



PINELLAS SUNCOAST TRANSIT AUTHORITY
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FINANCE & PERFORMANCE MANAGEMENT
COMMITTEE MEETING
MINUTES – APRIL 15, 2015

The Finance & Performance Management Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 9:00 AM on this date. The purpose of the meeting was to approve the March 20, 2015 meeting minutes and recommend approval of the FleetNet Software Support renewal agreement. The following members were present:

Joe Barkley, Committee Chair
Mark Deighton
Bill Jonson
Brian Scott

Absent

Dave Eggers
Curtis Holmes (Alternate)

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Barkley opened the meeting at 9:01 AM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes – Mr. Scott made a motion, seconded by Mr. Deighton to approve the March 20, 2015 minutes. There were no public comments. Motion passed unanimously.

FleetNet Software Support Renewal Agreement – Debbie Leous, Chief Financial Officer, said that FleetNet is a transit software company specializing in enterprise level public transportation management system software that delivers a total solution package. She explained the modules PSTA utilizes, adding that PSTA has been using this software for over 15 years. She reported that the Agency's current one-year FleetNet software maintenance and license will expire on April 30, 2015 and that staff is recommending approval of a three-year support and maintenance agreement in the amount not to exceed \$120,000. She stated that over the three years, PSTA will save a minimum of \$6,000. Mr. Jonson made a motion, seconded by Mr. Scott to recommend Board acceptance of the three-year support and maintenance agreement. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

PSTA Advertising Policies – Cyndi Raskin-Schmitt, Director of Communications, provided a brief history of PSTA's advertising program and presented opportunities to expand the program. She indicated that outsourcing the advertising has the potential to significantly increase revenues. Ms. Raskin-Schmitt outlined the content in the current advertising policy and indicated some possible changes that could also increase revenue.

Ms. Raskin-Schmitt indicated that there is a Request for Proposal (RFP) currently out which is due the end of April. The winning vendor will be presented to the Committee in May for approval along with a revised policy. Mr. Jonson suggested speaking with Alan Zimmet, General Counsel, about the policy and the proposed changes. He also expressed his concern about full wraps which cover the bus windows causing reduced visibility.

2015 Benchmarking and Data Management – Mr. Miller explained that PSTA is a member of the American Bus Benchmarking Group (ABBG) and presented some highlights from the recent 2015 report. He noted that the benchmarking program is an on-going measurement system to track and improve performance. The ABBG is administered by the Imperial College of London and includes 17 other members from across the United States.

Mr. Miller said that ABBG is developing a new Paratransit Report this year with a workshop scheduled in Fort Worth in May. He said the ABBG is also currently working on the on-line Customer Satisfaction Survey for each of the systems. Mr. Miller presented five charts comparing PSTA to other transit systems in areas such as capacity utilization, on-time performance, layover and efficiency, and financial comparisons. The Committee had a lengthy discussion about each area.

Mr. Miller explained that because the question had been asked about whether or not PSTA should seek partnership with the Pinellas Metropolitan Planning Organization (MPO) for Surface Transportation Program (STP) dollars versus using the formula funds for bus replacement, he compared PSTA to other large Florida transit systems to see if they are all using federal funds for operations. He said they are, and in particular, HART spent 87% of their Federal 5307 for operating assistance in 2014 as compared to 40% for PSTA. He added that HART is capable of doing that because they receive STP funds from their MPO and funds from Hillsborough County. He also presented a chart indicating how much the other large Florida transit systems are receiving in state and local funds for their capital program. He noted that PSTA received funds once for the capital program, and that was \$4 million in FY2012 for the concrete settlement. He explained that PSTA has been existing on Congressional earmarks under Congressman Bill Young and federal formula funds for the bus fleet and other capital projects.

Mr. Miller stated that he believes it is appropriate for PSTA to use some federal funds toward operations, but the majority of funds should be applied to the capital program, and to work toward generating more state and federal funding. Mr. Jonson suggested sharing the presentation with the MPO, and Committee Chair Barkley also suggested showing this presentation to the County Commissioners. Committee Chair Barkley asked what other types of funds are available that PSTA could pursue. Mr. Miller responded that there are TIGER grants and funds for electric buses. He noted that there are more federal funds available than state.

REPORTS

Monthly Financial Statement – Debbie Leous, Chief Financial Officer, presented the financial status report for the period ending February 28, 2015. She reported that for the month of February, there was a net deficit of \$604,000, which was \$228,000 favorable to the budgeted deficit of \$832,000. She reported that revenues were under budget by \$482,000 due to the timing of the state grants. Ms. Leous indicated that expenses were under budget by \$710,000 with every category being under budget. She presented the year to date (YTD) actuals as of February 2015, and reported that there was a surplus of \$20.0 million as compared to the budgeted amount of \$19.2 million. She said that revenues were under budget \$1.1 million due to passenger fares and the timing of state grants. She noted that all expense categories were under budget. Ms. Leous reported on the budget on a year-to-year basis and noted there is a \$1,781 variance from 2014.

Ridership/Performance – The report was handed out at the meeting. Mr. Scott noted that the on-time performance did poorly in March, and Mr. Miller stated his belief that it could be due to spring break traffic, but will investigate further.

Mr. Jonson pointed out the important fact that the ridership statistics report will now include verbiage that “Per Federal Transit Administration (FTA) requirements, each boarding equals one trip.”

FUTURE MEETING SUBJECTS

- Advertising/Reserve/Investment/Liability Policies – May
- Bus tire lease
- Federal lobbyist contract
- Triennial review - June

OTHER BUSINESS

Mr. Scott distributed an article from the *National Bus Trader Magazine* on alternative fuels and reduced emissions.

Mr. Jonson indicated that there have been discussions in the past about alternatives such as diesel buses versus hybrid buses and using smaller buses versus full size buses. He said he is interested in seeing those comparative numbers at a future meeting.

ADJOURNMENT

The meeting was adjourned at 10:25 AM. The next meeting will be held May 20, 2015 at 9:00 AM.