



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
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EXECUTIVE COMMITTEE MEETING
AGENDA – APRIL 10, 2015; 9:30 AM
PSTA AUDITORIUM

1. CALL TO ORDER
2. PUBLIC COMMENT
3. APPROVE MARCH MINUTES
4. "PATH FORWARD" DEVELOPMENT PROCESS
5. PSTA LEADERSHIP DEVELOPMENT
6. ADJOURNMENT



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**EXECUTIVE COMMITTEE MEETING
MINUTES – MARCH 23, 2015**

The Executive Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 11:00 AM on this date. The purpose of the meeting was to approve the January 28, 2015 meeting minutes and approve the PSTA policy development process. The following members were present:

Bill Jonson, Chairperson
Julie Bujalski, Vice-Chairperson
Janet Long, Secretary/Treasurer

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Chairperson Jonson opened the meeting at 11:04 AM.

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF JANUARY 28, 2015 MEETING MINUTES

Ms. Long made a motion, seconded by Ms. Bujalski to approve the January 28, 2015 meeting minutes as amended. There were no public comments. Motion passed unanimously.

PSTA POLICY DEVELOPMENT PROCESS

As background leading up to this item, Chairperson Jonson relayed a story about his visit to the Utah Transit Authority (UTA) in 2006. He indicated that he spoke with the Chairman about their Board policy and how they ran their governance model. Chairperson Jonson referenced a letter from the UTA and mentioned the book by John Carver which describes the board-management relationship. He explained the two aspects of UTA's governance model: 1) responsibilities of the CEO, and 2) how the Board can function most effectively. He stated that the Chairman's responsibility, and the Board Committees also, is to assist the Board in the Board's process, not to dictate or drive the direction.

Mr. Jonson stated his belief that the February 18th workshop had a great deal of interaction with enthusiasm and energy from all the Board members on policy issues, which is where he believes the Board can function most effectively, not in the operational details. He suggested focusing on this process of governance as the discussion progresses to help the Board adopt a path forward for the agency.

Ms. Long stated that she is very supportive of strengthening continuity on the committees, and recommended adding the immediate Chairperson and a new member of the Board to the Executive Committee. Ms. Bujalski had a concern about a new person having the institutional knowledge needed to make policy decisions. Ms. Long suggested for the next workshop, present an overview on some of PSTA's past highlights as education for new members. Mr. Miller made a suggestion that the Nominating Committee make a recommendation to the Board about the fifth member.

Ms. Long made a motion, seconded by Ms. Bujalski to recommend expansion of the Executive Committee by two members – the past Chairperson, and the other a person elected by the Board, and recommended by the Nominating Committee. Ms. Long suggested sending out an email asking people their interest in serving on the Executive Committee. There were no public comments. Motion passed unanimously. Mr. Miller recommended implementation of this immediately. It was agreed that this item would be added to the March 25th Board agenda.

Mr. Miller presented his one-page draft of the path forward and suggested having a workshop or two where strategies developed by staff would be presented for the Board's input. He said this would be the basis for the high-level policy that the Executive Committee would ultimately recommend to the Board.

Ms. Bujalski stated her belief that the next workshop needs a leader and one goal/vision. It was suggested that Mr. Miller build into the strategies the questions coming out of the

February workshop. Ms. Long's suggestion of calling this a "strategic plan" instead of the "path forward" was discussed. Mr. Miller indicated that this one-page draft will be presented to the Board at their March meeting asking for their approval to have a workshop to enable everyone to have input.

In regard to the "avoid 30% cut" in bus service, Ms. Long suggested using the words "eliminate ineffective service or unproductive service" instead of 30% cut. Ms. Bujalski said she believes that it is important that PSTA make a statement that is going to build credibility – internally and externally.

As the issue was brought up at the Committee meeting on Friday, Mr. Miller suggested waiting to make a recommendation on the Advisory Committee for Pinellas Transportation (ACPT)-like committee until he speaks with Whit Blanton, the new Metropolitan Planning Organization (MPO) Executive Director, who will be starting in June.

ADJOURNMENT

The meeting was adjourned at 12:09 PM.



INFORMATION ITEM

4: "Path Forward" Development Process

Action: Information Item

Staff Resource: Brad Miller, CEO



Background:

- At its last Board meeting, the PSTA Board expressed support for immediately working to reach consensus and ultimately approving a new strategic direction for PSTA tentatively entitled a "Path Forward" as we move ahead beyond the Greenlight Pinellas plan.

Consensus Points:

- It is anticipated that the Executive Committee will discuss the details of what will hopefully be a collaborative and deliberative process that is completed in the next 60 days in order to be advanced prior to the FY2016 and future budget timelines including but not limited to:
 - Overall Process Calendar Review
 - Formats for Two Board Workshops
 - Using Executive Committee Consensus to lead Board Discussion/Approval
 - Outside Resources/Communication Assistance
 - Timeline

Attachments:

1. Path Forward Graphic

PINELLAS SUNCOAST TRANSIT AUTHORITY PATH FORWARD

**DRAFT
3/23/15**

Customer-Oriented Focus on Core Mission

- Constant Betterment of PSTA Bus Services for Customers & Non-Riders.
- No planning for 2016 ballot initiative.

Visionary Service Design: High Frequency Grid

- Incremental progress towards planned Countywide High Frequency Grid.
- Examine a variety of new revenue and delivery alternatives.

Sustainable Capital Program

- Prioritize Bus Replacement
- Use Reserves for Buses.
- Seek Future Year Partners to Prioritize Transit Capital.
- Strong Federal & State Advocacy

Customer Oriented Service Redesign

- Focus Resources where transit works best.
- Alternatives for disaffected customers.
- Data-Driven & Customer Sensitive Approach

Incremental Expansion

- Secondary but parallel advocacy.
- Pilot Projects that support community & fit within PSTA Plans.

Avoid 30% Cut in Public Transportation Service

- We will examine all possible options, not just one solution including reducing expenses
- First looking to appropriately maximizing revenues already available to PSTA.
- We will seek new external partnerships

PSTA will develop a strong Governance Model for a foundation of long-lasting Pinellas Transportation Leadership

- Modified Executive Committee Assists Board in High-Level Policy Consensus.
- Existing PSTA Board Committees' Roles in Assisting the Full Board will Be Strengthened.
- A New Multi-Agency Standing Committee similar to ACPT will be Initiated.



INFORMATION ITEM

5: PSTA Leadership Development

Action: Information Item

Staff Resource: Brad Miller, CEO

EXECUTIVE

Background:

- As the recommended Path Forward strategic direction identifies, the foundation for PSTA to continue to provide successful transportation services to our community is a strong governance model.
- The Executive Committee will be asked to provide input on:
 - The role of the planned new Executive Committee in improving the PSTA Board policymaking activities
 - A new set of accountability measures recommended for the PSTA CEO to ensure the agency makes significant progress towards its objectives
 - Joint Executive Committee Meetings with the HART Executive Committee.
 - Coordination with Pinellas MPO & Perhaps Other Organizations
 - Board Member Learning through Participation in Public Transportation Industry Meetings
 - Use of Other Resources

Attachments:

1. Draft Interim Accountability Measures
2. APTA/FPTA Meeting Schedule

Draft Interim Accountability Measures

1. Board Approval of Path Forward Strategic Plan - By May 27, 2015
2. Path Forward Performance Tracking - By June 1, 2015
3. Demonstrated Coordination with HART - By June 30, 2015
4. Demonstrated Coordination with Pinellas MPO - By August 1, 2015

Board Member Development/Learning Opportunities

American Public Transportation Association (APTA)

Bus & Paratransit Conference May 3-6, 2015; Fort Worth, TX

Transit Initiatives & Communities Conf. June 1-3, 2015; Grand Rapids, MI

Annual Meeting Oct. 4-7, 2015; San Francisco, CA

***Legislative Conference** March 13-15, 2015; Washington, DC

Florida Public Transit Association (FPTA)

2015 Florida State Bus Roadeo April 10-11, 2015; PSTA

Annual Meeting Oct. 24-27, 2015; Daytona Beach, FL