



**PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA) &  
HILLSBOROUGH AREA REGIONAL TRANSIT (HART)  
JOINT EXECUTIVE COMMITTEE MEETING**

**MONDAY, AUGUST 31, 2015  
2:00 PM**

**Pinellas Suncoast Transit Authority  
3201 Scherer Drive  
St. Petersburg, FL 33716**

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**AGENDA**

- 1. CALL TO ORDER**
- 2. PUBLIC COMMENT**
- 3. APPROVAL OF MEETING MINUTES**
  - A. June 8, 2015 Joint Executive Committee Meeting Minutes
- 4. DISCUSSION ITEMS**
  - A. Follow Up on June 8 Joint Executive Committees Meeting
  - B. Joint Representation at Hillsborough & Pinellas Legislative Delegation Meetings
  - C. Joint Meetings with Legislators/State Committees
- 5. OTHER BUSINESS**
- 6. ADJOURNMENT**

**ATTACHMENTS:**

- June 8 Meeting Minutes**
- PSTA's Adopted 2015-2016 Federal & State Legislative Agendas & Strategies**
- HART's 2015-2016 Legislative Agendas**



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

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**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](mailto: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](mailto: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.

## **COMMITTEE DISCUSSION ITEM**

### ***Follow Up on June 8 Executive Committees Joint Meeting***

During the June 8 HART/PSTA Executive Committees joint meeting, the members introduced a number of suggestions for future collaboration between HART and PSTA:

- **Continued work on the farebox regional initiative**

The full cost of the Regional Revenue Collection and Interjurisdictional Mobility Project is \$12.6 million with \$2.2 million identified and funded through state and regional sources. HART and PSTA have identified funding in their respective out-year CIP budgets to help mitigate a portion of the remaining \$10.4 million to complete this important regional project. However, if full project funding was identified, the local agency funding could be returned to its original CIP program. This is the agency's top priority due to funding currently committed, the regional implications of this project, and the critical need for updated revenue collection technology

- **Researching ways to connect to the airport**

and

- **BRT line coming over Howard Frankland bridge**

On August 17, 2015, the HART Major Projects and Legislative Committee voted to support PSTA 2015 into 2016 legislative agenda to include service between Tampa International Airport and Clearwater beaches. HART's GO Hillsborough component of its Transit Development Plan (TDP) update includes express buses connecting downtown Tampa, Tampa International Airport, Clearwater, and downtown St. Petersburg.

- **Sharing a lobbyist**

Recently, HART and PSTA's legislative support teams worked together to gather support of all five Tampa Bay US Representatives to restore the Bus and Bus Facilities discretionary grant program to its pre-MAP-21 levels.

- **Issuing joint press releases**

HART and PSTA PIOs will continue working together on identifying opportunities for joint press releases.

- **Exploring the concept of dealing with Uber type technologies**

HART is currently developing a first mile / last mile solution designed to leverage the technologies of rideshare entities to deliver shuttle service. PSTA has recently announced partnerships with Uber to address their first mile last mile concerns. Staff will provide a verbal update on this item at the meeting.

- **Joint meetings of HART and PSTA legislative committees**

- **Researching a concept of an office of strategic partnerships**

- **Co-location of certain employees**



## Federal 2015 Legislative Agenda DRAFT August 11, 2015

### **Priorities**

#### **1. Restore the Federal Competitive Bus and Bus Facilities Grant Program**

**Detail:** The MAP-21 federal highway and transit authorization bill adopted by Congress in 2012 cut the Federal Transit Administration's (FTA) Bus and Bus Facilities program from \$984 million to \$422 million and it eliminated the competitive grant program. The DRIVE act, approved by the Senate in late July, restores funding for the competitive grant program and provides \$180 million in Fiscal Year 2016, increasing to \$190 million over the last three years of this six year legislation. The House will begin work on its version of a long-term highway authorization bill when it returns to work after Labor Day.

Under the leadership of PSTA and in conjunction with HART, the five members of the Tampa Bay area Congressional Delegation wrote the Chairman of the House Transportation Committee on July 31 to urge the House to support restoration of the competitive grant program. The PSTA legislative team will advocate that Congress completes action on a long-term federal transportation authorization bill that restores Bus and Bus Facilities program funding and includes a competitive grant program. The PSTA legislative team will work with the Florida Congressional Delegation on the House Transportation and Infrastructure Committee, as well as the Chairman and Ranking Democrat, who will draft the House version of this bill. Securing these additional funds is critically important to PSTA's efforts to continue replacing its fleet of buses.

#### **2. Support Funding for Small Starts Projects under the Federal Transit Administration (FTA) Capital Investment Grant Program**

**Detail:** Discretionary funding is included in the annual federal Transportation Appropriations Bill for Small Starts Projects. Grants under this program are for capital costs associated with new fixed guide way systems, extensions, and bus corridor improvements, such as Bus Rapid Transit (BRT) routes. Consistent with President Obama's proposed FY

2016 budget, the House Appropriations Committee has included \$353 million in its bill to fully fund all nine of the proposed Small Starts projects. The Senate bill limits Small Starts funding to only \$30 million. If the Senate level of funding prevails, it will create a major backlog of Small Starts projects, which would push some approved projects into the next fiscal year and could delay the funding of the PSTA Central Avenue BRT project.

Pinellas County Congressman David Jolly is a member of the Appropriations Subcommittee on Transportation. The PSTA legislative team will work to support his efforts to protect the House level funding for small starts projects and to ask Florida Senators Bill Nelson and Marco Rubio to encourage their colleagues on the Senate Appropriations Committee to yield to the House position. This will include working directly with the House and Senate Transportation Appropriations Subcommittee leadership and staff.

### **3. Support funding for the federal TIGER grant program**

**Detail:** The purpose of the Transportation Investment Generating Economic Recovery (TIGER) grant program is to make transformative surface transportation investments by focusing on capital projects that generate economic development and improve access to reliable, safe and affordable transportation and that improve connections to employment, education, services and other opportunities, workforce development, or community revitalization. The Senate Appropriations Committee has included \$500 million in its version of the Fiscal Year 2016 Transportation Appropriations Bill for TIGER grants, the same level as current year funding. The House reduced TIGER grant funding to \$100 million.

The PSTA legislative team will request that Congressman Jolly encourage his colleagues on the House Appropriations Committee to support the Senate level of funding and that Senators Nelson and Rubio urge their colleagues to protect the Senate position. PSTA and HART submitted a joint TIGER grant application this year to utilize smart card technology to create a joint fare box that would allow PSTA and HART riders to use the same fare cards. The project would extend to riders from neighboring transit authorities. This was one of 625 applications for TIGER grant funding this year alone. Only 72 were funded last year with the same \$500 million level of funding provided in this year's Senate bill. There was just

one Florida project that received funding in 2014. Given the large number of meritorious TIGER grant applications every year, the PSTA legislative team will advocate for the House and Senate Appropriations Committee to increase TIGER funding above current year levels if at all possible.



## 2015-16 Federal Affairs Strategy & Timeline DRAFT August 11, 2015

### Timeline

**July 10, 2015** – Harry Glenn and Steve Palmer, with your new Van Scoyoc Associates (VSA) team, met with CEO Brad Miller to discuss the development of PSTA’s federal legislative agenda.

**July 31, 2015** – The five members of the Tampa Bay area Congressional Delegation, under the leadership of Congressman David Jolly, sign a letter jointly drafted by PSTA and HART to the Chairman of the House Transportation Committee urging the House to restore funding for the competitive bus and bus facilities grant program.

**August 7, 2015** – Following a conference call with Congressman Jolly, the PSTA Legislative Committee approved its 2015-2016 federal legislative agenda for recommendation to the full PSTA Board for consideration and approval.

**August 26, 2015** – The PSTA board considers its federal legislative agenda.

**Late September, Early October 2015** – A delegation of PSTA board members and staff travel to Washington to meet with members of the Tampa Bay area Congressional Delegation, including Florida’s two Senators, to urge support for completion of a long-term surface transportation authorization bill that restores funding for the competitive bus and bus facilities grants program and for completion of the Fiscal Year 2016 transportation appropriations bill that fully funds the Smart Starts discretionary grant program and the TIGER grant program. The delegation also will meet with senior House and Senate leaders who will oversee the final agreement on these two bills. Time permitting; the delegation could also meet with leadership at the Federal Transit Administration (FTA) to discuss the application process for Small Starts projects such as the Central Avenue BRT route.

**Fall 2015** – PSTA will begin the application process for its Small Starts project to enter Project Development, which is the first phase of the FTA Small Starts evaluation process for funding the Central Avenue BRT route. The initial application is filed with the FTA Region IV office in Atlanta. It is important

that PSTA initiate this process as soon as possible with the hope that the application process could be completed in time for FTA to include the BRT project in its budget request for Fiscal Year 2017, which begins on October 1, 2016.

**Late 2015 – Early 2016** –Following PSTA submission of its funding request, PSTA board members and staff travel to Washington to build support for the project. This will include meetings with the Tampa Bay area Congressional Delegation and senior FTA, DOT, and OMB budget and policy officials to brief them on the project proposal. The goal is to increase their understanding of the project and urge support for its approval and inclusion in the President’s FY 2017 budget request.

**Early 2016** – Following submission of the BRT application to FTA, the VSA team will work with PSTA to begin securing letters of support for the project from the St. Petersburg and Pinellas County community, including businesses and other supportive stakeholders. The letters will be sent to the Congressional Delegation and FTA. VSA and PSTA will use these letters to encourage the members of the Congressional Delegation to send letters of support to DOT and FTA urging project approval.

**February 2016** – The President’s recommendations for funding of the FY 2017 Small Starts projects will be submitted to Congress in the proposed budget request. Assuming the project is included in the President’s FY 2017 budget request, PSTA board members and staff, and possibly stakeholders along the impacted BRT route, travel to Washington to update the Congressional Delegation and senior policymakers about the status of the BRT application and build support for including the project in the FY 2017 budget. This trip would include meetings with FTA, the Tampa Bay area Congressional Delegation, and senior leaders and staff of the House and Senate Transportation Appropriations Subcommittees.

**February/March 2016** – VSA, on behalf of PSTA, will help generate letters from the Tampa Bay area Congressional Delegation to the House and Senate Appropriations Committees, requesting full funding of the FTA Capital Investment Grants program in the FY 2017 bills, with an emphasis on full funding of the proposed Small Starts projects.

**March 2016** – PSTA officials travel to Washington for the annual APTA Legislative Conference. The VSA team can coordinate with PSTA officials to

address open issues related to the BRT project. This could include meetings with FTA planning staff to discuss the status of the project and to address any open issues related to the project.

**May-July 2016** – VSA will monitor Congressional committee markups of the FY 2017 Transportation Appropriations bills and provide timely updates to the PSTA board and staff. If necessary, VSA will secure calls from the Tampa Bay area Congressional Delegation to the Chairmen of the House and Senate Appropriations Subcommittee seeking full funding of the proposed FTA Small Starts budget and the listing of the Central Avenue BRT project in their respective appropriations bills.

In addition to the above activities, the VSA team will continue to provide the PSTA Board and staff with regular updates about the progress of the surface transportation authorization and Transportation Appropriations bills, and other transportation-related legislation and regulations that may be of interest. The VSA team also is available to attend your Legislative Committee and Board meetings when your Board members and staff think it would be helpful.

Finally, your VSA team will work with the PSTA Board and staff to find ways in which PSTA can partner with HART, the Florida Public Transit Association, the American Public Transportation Association, the Bus Coalition, and other national, state, and local organizations in sharing a unified message with senior Congressional leaders and the Florida Delegation on key legislative measures. We are also available to engage with national transit associations when appropriate.

407-244-5606

ROBERT.STUART@GRAY-ROBINSON.COM

## MEMORANDUM

**TO:** Brad Miller, CEO  
**CC:** PSTA Board of Directors  
**FROM:** GrayRobinson, P.A., and Suskey Consulting  
**DATE:** August 12, 2015  
**SUBJECT:** 2016 Regular Session Strategy Overview

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As requested by the PSTA Legislative Committee, it is our pleasure to submit for your review this Strategy Overview in preparation for the 2016 Regular Legislative Session. This document will serve as our guide in partnering with PSTA to accomplish the legislative goals and priorities set forth by the Board and professional staff leadership. For all priorities, our team will assist PSTA in the development of key messaging points along with any/all printed materials or “one-pagers” that support our collective advocacy efforts.

### Central Avenue Bus Rapid Transit (BRT) Pilot Project

Building upon the efforts of the 2015 Regular Session and the June Special Session on the Budget, we have remained actively engaged on this matter in preparation for the earlier-than-usual 2016 Regular Session (beginning in January). Within two weeks of the conclusion of special session, our team held a lengthy strategy meeting with Mr. Miller and Commissioner Janet Long to solidify the 2016 priorities and map out a plan for each, with particular focus on the Central Ave. BRT.

Consensus following multiple conversations with members of the Pinellas Delegation was to pursue this priority on a “dual track” of both the Legislature and the Florida Department of Transportation. With committee meetings for the 2016 session beginning in September, the budget process will begin earlier than is typical and we will remain aggressively engaged in that process to secure funding in the 2016 budget. Additionally, and in partnership with Senator Jeff Brandes (who has both expressed and shown strong support for this project), we will be setting a meeting with the Secretary of FDOT Jim Boxold and the appropriate members of his staff (with Senator Brandes in attendance) to discuss what department funding or grant options may be available for this important project. We hope that meeting will take place before the end of

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September. Further, we intend on using that dedicated time with the Department to also discuss ways to partner in the area of automatic vehicle technology.

On the legislative side, we will continue meeting with the members of the delegation to ensure that all are supportive of the effort and that key individuals from the Delegation (such as Senator Latvala who chairs the Senate Transportation and Economic Development Appropriations Committee) can be counted on again as “champions” for the cause.

#### Clearwater Beach to Tampa International Express Route Pilot

In addition to the Central Avenue BRT project describe above, this important priority (with massive regional impact) will also be a top priority of this coming legislative session. We hope to employ a similar strategy to what is outlined above, utilizing opportunities and relationships both within the FDOT and the legislature to conclude the year with a positive resolution on this funding request. Given that this project would reside in the heart of Senator Latvala’s district, we would endeavor to first garner his support (as a leading voice for the Pinellas Delegation) along with that of members of the Hillsborough Delegation, and the Tampa Airport given the proposed project route.

This proposed project also has a local advocacy angle to it given the positive tourism implications of a successful route. In partnership with PSTA leadership, we would (in addition to state-level advocacy) also be reaching out to local leaders (from political, to civic, to chambers of commerce) whose voice and influence can help move the project along to a successful conclusion. A multi-front strategy will be employed throughout so as to give PSTA the highest chances at success.

#### Tampa Bay Regional Transit Fare Collection

This important priority is hopefully the first of many that can truly be listed and sold in Tallahassee as “joint” priorities for PSTA and HART. We will be in attendance for the August 31<sup>st</sup> joint public meeting between the two boards and look forward to that being a productive and insightful “next step” in working closer together for the good of the entire region.

This particular priority will, when fully funded/implemented, upgrade all fare box collection methods so that riders can easily board any bus in the Bay Area using a pass from any of the authorities.

Strategically, we plan on using the joint board meeting as the “jumping off point” to coordinate all lobbying efforts with the contract lobbyists for HART and begin working all members of the Bay Area Legislative Delegation to make this a regional priority of theirs as well. It may also be a priority that fits within the Public Transit Office of FDOT and we will explore that option as well, working directly with the top leadership of the Department.

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### Other PSTA Priorities

From encouraging more integration of Uber/Lyft-type transportation service to solve the critical “last mile” challenge that many commuters face, to fighting for FDOT work-plan funding for many longer-term PSTA priorities, to seeking legislative action to increase the formulaically-distributed State Transit Block Grant Funding, our team will work tirelessly to accomplish as many of the legislative goals as possible. Our strategic approach will be as described herein, but more generally our approach will be to meet with every necessary legislator, staff member, agency head, community leader, or local elected official to make these priorities a reality for PSTA. We are excited about the weeks and months ahead, and look forward to working alongside you for the good of Pinellas County and the Region.

## PSTA 2015-2016 Legislative Timeline

- |                              |  |
|------------------------------|--|
| Wednesday, August 5, 2015    | <ul style="list-style-type: none"><li>- <b>PSTA Legislative Committee</b></li><li>- Adoption of recommendations for 2016 legislative priorities</li><li>- Discussion of cooperation with HART on regional priorities</li></ul> |
| <i>August 10-21, 2015</i>    | <ul style="list-style-type: none"><li>- <i>Special session to redraw Florida Congressional districts</i></li></ul>   |
| Wednesday, August 26, 2015   | <ul style="list-style-type: none"><li>- <b>PSTA Executive Committee</b></li><li>- Formal adoption of 2016 legislative priorities</li></ul>   |
| Monday, August 31, 2015      | <ul style="list-style-type: none"><li>- <b>Joint PSTA/HART Meeting</b></li><li>- Presentation and discussion of Tampa Bay Regional Transit Fare Collection and other joint legislative/regional priorities</li></ul>           |
| Late August/Early September  | <ul style="list-style-type: none"><li>- Anticipated approval of City of St. Petersburg, Pinellas County, St. Petersburg Chamber of Commerce legislative priorities</li></ul>   |
| Targeted in September        | <ul style="list-style-type: none"><li>- Meeting with FDOT (Secretary Boxold and staff) to discuss Central Ave. BRT and partnership opportunities on automated vehicle technology initiatives</li></ul>                         |
| Targeted in September        | <ul style="list-style-type: none"><li>- Meeting with Senator Latvala to discuss Clearwater Beach to Tampa International Express Route Pilot</li></ul>  |
| Wednesday September 16, 2015 | <ul style="list-style-type: none"><li>- <b>Legislative Committee Week #1 Begins</b></li></ul>  |

- Tuesday, September 22, 2016
  - **Pinellas Legislative Delegation Meeting #1** (Begins at 9:00am)
  - SPC Seminole Digitorium
  
- Friday, September 25, 2016
  - **Hillsborough Legislative Delegation Meeting** (Begins at 9:00am)
  - HCC Brandon Campus, Student Services Building Auditorium, 10414 E. Columbus Dr., Tampa, FL
  
- Monday, October 5, 2016
  - Legislative Committee Week #2 Begins
- Monday, October 19, 2016
  - Legislative Committee Week #3 Begins
- Week of October 19, 2015
  - **PSTA/HART joint trip to Tallahassee**
- October 19-November 6, 2015*
  - *Special Session to redraw Florida Senate districts*
  
- Tuesday, November 10, 2016
  - **Pinellas Legislative Delegation Meeting #2** (Begins at 9:00am)
  - USFSP USC
  
- Monday, November 16, 2016
  - Legislative Committee Week #4 Begins
- Monday, November 30, 2016
  - Legislative Committee Week #5 Begins
  
- January 12-March 11, 2016
  - **2016 Regular Session**
  - Visit to Tallahassee for PSTA Executive Director and Board Members will be coordinated for advocacy on behalf of legislative priorities



August 14, 2015

Secretary Jim Boxold  
Florida Department of Transportation (FDOT)  
605 Suwannee Street  
Tallahassee, FL 32399-0450

Dear Secretary Boxold:

As you continue to explore funding opportunities for transportation services around the state of Florida, we urge you to consider including annual operational funding for a public transit express route from Clearwater Beach to Tampa International Airport (TIA).

Connecting Pinellas County’s award-winning beaches and TIA is essential for our region’s economic development and job growth. The Pinellas Suncoast Transit Authority (PSTA) proposes to connect these key destinations with an enticing new express route designed to please visitors, the tourism industry and the traveling public.

The goal of the Clearwater Beach to TIA Express is to implement a successful new regional service which will provide seamless connectivity between Pinellas County beaches and TIA as well as major employment centers including downtown Clearwater, the Westshore area, and downtown Tampa.

The Clearwater Beach to TIA Express will complement local service provided by the existing and highly successful Route 60, which is the most productive local route in the PSTA system. The Express will supplement the local service with expedited, limited stop travel between TIA and the beaches, seven days a week.

This exciting new route can be operated at an annual cost of only \$2.1 million and we look forward to working with you on this important regional request.

\_\_\_\_\_  
William C. Jonson, PSTA Chairperson

\_\_\_\_\_  
Senator Jack Latvala, District 20

\_\_\_\_\_  
Senator Jeff Brandes, District 22

\_\_\_\_\_  
Senator Arthenia Joyner, District 19

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Rep. Chris Latvala, District 67

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Rep. Dwight Dudley, District 68

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Rep. Chris Sprowls, District 65

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Rep. Kathleen Peters, District 69

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Rep. Darryl Rouson, District 70

\_\_\_\_\_  
Rep. Larry Ahern, District 66



# Clearwater Beach to Tampa International Airport Express Service

Connecting Pinellas County’s award-winning beaches and Tampa International Airport (TIA) is essential for our region’s economic development and job growth. PSTA proposes to connect these key destinations with an enticing new express route designed to please visitors, the tourism industry and the traveling public.

The **goal of the Clearwater Beach to TIA Express is to implement a successful new regional service** which will:

- Provide regional connectivity between Pinellas County beaches and TIA as well as major employment centers including downtown Clearwater, the Westshore area, and downtown Tampa
- Support regional economic strength and development
- Encourage cooperation among local municipalities in providing an exciting new transportation service that benefits residents, tourists and businesses



The Clearwater Beach to TIA Express will complement local service provided by the existing, and highly successful Route 60, which is the most productive local route in the PSTA System. **The Express will supplement the local service with expedited, limited stop travel between TIA and the beaches, seven days a week.**

### Funding: Annual Operating Costs of \$2.1M

- Service every 30 minutes, 7 days a week, 5am to midnight
- 40’ Diesel Vehicles with luggage racks and 25 passenger capacity (\$3M)
- Proposed to be contracted to a private operator
- Express service can begin as early as 2017

### 2016 Session Legislative Request

- FDOT grant funding support for \$2.1M annual operating requirement
- \$3M capital for needed buses



DRAFT July 2015

# Clearwater Beach to Tampa International Airport Express Service



### Serves Major Employers, Destinations, and Residential Areas:

- Tampa International Airport
- Clearwater Mall with connections to frequent local Routes 19 and 60
- Downtown Clearwater with connections to 12 additional local routes
- Tourist/work destinations in downtown Clearwater and on Clearwater Beach
- Special events in downtown Clearwater and on the Beaches
- Quick transfer to the Suncoast Beach Trolley<sup>SM</sup> and easy access to other world-renowned beaches

### Supports Community Plans and Investments:

- Beach by Design
- Downtown Clearwater to Clearwater Beach Transit Corridor Evaluation
- Downtown Clearwater Redevelopment Plan
- Proposed Clearwater Intermodal Center

### Service Facts:

- Length of Route: 20 miles
- Proposed Stops: 4 in each direction
- Proposed Frequency: Bus every 30 minutes
- Proposed Service Span: 5am – midnight
- Total Number of Vehicles: 5 branded, diesel buses with luggage racks
- Total Capital Cost: \$3M
- Annual Operating Cost: \$2.1M
- # of Jobs within 1/2 mile of Proposed Stops: 37,000
- # of Residents within 1/2 mile of Proposed Stops: 20,000
- # of Hotel Rooms within 1/2 mile of Proposed Stops: Over 2,600

### Supported By:

- Pinellas Suncoast Transit Authority
- City of Clearwater\*
- Pinellas County\*
- Greater Clearwater Chamber of Commerce\*
- Visit St. Pete/Clearwater
- Hillsborough Transit Authority (HART)
- Tampa Bay Area Regional Transportation Authority (TBARTA)
- Hillsborough County Aviation Authority/Tampa International Airport
- Tampa Bay Beaches Chamber of Commerce\*
- Clearwater Beach Chamber of Commerce\*

\* Pending

### PROPOSED STOP/STATION LOCATION PROFILE (WITHIN 1/2 MILE)

Source: Pinellas MPO, Hillsborough County MPO

STOP LOCATION	TOTAL EMPLOYMENT	TOTAL POPULATION
1. Clearwater Beach Marina	1912	3308
2. Court/Chestnut Street & Myrtle Avenue, Downtown Clearwater	19096	8505
3. Clearwater Mall	8953	7694
4. Tampa International Airport	6620	0

**Brad Miller, PSTA Chief Executive Officer**

**Office:** (727) 540-1807

**Cell:** (727) 459-9697

**Email:** bmill@psta.net

## Central Avenue Bus Rapid Transit

Express Bus Rapid Transit (BRT) service in St. Petersburg's Central Avenue corridor from downtown St. Petersburg to the Gulf beaches has some existing funding identified, and is the most "shovel-ready" project of the six potential corridors recommended in past studies, making it an ideal BRT "pilot project" for Pinellas County.

The **goals of the Central Avenue BRT** project are to develop and implement successful BRT service that

- Supports local revitalization and economic development plans;
- Supports tourism with a fast, convenient transportation alternative between two of Pinellas' major tourist centers;
- Attracts new ridership;
- Supports the unique character of the area; and
- Provides service in a cost-effective manner.



The Central Ave BRT will complement local service provided by the existing, and highly successful Central Avenue Trolley by providing **expedited, limited stop travel** from downtown St. Petersburg to the beaches, seven days a week on 1st Ave N (westbound) and 1st Ave S (eastbound).

**The trolley route will continue to serve numerous destinations along the corridor, while the proposed BRT will serve only major stops in the corridor, cutting the current transit travel time from St. Pete to the beaches by more than a third.**

This pilot BRT route will be the first of what may ultimately be a future network of rapid transit services connecting Clearwater Beach, Tampa International Airport, and other key tourist destinations and economic centers.

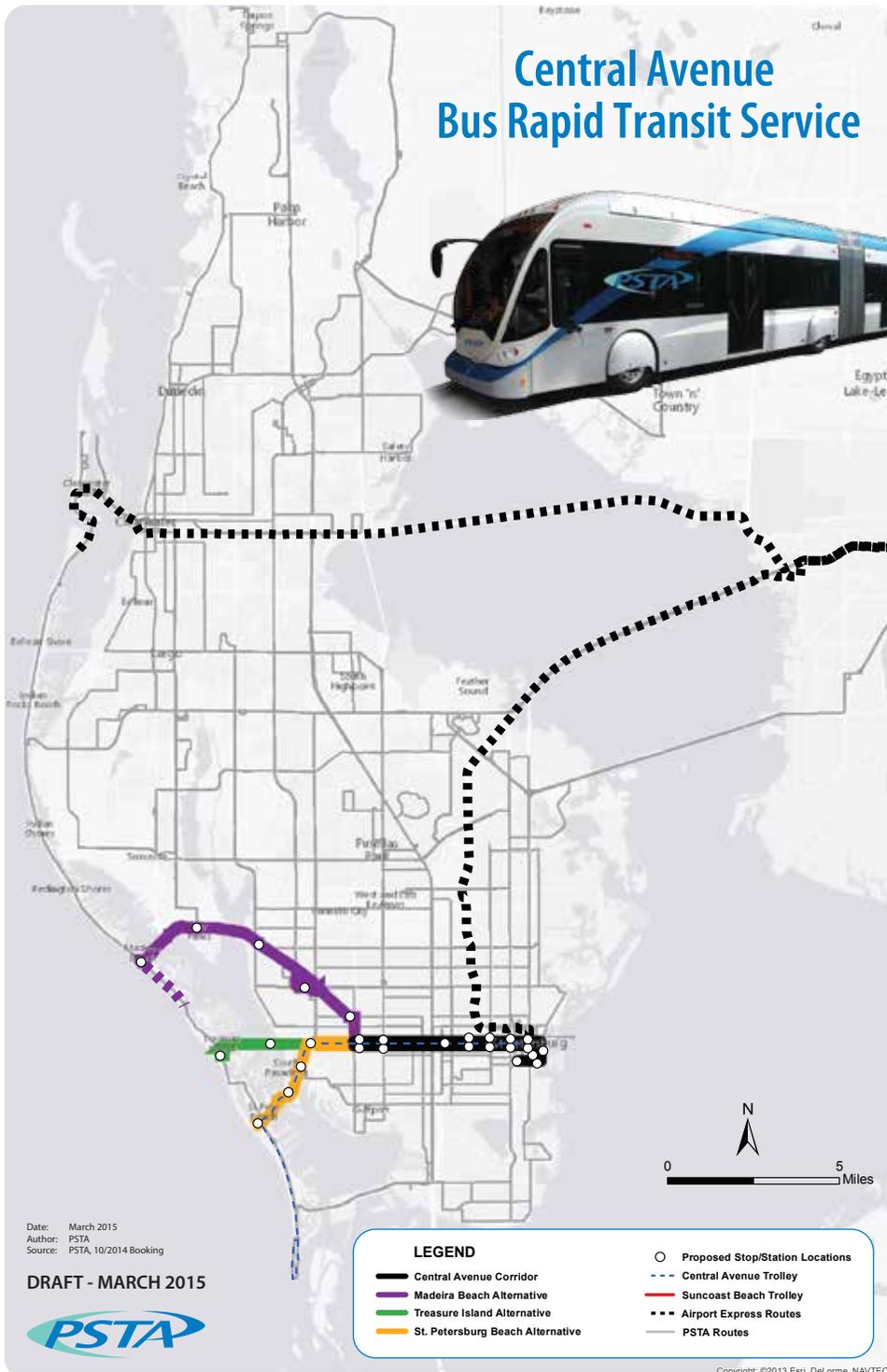
### **Funding: Total Project Cost \$16.5 Million, Phased Over 3 Years**

- \$1.25M appropriated in 2016 for Project Development & Environment (PD&E) design work.
- Seek balance of construction funding in DOT work program in 2017-2019.
- Express service begins 2019.

**Brad Miller**  
**PSTA Chief Executive Officer**  
**Office:** (727) 540-1807  
**Cell:** (727) 459-9697  
**Email:** [bmiller@psta.net](mailto:bmiller@psta.net)



## Central Avenue Bus Rapid Transit Service



Date: March 2015  
Author: PSTA  
Source: PSTA, 10/2014 Booking

DRAFT - MARCH 2015



Copyright: ©2013 Esri, DeLorme, NAVTEQ

### Serves Major Employers, Destinations, and Residential Areas:

- Downtown St. Petersburg's medical center and other major medical facilities.
- University of South Florida St. Petersburg
- Restaurants and shops
- Museums, Performing Arts Center and arts districts
- Tropicana Field
- Tourist destinations/employment on the Beaches
- Special events downtown and on the Beaches

### Supports Community Plans and Investments:

- City of St. Petersburg Central Avenue Revitalization Plan
- Central Avenue Art in Transit Project (\$2.8-\$4M+ City Investments)
- St. Petersburg City-Chamber Economic Development Initiatives

### Service Facts:

- Length of Route: 10-14 miles
- Proposed Stops: 12-16 in each direction
- Proposed Frequency: Bus every 15 minutes
- Proposed Service Span: 5am-midnight
- Total Number of Vehicles: 5-7
- Total Capital Cost: \$16.5M
- # of Jobs within ½ mile of Corridor: 25K
- # of People within ½ mile of Corridor: 48K

### Supported By:

- Pinellas Suncoast Transit Authority
- City of St. Petersburg
- Pinellas County
- St. Petersburg Chamber of Commerce
- Central Avenue Business District
- Tampa Bay Beaches Chamber
- Tampa Bay Rays

**Brad Miller, PSTA Chief Executive Officer**

**Office:** (727) 540-1807

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PSTA-HART Joint Executive Committee Meeting



**Hillsborough Area Regional Transit Authority**  
1201 E. 7th Avenue • Tampa, Florida 33605  
(813) 384-6600 • fax (813) 384-6284 • www.goHART.org

February 4, 2015

Honorable Representative Richard Corcoran  
418 The Capitol  
402 S. Monroe St.  
Tallahassee, FL 32399-1100

***RE: Hillsborough Area Regional Transit Initiatives***

Dear Representative Corcoran,

The Hillsborough Area Regional Transit Authority, known as HART, plays an integral role in making life happen in our county. We provide over 50,000 passenger trips a day and connect people from home to jobs, education and training, medical services, recreation, and all the other destinations where our lives take place. As the Chairman of the HART Board, I would like to express our appreciation for the valued state support that helps us get service on the street, and I'd like to share our priorities for future growth.

HART is focused on five transit initiatives that will improve transportation through Hillsborough County and the Tampa Bay region. Improved transit service means better access to jobs and education, investment in local infrastructure, leveraging local investment to bring state and federal dollars back home; building and implementing these projects is a real-time job and business generator here in our communities.

Since 2010, our ridership has grown 20% while our budget has grown 5%. We are the first transit agency in Florida to introduce CNG (Compressed Natural Gas) fueled vans and buses, which boost American jobs by using American fuel; your assistance in updating our fleet will allow us to expedite fleet replacement and further boost our American vehicles and employment. MetroRapid is the state's first "light" bus rapid transit corridor, and ridership in the corridor is up over 10% since inception; your assistance will help us expand the MetroRapid network to more of Hillsborough County. HART is also leading the Regional Revenue Collection and Interjurisdictional Mobility Project, where transit agencies in eight counties will use the same smart card and smart phone based passes interchangeably; this Tampa Bay region project is not possible without your assistance.

- The full cost of the Regional Revenue Collection and Interjurisdictional Mobility Project is \$12.6 million with \$2.2 million identified and funded through state and regional sources. HART and PSTA have identified funding in their respective out-year CIP budgets to potentially help mitigate a portion of the remaining \$10.4 million to complete this important regional project. However, if full project funding was identified, the local agency funding could be returned to its original CIP program. This is the agency's top priority due to funding currently committed, the regional implications of this project, and the critical need for updated revenue collection technology.

*Hillsborough Area Regional Transit Initiatives*

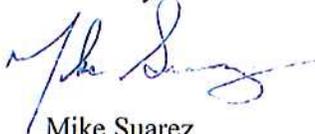
*February 4, 2015*

*Page 2*

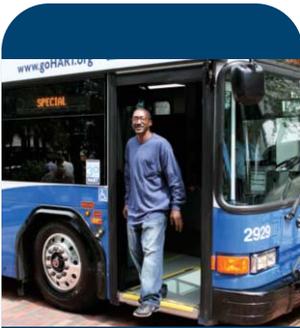
- Through the recession, HART extended the useful life of many of our buses, delaying our full conversion to CNG vehicles. We are seeking \$16,440,176 for the purchase of 53 Compressed Natural Gas buses to bring our fleet back to the minimum federal useful life of 12 years; currently our oldest vehicles will be on site for 15 years. A younger fleet also provides improved fuel economy, lower maintenance expenses, and improved service reliability.
- HART has completed the PD&E (project development and environmental) study for our next MetroRapid corridor, connecting Temple Terrace and eastern Hillsborough County to Tampa International Airport. To complete this project, HART is seeking \$21,200,000 for construction and capital investments and \$8,750,000 for buses to support the new route.
- We are seeking \$1,765,000 for PD&E on the next HART identified MetroRapid project, Kennedy Boulevard, connecting downtown Tampa and the Tampa International Airport along one of the busiest corridors in the Bay area.
- Finally, HART is seeking approximately \$1 million for maintenance improvements to the TECO Line Streetcar which connects Ybor City, the Channel District, and downtown Tampa. Expediting maintenance means the Streetcar system is ready to serve the increasing demand from Tampa's growing downtown and planned development tied to the Channel District and Strategic Property Partners. This represents maintenance scheduled over the next five years, but which will be necessary to accommodate the demands of more frequent service.

HART is on track to provide over 15 million passenger trips in FY15, and we continue to set ridership records every month. The projects listed above come from a partnership of local, state, and federal resources to support the agency's progress and the pace our region requires to sustain our strong growth and build a more responsive, reliable, and useful transportation network. HART is ready for this challenge and we ask for your support in this creating this network.

Sincerely,



Mike Suarez  
City of Tampa Councilman  
HART Board of Directors Chairman



## Hillsborough Area Regional Transit Authority (HART)

(Encompassing Hillsborough County and the Cities of Tampa and Temple Terrace)

### 2015 Top State Legislative Priorities

#### Regional Revenue Collection and Inter-Jurisdictional Mobility Project

HART leads this project across Citrus, Hernando, Hillsborough, Manatee, Pinellas, Pasco, Polk, and Sarasota counties. When complete, patrons will travel across the Tampa Bay region seamlessly using one fare media, available on smart cards and downloaded to mobile devices. The full cost of the project is \$12.6 million with \$2.2 million identified and funded through state and regional sources.

#### Replacement of Diesel Buses with Compressed Natural Gas (CNG) Fueled Vehicles

HART is seeking \$16,440,176 for the purchase of 53 CNG buses which will speed up the conversion to CNG. A younger fleet also provides improved fuel economy, lower maintenance expenses, and improved service reliability.

#### EAST/WEST MetroRapid Bus Rapid Transit Construction

HART has completed the Project Development & Environmental (PD&E) study and 30% design for its next MetroRapid corridor, connecting Temple Terrace and eastern Hillsborough County to Tampa International Airport. To complete this project, HART is seeking \$21,200,000 for construction and capital investments and \$8,750,000 for CNG buses to support the new route.

#### Additional MetroRapid PD&E Study

HART is seeking \$1,765,000 for a PD&E on HART's next identified MetroRapid project via Kennedy Boulevard, connecting downtown Tampa and Westshore/Tampa International Airport along one of the busiest corridors in the Tampa Bay area.

#### TECO Line Streetcar Maintenance Improvements

HART is seeking approximately \$1 million for maintenance improvements to the TECO Line Streetcar rail line, which connects Ybor City, the Channel District, and downtown Tampa. Condensing the maintenance schedule helps position the streetcar to serve the growing demand from Tampa's growing downtown and planned development tied to the Channel District and Strategic Property Partners.

### HART Profile

Hillsborough County Population: 1,291,578\*

Transit Service Area: 1,000 square miles

#### Transit Services

- Local Bus: 28 Routes
- Express and Limited Express: 12 Routes
- MetroRapid North-South: 1 Route
- ADA Paratransit
- Flex Vans: 5 Routes/Zones
- Electric Streetcar Line\*\*: 2.7 miles

#### Fleet

- Buses: 175
- MetroRapid Buses: 12
- ADA Paratransit Vans: 49
- Flex Vans: 8
- Streetcar Vehicles: 10

#### 2014 Total Ridership

- All Modes: 14.9 Million

\* Source: HillsboroughCounty.org

\*\* Operated under contract to Tampa Historic Streetcar, Inc.



Hillsborough Area Regional Transit Authority  
 Katharine Eagan, AICP - Chief Executive Officer  
 1201 E. 7th Avenue, Tampa, Florida 33605  
 Phone (813) 384-6550 • www.GO HART.org

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Hillsborough Area Regional Transit Authority

## **2016 Top State Legislative Priorities**

### **Regional Revenue Collection and Inter-Jurisdictional Mobility Project**

HART leads this project across Citrus, Hernando, Hillsborough, Manatee, Pinellas, Pasco, Polk, and Sarasota counties. When complete, patrons will travel across the Tampa Bay region seamlessly using one fare media, available on smart cards and downloaded to mobile devices. The full cost of the project is \$12.6 million with \$5.8 million identified and funded through state, regional, and local sources.

### **First Mile/Last Mile Transportation Solution**

The Authority is investigating a partnership with a transportation network company to offer a dynamic ridesharing service as a complement to existing transit services. The First and Last Mile Solutions Project will include a smartphone application that allows real-time ridesharing matching and rider incentives. The shared transportation provider should promote multimodal transportation options in the community and enhance HART fixed route services by extending into areas of the county that currently do not have mass public transportation. HART is seeking \$400,000 to support this project.

### **CNG Rebates**

Staff submitted rebate applications for 17 CNG vans through the end of June, to reach the maximum of \$250,000 allowed for each fiscal year under the program. The remaining 11 CNG van applications will be submitted in the next fiscal year. When the next order of CNG buses arrive, rebate applications will also be submitted. HART anticipates receiving \$702,600 in CNG rebates from the State of Florida over the next three years. The rebates will be used towards the purchase of future CNG vehicles.

### **EAST/WEST MetroRapid Bus Rapid Transit Construction**

HART has completed the Project Development & Environmental (PD&E) study and 30% design for its next MetroRapid corridor, connecting Temple Terrace and eastern Hillsborough County to Tampa International Airport. To complete this project, HART is seeking \$21,200,000 for construction and capital investments and \$8,750,000 for CNG buses to support the new route.

### **MetroRapid PD&E Study**

HART is seeking \$1,765,000 for a PD&E on HART's next identified MetroRapid project via Kennedy Boulevard, connecting downtown Tampa and Westshore/Tampa International Airport along one of the busiest corridors in the Tampa Bay area.

**Hillsborough Area Regional Transit Authority**  
**Katharine Eagan, AICP - Chief Executive Officer**  
**1201 E. 7th Avenue, Tampa, Florida 33605**  
**Phone (813) 384-6550 • [www.goHART.org](http://www.goHART.org)**



**Hillsborough Area Regional Transit Authority**

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## **Regional Revenue Collection and Inter-Jurisdictional Mobility Funding Need - FY 2015- FY 2017**

### **Background**

In November of 2012, Hillsborough Area Regional Transit (HART) convened a working group (“the Regional Working Group”) consisting of transit agencies and transit providers from FDOT District 7 (Hillsborough, Pinellas, Pasco, Citrus, Hernando) as well as FDOT District 1 agencies (Polk and Manatee) to begin working together to develop a regional approach to revenue collection that will not only modernize the process of the collection of fixed-route fares, but also enhance the mobility of passengers between its respective jurisdictions.

### **Project Overview**

The members of the Regional Working Group currently maintain and utilize a variety of technology infrastructure and supporting business processes to collect fares on its fixed route systems with an average age of 14 years.

Currently, the fixed-route systems within the Regional Working Group, irrespective of infrastructure age, only accept cash, coin, or individual system fare media (typically magnetic strip passes exclusive to the providing agency), with no current ability to accept other forms of payment (e.g. smart cards), or any other Regional Working Group member’s fare media. In other words, if a passenger wants to move between jurisdictions, where routes currently exist for connectivity (see Figure 1-1) they must purchase multiple systems’ fare media to complete their journey.

The Regional Working Group proposes the development of a regional fare collection system that will allow interoperability within the respective systems for infrastructure and management support, while providing seamless and common fare media for its passengers throughout the Tampa Bay region. Using a systematic and phased approach, the Regional Working Group will consider equipment and technology needs along with the development of common fare policies and processes and work toward the evaluation, procurement and implementation of a single fare media for all members.

### **Project Detail**

The Regional Working Group implementation strategy involves a three-phased solicitation approach. An overview of the proposed project is provided below:

#### **Project Phase I**

In response to initial available funding, Phase I’s solicitation will revolve around the acquisition of smart card and e-fare readers, as well as a robust “back-office” that will process and reconcile the revenue collection throughout the region. Key deliverables during this phase will be individual member installation and testing of selected routes and vehicles (“Pilot Programs), Regional Working Group collaboration and development of a

regional fare schedule and policy, and evaluation of inter-jurisdictional travel within the new smart card systems. It is planned that with the currently identified State and TBART funding, every agency will have at least a pilot project to demonstrate the technology in place by the end of calendar year 2015. However, for all agencies in the region to expand beyond their respective "Pilot Projects," additional funding will need to be secured.

### **Project Phase 2**

The Phase 2 solicitation will focus on establishing an agreement with a third-party retail sales establishment to work with the regional agencies in administering the retail relationships for smartcard distribution, relationship management and the management of the account based smartcards.

### **Project Phase 3**

The Phase 3 solicitation will be the acquisition of fareboxes to complement the smart card readers, as cash collection will still be required. As the smart card and e-fare readers are expanded through the region, the future requirements of actual new fareboxes will evolve and will be determined by the agencies based on their need after Phases 1 and 2 are complete.

### **Funding Need**

Although \$5,842,654 of funding has been received to-date from a combination of State grants, a TBARTA grant and HART/PSTA local dollars, there is a project deficit of \$6,717,009 based on full smart card technology implementation at an estimated cost of \$12,559,663 for hardware, infrastructure, and integration (does not include out-year operating costs to the individual agencies) (see chart below).

<b>Source</b>	<b>Amount</b>
State Intermodal Funding	\$1,946,981
TBARTA	\$267,500
PSTA and HART Local Funding (PSTA/HART use ONLY)	\$3,628,173
Other Agency Local Funding	\$0
<b>Sub-Total</b>	<b>\$5,842,654</b>
<b>Total Need</b>	<b>\$12,559,663</b>
<b>Current Regional Deficit</b>	<b>\$6,717,009</b>
<b>*HART back-office wireless need</b>	<b>\$1,000,000</b>
<b>Total Deficit</b>	<b>\$7,717,009</b>

\*In addition to the overall regional project cost, for full implementation of this technology, HART will be required to add wireless functionality to each of its fixed route buses for the transmission of revenue data to the regional "back-office." Currently, this is an unfunded project and NOT part of the overall Regional Revenue Collection and Inter-Jurisdictional Mobility project. Current estimates have this additional need for HART at \$1,000,000.