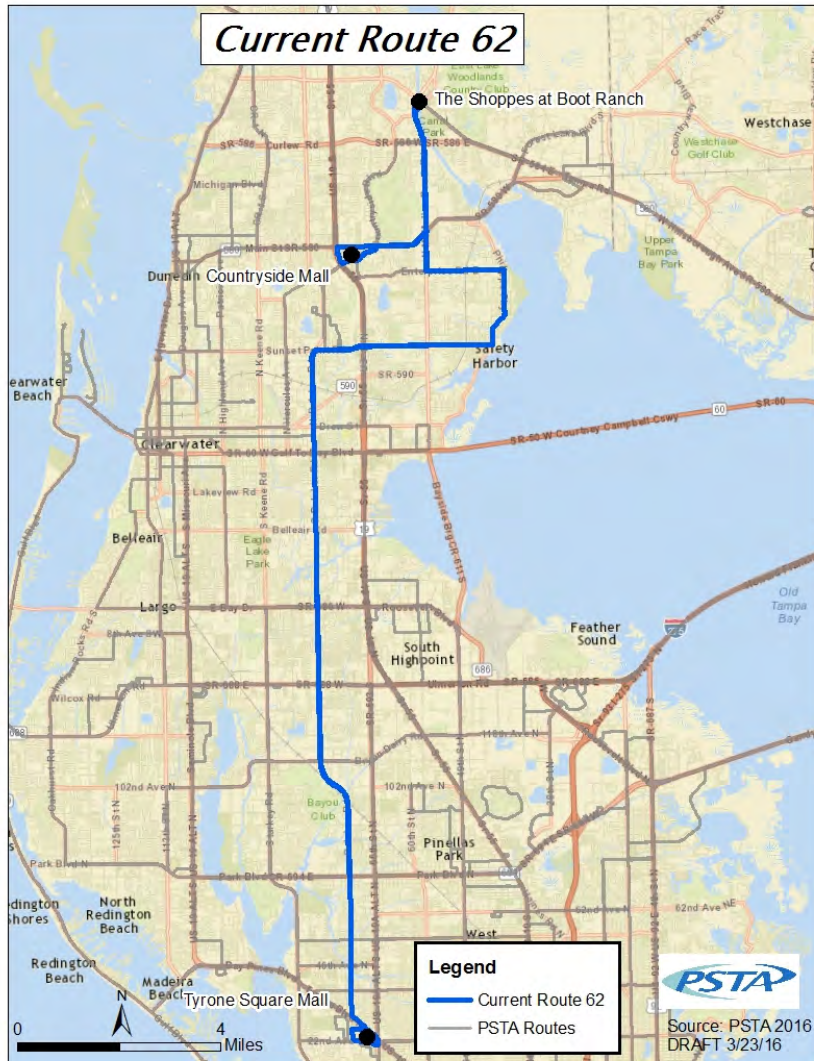
- Remove underutilized deviations
- Bus-Stop Consolidation: speed operations/save hours
- Reinvestment of saved hours or new investment
 - Evening and Weekend Service Expansions
 - Overcrowded Routes –require additional buses
- Specific Proposals:
 - Split long routes such as 62 (Belcher/Safety Harbor)
 - Redesign Jolley Trolley Coastal with segments of Route 66 for single 7-day service
 - Expand routes with highest demand



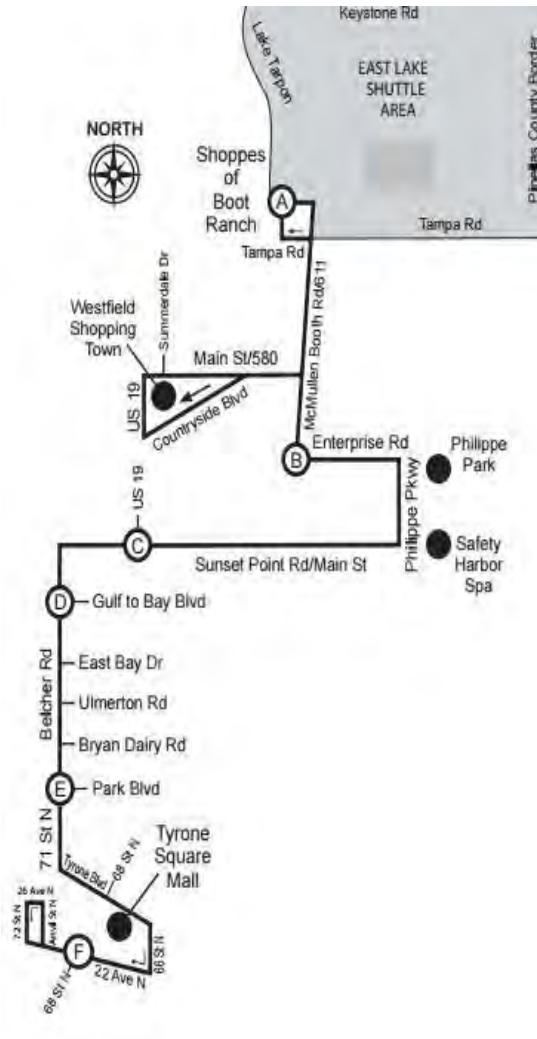
Example: Route 62



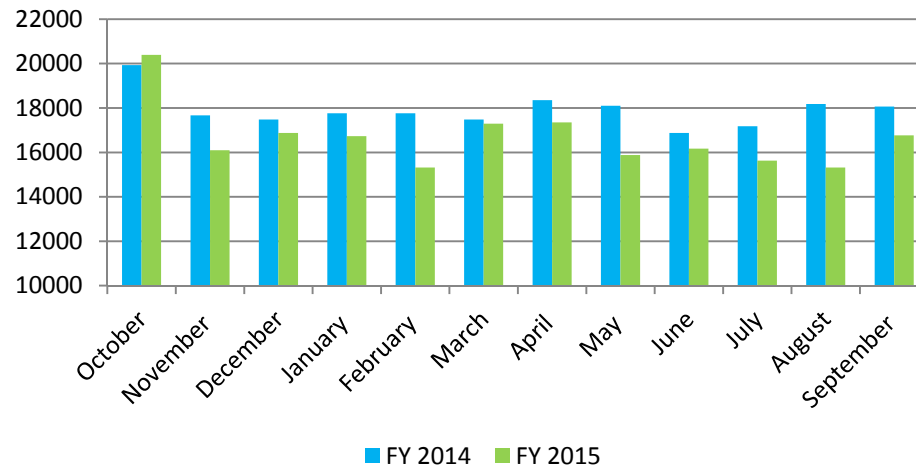
Example: Route 62 – Safety Harbor



Route 62: Service and Performance



Route 62 Ridership by Month



Service Span

Monday - Friday	Saturday	Sunday
5am – 8:30pm	6:45am – 7:30pm	No Service

Headway

Monday - Friday	Saturday	Sunday
60 minutes	60 - 120 minutes	No Service

2015 Statistics

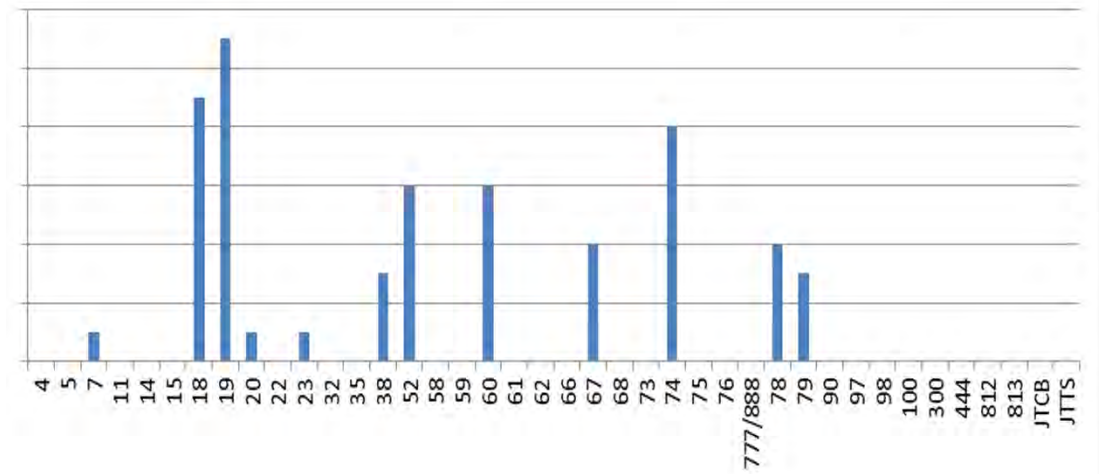
2015 Metric		Rank (out of 41)
FY 2015 Ridership	199,843	19
Passenger/revenue mile	0.86	33
Passenger/revenue hour	14.36	32
Cost Recovery	24.02%	34
Final Combined Score	33.27 points	35



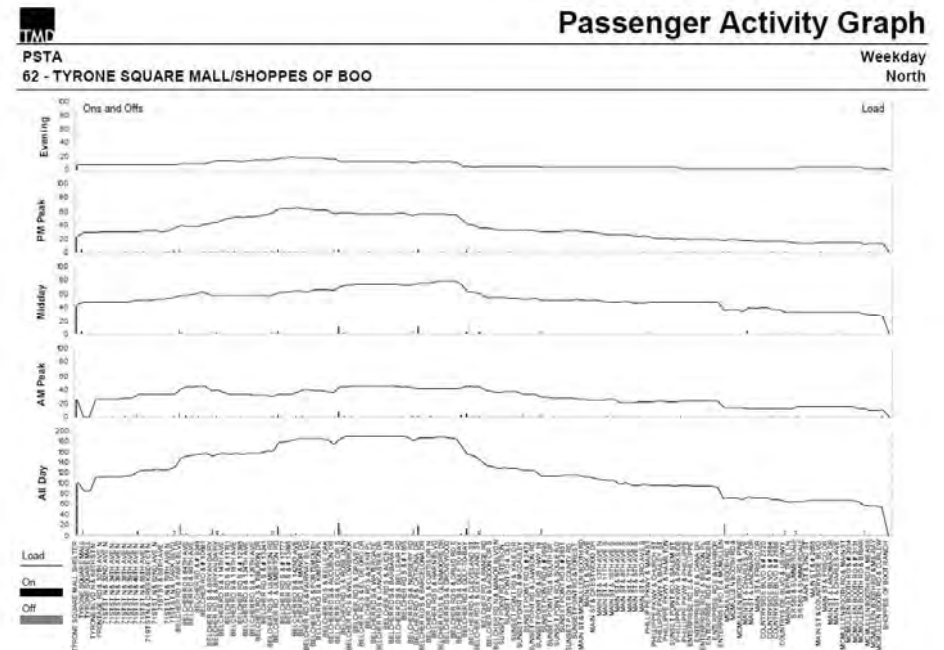
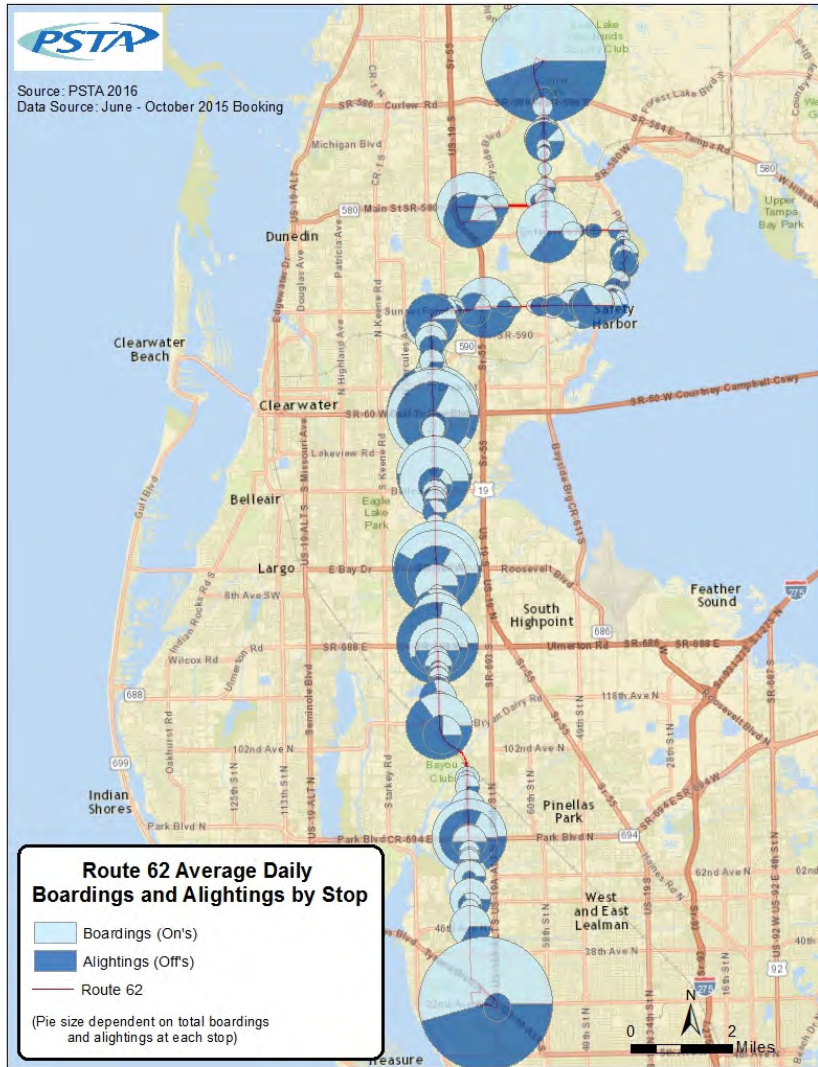
Route 62: Rider Patterns



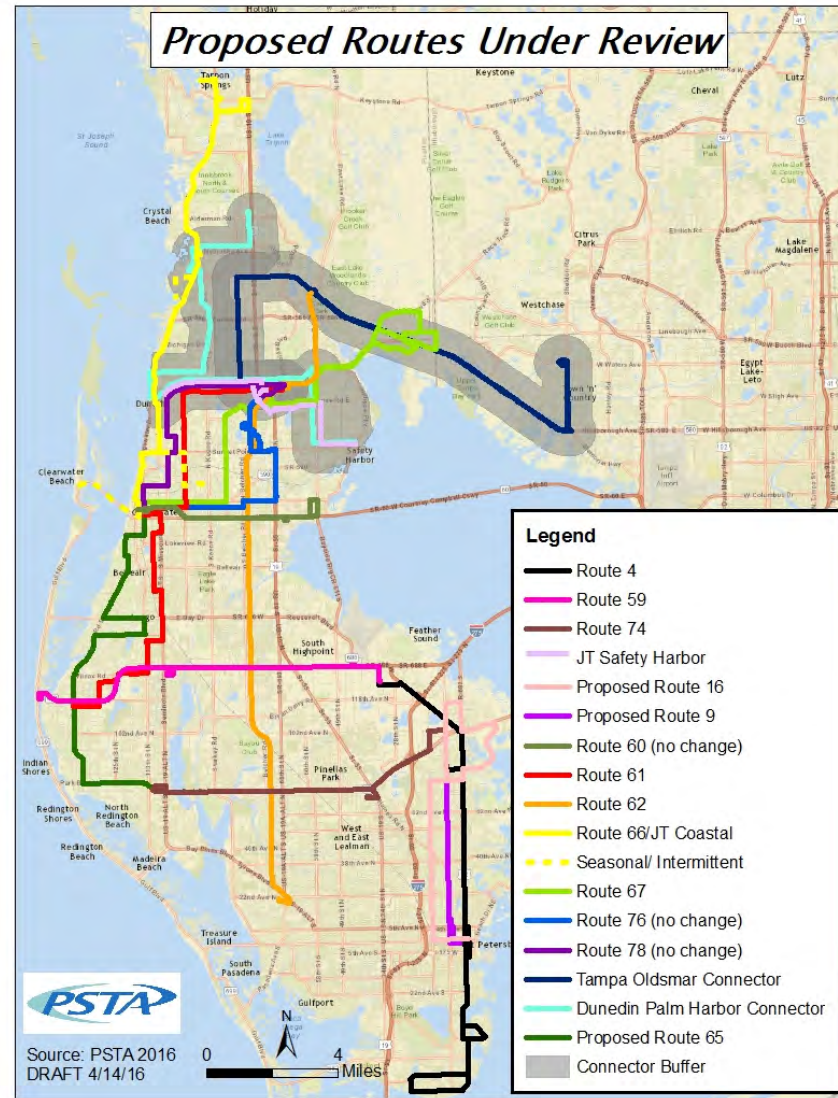
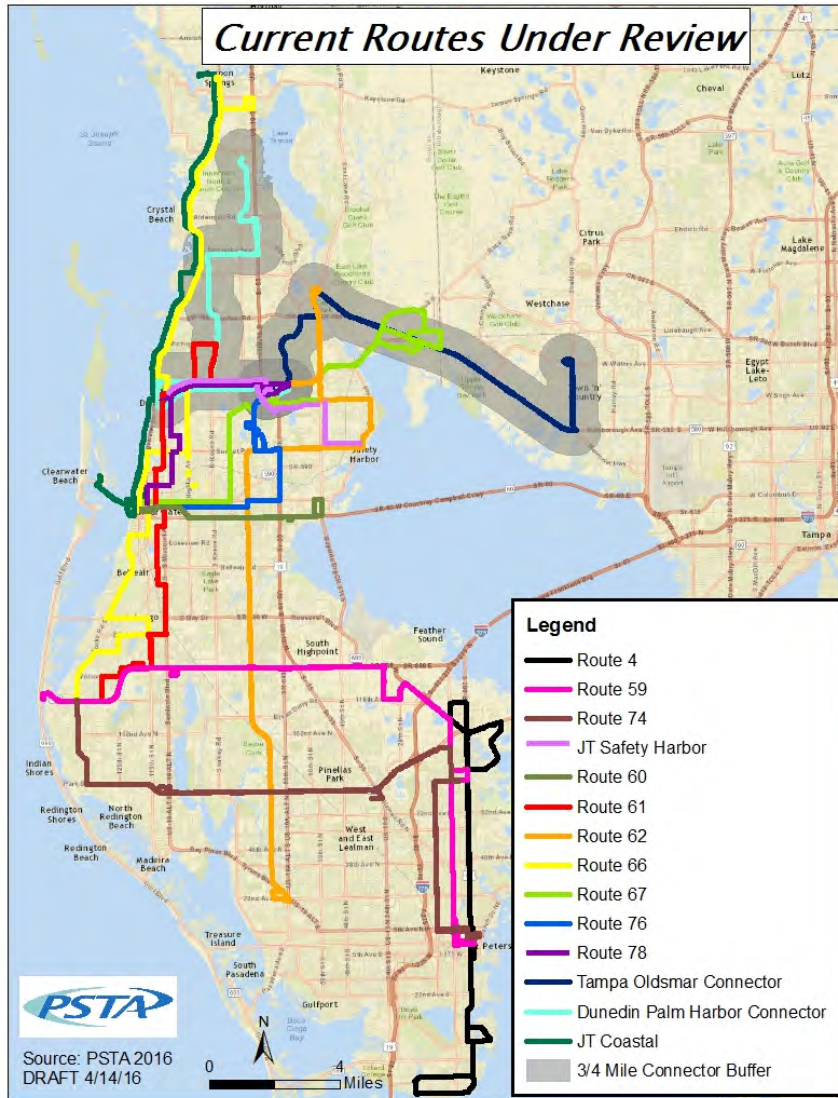
Transfer Affinities



Route 62: Rider Patterns



System Proposal for October 2016



Early Engagement

April – June, 2016:

- Internal meetings for feedback from Transportation employees (Drivers, Supervisors, CSR's etc.) on proposed changes
 1. Safety Security and Training
 2. Executive Review
 3. Operators, Supervisors, Customer Service Focus Groups
- Meetings with City/County staff
- Internal Workshops : Operators, Customer Service
- Public Workshops/Hearings
- Web/Social Media engagement



Initial City/County Staff Outreach

- Dunedin 4/12/16 9:30 am
- Safety Harbor 4/13/16 8:30 am
- Clearwater 4/14/16 11:00 am
- St. Petersburg 4/18/16 1:30 pm
- Oldsmar 4/19/16 1:00 pm
- Tarpon Springs 4/19/16 9:00 am
- Pinellas Planning 4/20/16 3:00 pm
- Seminole Pending
- Largo Pending
- Pinellas Park Pending



Public Workshops

Workshops:

- 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
- 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
- 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
- 5/14/16 9:30 - 11:00 AM PSTA Auditorium
- 6/7/16* 5:30-7:30 PM Clearwater East Library (Drew St.)
- 6/21/16* 5:00- 6:30 PM PSTA

*Workshop and hearing (if needed)



Final Outreach – Public Information

July – September

- Development of training and public engagement materials
- Internal training for Operators, Customer Service and Ambassadors

Week prior to service change: September 25th- October 4th, 2016:

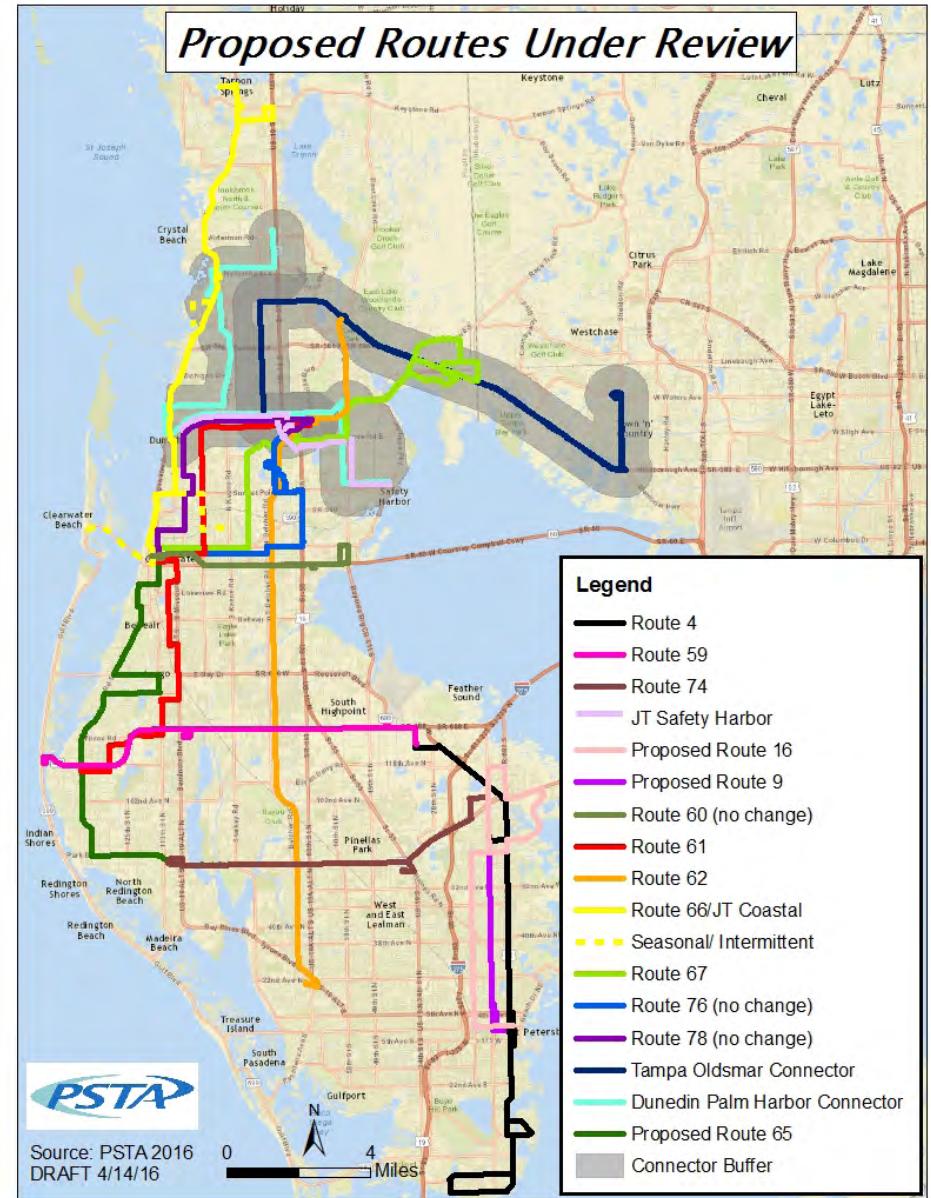
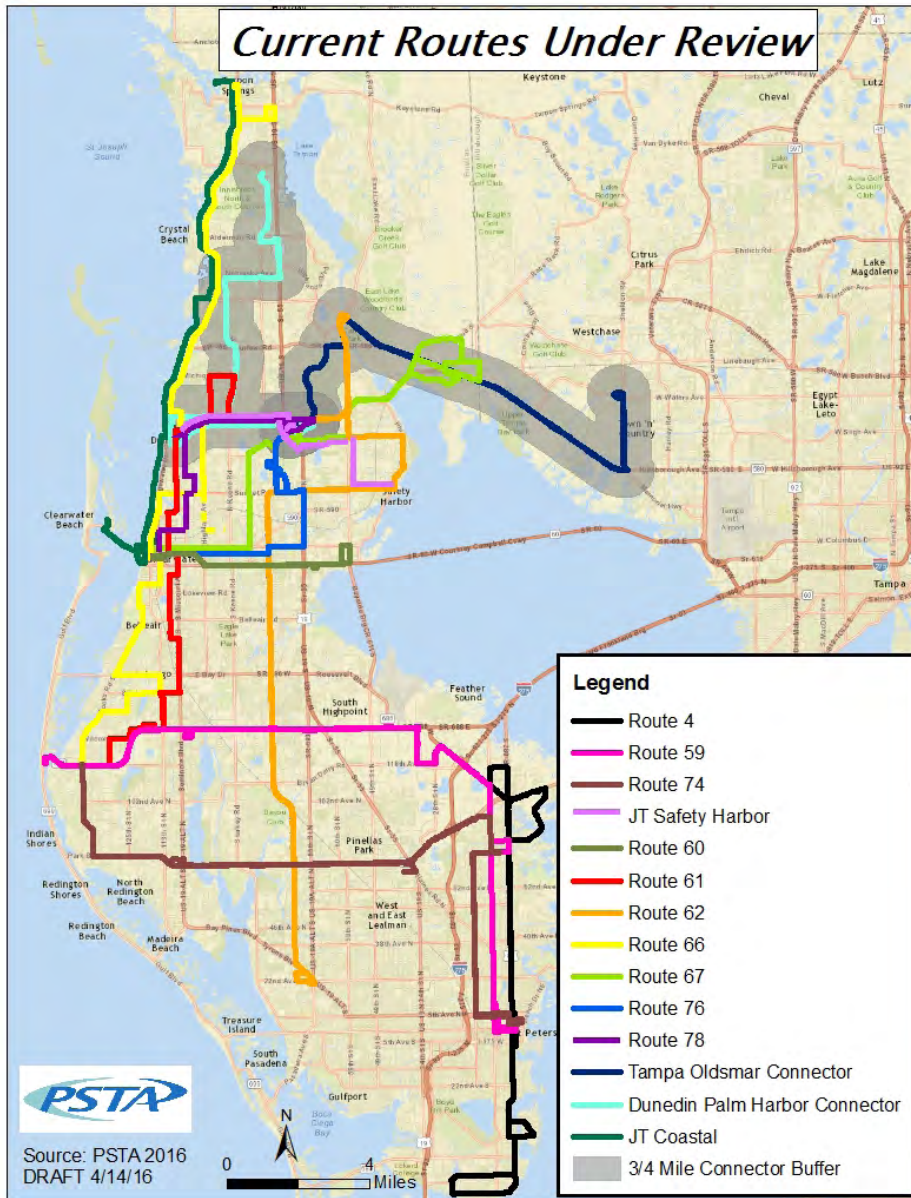
- Staff outreach to riders with booklets at major transfer facilities (34th Layby, Clearwater (Park St), Countryside Mall, Gateway Mall)
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders
- On-board Ambassadors, if needed



Successful Public Outreach



System Proposal for October 2016



Phase 3 System Improvements

October 2016

- Route 4
- Route 9 (new)
- Route 16 (new)
- Route 19
- Route 59
- Route 60 (no change)
- Route 61
- Route 62
- Route 65 (new)
- Route 66/JTNC
- Route 67
- Route 74
- Route 76 (no change)
- Route 78 (no change)
- Oldsmar/ Tampa Connector
- Dunedin/PH Connector
- JT Safety Harbor

February 2017

- Route 5
- Route 7 (no change)
- Route 11
- Route 14
- Route 15 (no change)
- Route 18
- Route 19
- Route 20
- Route 2
- Route 22 (no change)
- Route 23
- Route 32
- CAT (no change)
- Route 38
- Route 52
- Route 58
- Route 68 (no change)
- Route 73 (no change)
- Route 75
- Route 79
- Route 90
- Route 97
- Route 98
- Route 444
- SCBT (no change)





7C: State Government Relations Consultant RFP



Action: Information Item

Staff Resource: Brad Miller, CEO



Background:

- The Legislative Committee met on April 6th to discuss the State Lobbyist contract renewal process.
- Mr. Miller provided a DRAFT feedback form to the Committee members, which is attached for your information.
- This form will be distributed to all Board members so their input will be included in the decision making process.

Attachments:

1. DRAFT Lobbying Interaction Feedback Form



**State Government Relations Consultant Services
 PSTA Members and Staff Lobbying Interaction Feedback
 April 6, 2016 - DRAFT**

Government Affairs Firm Name: _____

Specific Firm Members Known: _____

Term of Service: _____

Services Rendered (Please Check):

Special Project/Interest: _____

Ongoing State Affairs Representation Services: _____

- 1) What was your involvement and interaction with the government affairs specialist or firm?
- 2) Did the government affairs specialist or firm respond timely to issues and assisted in providing appropriate communication to key legislators and regulators?
- 3) Describe how the government affairs specialist or firm present expert knowledge in legislative strategy and technique to facilitate legislation throughout the process?
- 4) How did the government affairs specialist or firm engage you or the organization in developing good relations with legislators? Especially highlight specific Pinellas connections.
- 5) How did the government affairs specialist or firm support you or the organization on advocacy visits in Tallahassee?
- 6) What are some things you wish the government affairs specialist or firm would do differently? If you could have changed one thing, what would it have been?
- 7) Was there a time that you were less than pleased with the government affairs specialist or firm and what did the vendor do to correct the situation?
- 8) Do you feel your government affairs specialist or firm achieved the goals and objectives set before them?
- 9) Is there anything that the PSTA Selection Evaluation Committee should consider?

Date _____ Respondent Initials _____

FUTURE MEETING SUBJECTS



PSTA BOARD MEETINGS	
May 25, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • Audit Statements • AV Equipment • Capital Improvement Program 	<ul style="list-style-type: none"> • October Service Improvements • Capital Projects Update • FY2017 Personnel Options • System Service Improvements • Trolley Procurement • I-271 Shoulder Study
June 22, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • Parts/Supplies/Equip. • Bus Shelter Design/Build • Waste Oil Removal • Interior Bus Posters • October Service Improvements • State Lobbyist Contract 	<ul style="list-style-type: none"> • Draft 2017 Budget
July 27, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • Tentative Millage Rate • TDP Progress Report • Paratransit Services • FDOT JPA for Central Ave BRT 	<ul style="list-style-type: none"> • •
August 24, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • Bus Purchase • 	<ul style="list-style-type: none"> • Trolley Services •

KEY MEETINGS/DATES

Legislative Committee

- *May 4, 2016; 9:30 AM – PSTA*

Board Workshop

- *May 6, 2016; 9:00 AM – PSTA*

MPO Meeting

- *May 11, 2016; 1:00 PM – Clearwater MPO Offices*

Executive Committee

- *May 10, 2016; 10:00 AM – PSTA*

TRAC

- *May 17, 2016; 4:00 PM – PSTA*

Finance & Performance Mgmt. Committee

- *May 18, 2016; 9:00 AM – PSTA*

Planning Committee

- *May 18, 2016; 10:30 AM – PSTA*

TBARTA Board Meeting

- *May 27, 2016; 9:30 AM – FDOT, Tampa*