



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**BOARD OF DIRECTORS WORKSHOP
MINUTES MAY 22, 2015**

The Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a workshop in the auditorium at PSTA Headquarters at 9:00 AM on this date. The following members were present:

Bill Jonson, Chairperson
Julie Bujalski, Vice-Chairperson
Janet Long, Secretary/Treasurer
Joseph Barkley
Mark Deighton
Dave Eggers
Pat Gerard
Curtis Holmes
Patricia Johnson
Wengay "Newt" Newton
Darden Rice
Brian Scott
Ken Welch

Absent:

Doug Bevis
Ben Diamond

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Chairperson Jonson opened the workshop session at 9:02 AM.

INTRODUCTION

Mr. Miller stated that the goal of today's workshop is for the Board to receive information and provide input regarding the Path Forward Plan. The Board will take action at the May 27th Board meeting.

PATH FORWARD STRATEGIC PRIORITIES

Mr. Miller reviewed changes to the original framework that were made since the last Board meeting. He indicated that the Executive Committee also discussed ways to modify the Path Forward to make it a Strategic Plan.

[Mr. Newton entered the workshop at 9:17 AM.]

Staff reviewed and discussed each section at length.

Bob Lasher, External Affairs Officer, spoke about the Customer-Oriented Focus on Core Mission section.

[Mr. Barkley entered the workshop at 9:20 AM.]

The Board made constructive comments and suggestions on this section. Chairperson Jonson informed the Board that Cindy Raskin-Schmitt, Director of Communications, would be capturing everyone's comments about the Path Forward as each section was reviewed.

Mr. Lasher reviewed the section PSTA will develop a strong Governance Model for a foundation of long-lasting Pinellas Transportation Leadership.

Debbie Leous, Chief Financial Officer, reviewed the section Priority is to maintain adequate public transportation that supports our community. She presented six strategic changes along with their FY2016 impact. The Board provided their thoughts and comments on this section.

[Ten minute break at 10:35 AM.]

Cassandra Borchers, Chief Development Officer, said that the Path Forward is a living document, and stated that the Board needs to make decisions in order for staff to develop the FY2016 budget, as well as the next five years. Ms. Borchers talked about the Sustainable Capital Program section and the requirements for budget adherence for

the next five years. The Board discussed at length the bus replacement program and made comments.

[Mr. Scott left the meeting at 11:03 AM and did not return.]

Chris Cochran, Senior Planner, spoke about the Customer-Oriented Service Redesign section. He explained that the system redesign work plan is a step-by-step approach to examining the entire PSTA system in light of the Community Bus Plan recommendations and current fiscal constraints. He indicated that staff will review each route in the system through a four-step process: 1) Route Performance Evaluation, 2) Route Redesign Concept Development, 3) Public and Board Engagement, and 4) Recommended Action and Implementation.

Mr. Cochran outlined ten areas that will be reviewed through the four-step process in the next two years. There was concern that there is public misinformation about routes being eliminated when no decisions have yet been finalized.

Heather Sobush, Planning Manager, spoke about the Incremental Expansion section. She said that PSTA would like to move toward a longer term vision with some incremental expansion as resources become available. She outlined the five-year vision and beyond and also spoke of the agency's priority projects.

She said that these projects are ranked in no certain order and the timing depends on when funds become available through partnerships or federal funding. The Board asked questions and offered their input.

Ms. Borchers presented the last section of the Path Forward entitled Visionary Service Design. She stated that this section pertains to PSTA's long-term vision for the next 10-20 years. She said the countywide high frequency grid is the ultimate goal for best customer focus which would require new funding sources. The Board suggested adding the Community Bus Plan to this section and offered other comments.

[Lunch break 12:30 PM – 12:53 PM]

[Ms. Gerard left the meeting at 12:40 PM and did not return.]

PERFORMANCE MEASUREMENTS

Mr. Miller presented the Path Forward Plan accountability and performance criteria with expected completion dates for each section. After extensive discussion and

numerous suggestions on the performance measurements, Chairperson Jonson stated that the Board will approve the criteria at the next Board meeting on May 27th.

STRATEGY DEVELOPMENT

Mr. Miller introduced Tony Collins and Jim Ley from the Blake Collins Group who made a presentation on higher-level strategy planning for the Board and the organization.

[Mr. Barkley left the meeting at 2:15 PM and did not return.]

Mr. Collins and Mr. Ley spoke of the “Golden Circle” and demonstrated the What?, How?, and Why? of strategic thinking and provided examples as they relate to PSTA.

ADJOURNMENT

Chairperson Jonson adjourned the workshop at 2:49 PM.

Chairperson