



EXECUTIVE COMMITTEE MEETING  
AGENDA – MAY 11, 2015; 11:00 AM  
PSTA BOARD ROOM

---

1. CALL TO ORDER
  2. PUBLIC COMMENT
  3. APRIL MEETING MINUTES
  4. MAY 22, 2015 “PATH FORWARD” WORKSHOP FORMAT 1 HOUR
    - A. DRAFT Agenda Outline
    - B. Exec Committee/Board Member Preparation Prior to Workshop
    - C. Draft Messaging Plan
    - D. Other Agenda Topics
  5. DRAFT MAY 27 PSTA BOARD AGENDA 10 MIN
  6. FUTURE MEETING DATES/MPO/HART COLLABORATION MEETINGS 5 MIN
  7. COORDINATION OF MEMBER COMMUNITY & OTHER INITIATIVES 20 MIN
    - A. St. Petersburg
    - B. Clearwater
- OTHER SUGGESTED TOPICS**
8. NON-PARTICIPATING CITIES DISCUSSION 10 MIN
  9. VISION/MISSION STATEMENT REVISIONS 5 MIN
  10. OTHER ISSUES 10 MIN
    - A. Public Comment – Personally Addressed Subjects/Use of Another’s Comment Time
    - B. Board Closing Comments
  11. ADJOURNMENT



PINELLAS SUNCOAST TRANSIT AUTHORITY  
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
[WWW.PSTA.NET](http://WWW.PSTA.NET) 727.540.1800 FAX 727.540.1913

EXECUTIVE COMMITTEE MEETING  
MINUTES – APRIL 10, 2015

---

The Executive Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 9:30 AM on this date. The purpose of the meeting was to approve the March 23, 2015 meeting minutes, approve the “Path Forward” development process, and the PSTA leadership development. The following members were present:

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

Also Present:

Brad Miller, CEO  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER**

Chairperson Jonson opened the meeting at 9:36 AM.

**PUBLIC COMMENTS**

There were no public comments.

**APPROVAL OF MARCH 23, 2015 MEETING MINUTES**

Ms. Bujalski made a motion, seconded by Ms. Long to approve the March 23, 2015 meeting minutes as amended. There were no public comments. Motion passed unanimously.

## “PATH FORWARD” DEVELOPMENT PROCESS

Mr. Miller explained the two items of discussion: 1) development of the “Path Forward” strategic direction, and 2) a discussion on PSTA’s leadership develop.

Mr. Miller described five areas for the “Path Forward” development:

- Overall process calendar review
- Format of Board workshops
- Using Executive Committee consensus to lead Board discussion/approval
- Outside resources/communication assistance
- Timeline

Mr. Miller presented his short term plan (two to three years) of where PSTA should be headed based on the February 18th workshop and conversations with Board members. Mr. Miller suggested having one or two workshops about the “Path Forward” strategic direction, with the Board providing their input on the main headings. Staff would then work on the strategies for each direction with anticipated Board approval at their May meeting.

Ms. Long suggested having a full one-day workshop. Ms. Bujalski said she believes is it hard for people to free up one full day and suggested a few shorter workshops. She also stated that at some point, she would like the new Director of the Metropolitan Planning Organization (MPO) to be a part of the strategic planning and offer some guidance. Chairperson Jonson spoke of PSTA’s Guiding Principles and suggested changing the order and eliminating the goal to increase ridership. Ms. Bujalski said that the Executive Committee should review first and then present it to the Board. It was decided that the Committee would discuss the Guiding Principles at their next meeting.

Mr. Miller stated his belief that it is important that the Board adopts some strategic direction with full recognition that there are still a lot of decisions to be made. Ms. Long remarked that these strategic priorities are a framework in which to move forward and to understand what the goals are.

Mr. Welch asked if this document was needed for the FY2016 budget process and which of the items would impact that process. Mr. Miller answered that there are two items; 1) Sustainable Capital Program, and 2) avoid 30% cut in public transportation service. Mr. Welch asked what the document with the seven priorities should be referred to and was decided to title the document “Strategic Priorities.” Mr. Miller stated that he is working on messaging this document with Tony Collins and Blake Collins. Ms. Long made a motion, seconded by Mr. Welch to title the document Strategic Priorities and

present it at the April Board meeting. There were no public comments. Motion passed unanimously.

Ms. Bujalski discussed a draft letter to the MPO from PSTA. She stated that at Wednesday's MPO meeting, the Technical Committee, the Citizen Advisory Committee (CAC), and the Bicycle Committee talked about the use of Surface Transportation Program (STP) funds for multimodal transportation. She reported that the MPO agreed to wait until the new Director arrives in late June to make any decisions.

Ms. Bujalski stated her belief that PSTA's letter should not ask for a new request for multimodal project prioritization. She recommended not to withdraw the request, but to explain that PSTA is going to use its reserves for bus replacements, and when the new Director comes, work with him and the MPO on future STP funds. Mr. Welch asked if reserves are being used for buses now and how that affects the operational deficit that was going to be funded out of reserves. Mr. Miller responded that he recommends the use of reserves for the buses for the next five years and make the other recommended changes such as: advertising revenue, increased millage rate and, administrative reductions to balance the operating budget. After further discussion among the Committee, Mr. Welch asked Mr. Miller for updated multi-year financials without the MPO funding.

It was agreed by the Committee to revise the letter to indicate that PSTA will wait until the new Director comes to move forward with the request for STP funds. Ms. Bujalski suggested not mentioning multimodal in the letter. Mr. Miller stated that he will revise the MPO letter to present to the Board, and also produce a revised financial forecast without the STP funds as requested by Mr. Welch.

### **PSTA LEADERSHIP DEVELOPMENT**

Mr. Miller asked for comments from the Committee on the new five-member Executive Committee. He mentioned the goals of this Committee: 1) stay focused on the high-level initiatives and make policy recommendations to the Board, 2) support the PSTA Board and its Committees, and 3) establish a regular meeting schedule. Chairperson Jonson believes that the Executive Committee is the process assistant to the Board; the Committee determines how information will be provided to the Board without making decisions for the Board. Ms. Long agreed that the role is to stay focused on policy driven issues and make recommendations to the Board.

Mr. Miller stated that it is important for the Executive Committee and the Board to establish accountability measures for him and to track the Path Forward performance. He suggested four interim goals:

- Board approval of Path Forward strategic plan – by May 27, 2015
- Path Forward performance tracking – by June 1, 2015
- Demonstrated coordination with Hillsborough Area Regional Transit Authority (HART) – by June 30, 2015
- Demonstrated coordination with Pinellas MPO – by year-end

The Committee discussed the accountability measures, and Ms. Bujalski suggested adding “branding/messaging of PSTA” to the strategic priorities. Mr. Welch suggested community communication. Mr. Miller will revise the accountability measures and present an updated document at the next Executive Committee meeting. The Committee agreed to present the accountability measures as an informational item at the April Board meeting.

Chairperson Jonson indicated that he has set up a meeting on April 15th with Mike Suarez, Chairperson at HART, and presented an outline for the meeting along with next steps. The Committee spoke of having a joint PSTA/HART Executive Committee meeting. Mr. Welch suggested Chairperson Jonson speak with Alan Zimmet, General Counsel, regarding his April 15th meeting and the Sunshine Law.

The Committee discussed the TIGER grant application, and Mr. Welch requested the financials on the Fare Box project. Chairperson Jonson requested a copy of the TIGER application. It was suggested that HART file the application for the grant.

Mr. Miller presented a list of development and learning opportunities for Board Members. Ms. Long suggested having a workshop with the delegation on transportation in late summer or early fall before they commence with the Committee meetings.

### **ADJOURNMENT**

The meeting was adjourned at 12:05 PM.



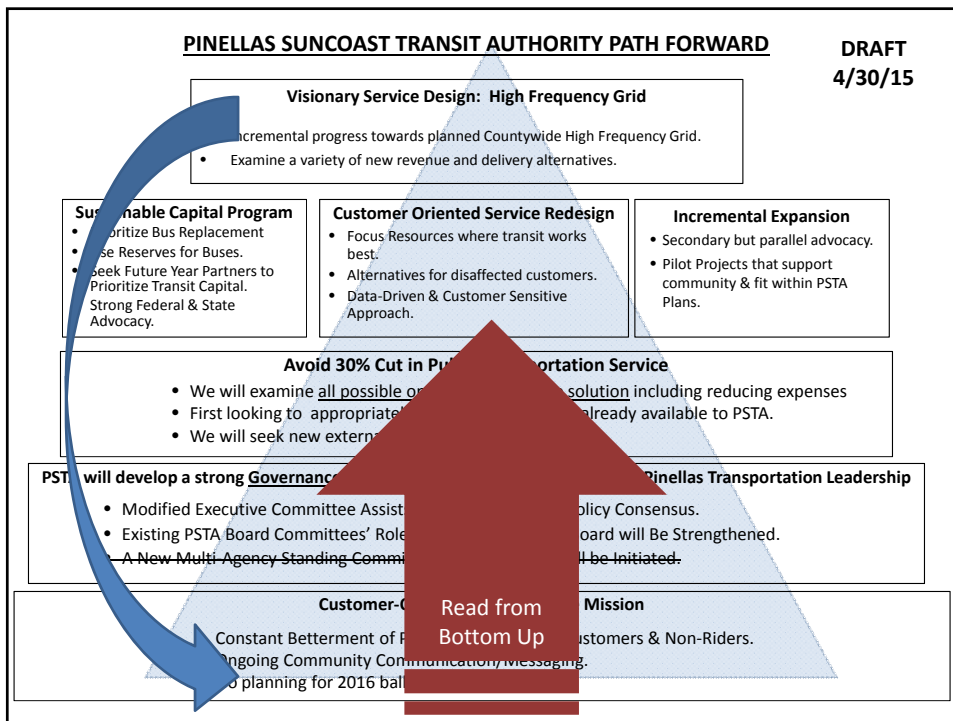
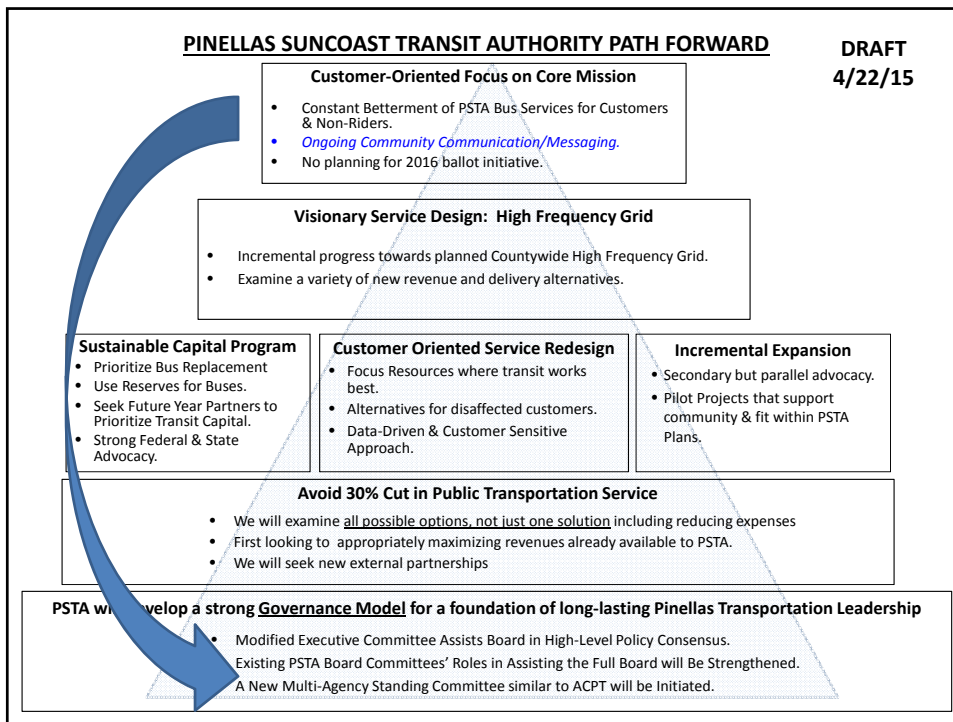
# A New Path Forward

PSTA Workshop  
May 22, 2015

## Today's Goals

- **By the End of the Day:**
  - Board to provide significant input and get questions answered so Path Forward Plan can be considered next Wednesday for approval.
- 1. Intro to Plan** – Brad
- 2. Plan's Strategic Priorities** – Bob, Debbie, Cassandra, Chris, Heather
- 3. Lunch**
- 4. Performance Measurement** - Brad
- 5. Communication Strategy** – Tony Collins
- 6. Adjourn**





## Path Forward = Strategic Plan

- Born from February Workshop – Not Designed as Strategic Plan
- Consideration of Additional Priorities for a True “Strategic Plan”:
  - T.O.D. Implementation – ties to PSTA Mission
  - Inspired Workforce – key element of ongoing improvement.
  - Other Forms of Sustainability (e.g. Environmental)
- Recommendation: Path Forward to Be PSTA’s Strategic Plan