



**Joint Executive Committees Meeting Minutes
Monday, June 8, 2015
Tampa Bay Partnership
4300 W Cypress Street
Tampa, FL**

PSTA Executive Committee Members Present

Mayor Julie Ward Bujalski
Councilmember Bill Jonson
Commissioner Janet Long
Councilmember Darden Rice
Commissioner Kenneth Welch

HART Executive Committee Members Present

Mickey Jacob
Karen Jaroch
Commissioner Sandra Murman
Councilmember Mike Suarez

PSTA Staff Members Present

Cassandra Borchers
Brad Miller
Rachael Garofalo
Ashley Handy

HART Staff Members Present

Joan Brown
Ruthie Reyes Burckard
Katharine Eagan
Lena Petit
Gisela Rivera-Rios

Others Present

David L. Smith, HART General Counsel
Commissioner Mark Deighton, PSTA Board
Ramond Chiamonte, TBARTA
Ricardo Feliciano, FDOT
Tony Marrero, Tampa Bay Times

CALL TO ORDER

The meeting was opened by PSTA Board Chair Bill Jonson at 1:39 p.m.

Introductions followed.

PUBLIC COMMENT

No one signed up to speak on the agenda items.

DISCUSSION ITEMS

A. Key Agency Initiatives

• **PSTA's Path Forward Strategic Plan**

Committee member Long said she wanted to set the tone for the meeting before its start. She said she hoped the outcome of the conversation would be finding consensus on a path forward to work on the issues both agencies face in a regional visionary way. Committee member Long

indicated that to her it seems there is potential for a brand new beginning for Tampa Bay.

Mr. Brad Miller, PSTA Chief Executive Officer, outlined the agenda for the meeting. He presented PSTA strategic plan, in support of the mission statement. Mr. Miller spoke about seven strategic initiatives. He indicated that development of the strategic plan had substantial amount of public involvement, including workshops, and vision of the PSTA Board members. Mr. Miller reported that the strategic plan was further improved by the Executive Committee, and it will be used to develop budget. He indicated that staff will have performance monitoring system in place to track achievement levels. Mr. Miller stated that, in his opinion, both HART and PSTA services will benefit from working closely together. He spoke in detail about all seven components of the strategic plan: focus on customer oriented public transit services; development of a strong governance model; provision of effective, financially viable public transportation that supports community. Mr. Miller outlined the three principle agenda items: a sustainable capital program; the customer-oriented service redesign; and incremental expansion. He pointed out that on the top of the chart is vision or the future. A full copy of the presentation is available upon request from the Clerk of the Board at petitl@gohart.org.

Mr. Miller remarked that one of the specific goals that the PSTA Board set for him and PSTA staff is to identify two additional initiatives on which PSTA could work closely with HART. He said one of those could be joint legislative programs.

- **HART Strategic Plan/GO Hillsborough Initiative**

Ms. Katharine Eagan, HART Chief Executive Officer, presented HART strategic plan and accomplishments for the last three years. She pointed out that HART would like to work on a regional collective approach. Ms. Eagan said neither agency can be individually successful, their customers do not want to be concerned about county borders, they want continuous service. She suggested considering IT support as one of the potential joint initiatives. Ms. Eagan gave an overview of HART mission, vision, core values, and goals, and focused on the agency's accomplishments over the past three years. She said her three CEO initiatives are being a change agent, a transportation agency of choice, and employer of choice. A full copy of the presentation is available upon request from the Clerk of the Board at petitl@gohart.org.

Committee member Long asked if HART sees any use of the system by school children.

Ms. Eagan responded that HART meets the needs of the school kids in a few ways, namely accommodating the shift in non-traditional schools schedules, every summer HART has the Summer Blast pass available, and a promotion during the Spring break called STAY-cation that allows children with school ID ride for free. She said HART gets around 50,000-60,000 school trips in a month.

Committee member Long inquired if HART has a wellness program.

Ms. Eagan responded that the HART wellness program grows from year to year. She reported that HART holds two wellness fairs a year, offers participation in runs, has workout rooms at

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various locations, and offers yoga classes with flexible schedules. Ms. Eagan said HART is also looking at volunteer programs as ways for employees to give back to community.

Committee member Welch pointed out that the Pinellas BOCC has incentive programs for its employees.

PSTA Board Chair Jones inquired if HART plans to have a fare increase in FY2016.

Ms. Eagan responded that HART's farebox recovery is pretty strong, at 25%, compared to 2008-2009 at 19%. She indicated that HART does not anticipate a fare increase in FY2016, but does anticipate a change with new fare technology.

Committee member Long inquired about the time frame to bring the regional fare initiative onboard.

Ms. Cassandra Borchers, PSTA Chief Development Officer, stated that both HART and PSTA may implement the service sooner than the rest of the region, but the agencies will work with the rest of the region to bring them onboard. She indicated that HART and PSTA will probably put fare card readers into service in 2016.

Committee member Long pointed out that many people around the table have strong ties in the legislature. She indicated that the same collaborative message on this project would benefit both agencies. Committee member Long remarked that this issue was not on her radar during her legislative trip to Tallahassee.

Committee member Murman pointed out many challenges with gaining support from the legislature. She indicated that one of the state Senators wants to see collaboration between the agencies. Committee member Murman suggested the areas for further collaboration could be joint press releases, co-location of certain employees, and a joint office of strategic development where staff would work on branding, marketing, and strategic planning. She added that the agencies could purchase buses together, or share the cost for state and federal lobbyists. Committee member Murman spoke about challenges of marketing bus service to millennials. She indicated that youths in Hillsborough County are more car dependent than in Pinellas County. Committee member Murman noted that both systems do not have many choice riders.

HART Board Chair Suarez referred to the example of Cleveland BRT system. He compared HART MetroRapid and Cleveland BRT that has a dedicated lane and easier access to getting on and off the system. HART Board Chair Suarez noted that the agencies need to work with FDOT on securing dedicated bus lane for service on the Howard Frankland Bridge. He said that technology is a moving target, and keeps changing expediently. HART Board Chair Suarez referenced the merge of the computer system of the County and the City as a good collaboration effort. He spoke about potential collaboration with other providers, such as Lyft, Uber, MetroBee, and using Zip cars as a short rental.

Committee member Welch inquired about funding for the HART MetroRapid system.

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Committee member Murman said the project was funded fully by the County. She said designing BRT routes that could connect Brandon to downtown Tampa through Selmon Expressway, and to the beaches through the Gandy Bridge, would start sending a message to people that both agencies are thinking forward and working together.

Committee member Long suggested holding a joint meeting of the Legislative Committees of HART and PSTA, soon after the special session is over.

Committee member Rice, Chair of PSTA Legislative Committee, indicated that PSTA will start setting its legislative priorities in summer.

Committee member Bujalski inquired about funding for the HART MetroRapid system provided by Hillsborough County.

Committee member Murman explained that community investment dollars were used to fund the MetroRapid.

Committee member Bujalski pointed out Hillsborough County's funding support for HART. She inquired about HART's relationship with Hillsborough County MPO.

Ms. Eagan said HART historically had good relationship with the MPO. She indicated that MPO has programmed STP funding to help HART with bus replacement. Ms. Eagan stated that MPO is currently working on two studies that are of interest for HART, a BRT Corridor on Bloomingdale, and studying regional connections.

Committee member Bujalski asked if those studies originated at HART or the MPO.

Ms. Eagan pointed out that a few Commissioners serve on both HART and MPO Boards, and they supported the Bloomingdale Corridor Study. She indicated that HART initiated the regional connections study, but the MPO was planning to approach this study in the future regardless.

Committee member Jacob spoke about importance of developing a transportation strategy, looking at various ways to provide service, and making transportation a more viable option. He said the challenge is to build confidence in the community.

Committee member Bujalski remarked that PSTA is studying its low performing areas. She said PSTA is working on a strategy to address poor performance of certain routes, whether to eliminate service and provide alternatives means of transportation or invest the savings from it into the strong service areas for more frequency.

Committee member Rice said one of the options could be for the agencies to share a lobbyist. She indicated that 2019 is a very important year, with commencing construction on the Howard Frankland Bridge. Committee member Rice pointed out that if there will be no space preserved for future transit service, it would do the agencies huge disservice

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Committee member Jaroch remarked that millennials find rideshare programs attractive. She asked about PSTA experiences with such programs, not having strict regulations in place.

Mr. Miller indicated that PSTA had discussions with Uber that currently operates in Pinellas County. He noted that the City of St. Petersburg is working on language to prohibit such service.

Committee member Jaroch pointed out that HART is implementing a few pilot programs, but ride shares could also help increase service. She said new technologies need to be embraced so that they can relieve the transit systems of passenger crowds. Committee member Jaroch said the HART Board recently re-evaluated its Transit Development Plan and prioritized projects, coordinating it with the budget. She inquired if PSTA uses the TDP to prioritize their activities.

Mr. Miller said PSTA staff is working on a major update to their TDP this fall. He pointed out that the previous version was based on the Greenlight Initiative. Mr. Miller added that the bus portion of that plan is now the TDP for PSTA. He said PSTA legislative priorities come from the TDP.

HART Board Chair Suarez inquired about the number of BRT corridors in the plan.

Mr. Miller explained that the Greenlight plan had eight BRT lines; PSTA has prioritized them, and the two legislative priorities are the Central Avenue to the beach and Clearwater beach to the airport across Courtney Campbell Bridge.

Committee member Suarez suggested using one of the BRT lines and a HART MetroRapid corridor to coordinate connecting the regions.

Committee member Bujalski indicated that the current FDOT-planned bus lane on Howard Frankland Bridge would not run to downtown. She indicated that PSTA sent letters to FDOT urging them that the bus lane needs to go all the way to downtown St. Petersburg, otherwise it could negatively affect regional connection.

Committee member Jaroch indicated that the HART Board has just received a presentation on future MetroRapid corridors. She noted significant cost for such projects.

Committee member Murman pointed out one of the findings from the GO Hillsborough outreach that the majority of the surveyed participants indicated that they would use BRT system if it gets them to the destinations in the same or less time than a personal vehicle.

Committee member Welch asked which tax was used to fund MetroRapid.

Committee member Murman explained that \$36 million of CIT tax was used to cover capital expenses for MetroRapid.

Ms. Eagan said HART adjusted service enough to be able to afford covering the operating expense.

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PSTA Board Chair Bill Jonson summarized the suggestions for future collaboration between HART and PSTA, such as continued work on the farebox regional initiative, researching ways to connect to the airport, joint meetings of HART and PSTA legislative committees, issuing joint press releases, researching a concept of an office of strategic partnerships, exploring the concept of dealing with Uber type technologies, sharing a lobbyist, a BRT line coming over Howard Frankland Bridge, and co-location of certain employees.

Committee member Murman indicated that Hillsborough PTC is working on developing guidelines for Uber type service.

It was discussed that the Executive Committees should meet quarterly.

Committee member Murman suggested that the Legislative Committees of HART and PSTA meet in August to work on join legislative ideas and priorities. She noted productive discussion during the meeting.

ADJOURNMENT

The meeting adjourned at 3:04 p.m.