



PINELLAS SUNCOAST TRANSIT AUTHORITY
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BOARD MEETING MINUTES

APRIL 26, 2017

Chairperson Darden Rice called the April 26, 2017 Board meeting to order at 9:00 AM. Members present: Darden Rice, Chairperson, Janet Long, Vice-Chairperson, Joseph Barkley, Secretary/Treasurer, Doug Bevis, Dave Eggers, Samantha Fenger, Pat Gerard, Bill Jonson, John Tornga, Lisa Wheeler-Bowman. Members absent: Patricia Johnson, Charlie Justice, Brian Scott, Josh Shulman. Also present: Brad Miller, CEO, Alan Zimmet, PSTA General Counsel, PSTA Staff Members, and Members of the Public.

PUBLIC COMMENT

There were no public comments.

AWARDS AND RECOGNITION

Youth Summer Haul Pass Design Contest Winner – Ashlie Handy, Media Liaison/Public Information Officer, spoke briefly about PSTA's Youth Summer Haul Pass program. She said that this is the first year that students were invited to submit artwork for the design of the pass and 20 submissions were received. She introduced Gilda Liu, Seminole High School student, who was chosen the winner of the design contest. Ms. Liu said a few words of thanks.

COMMITTEE UPDATES

Transit Riders Advisory Committee (TRAC) Update – Gloria Lepik-Corrigan, Committee Chair, provided an update from the April 18th TRAC meeting.

Forward Pinellas – Mr. Jonson reported on the Forward Pinellas Board meeting that took place on April 12th.

CONSENT AGENDA

Ms. Long made a motion, seconded by Mr. Barkley to approve the Consent Agenda. The Board unanimously approved the Consent Agenda which included the approval of the March 29, 2017 Board meeting minutes.

ACTION ITEMS

Letter to Federal Appropriations Subcommittee on Transportation – Mr. Miller spoke about a letter to Mario Diaz-Balart, Chairman of the Appropriations Subcommittee on Transportation, Housing & Urban Development. He requested that all Board members sign the letter in support of continued federal transportation investment funding. Mr. Miller indicated that the Florida Public Transportation Association (FPTA) will be sending a similar letter of support. Ms. Long described the numerous meetings that she, Ms. Gerard, and Mr. Miller participated in during their April 3-4 legislative trip to Washington D.C.

Ms. Long made a motion, seconded by Mr. Bevis to approve the letter of support. There were no public comments. Motion passed unanimously.

2017 Transportation Disadvantaged (TD) Mobility Enhancement Grant Resolution – Mr. Miller indicated that this is for a grant for the second year of the TD Late Shift Program which provides TD bus riders on-demand service for work trips that occur outside normal bus service hours. He explained that the program has been very successful and the TD Commission showed strong support for this program last year. Mr. Miller stated that staff has developed a grant application that will allow PSTA to continue and expand the TD Late Shift Program.

Mr. Zimmet read Resolution #17-02 by title. Ms. Gerard made a motion, seconded by Mr. Bevis to approve the 2017 Mobility Enhancement Grant Program Application Resolution. There were no public comments. Motion passed unanimously.

Two-Year Strategic Marketing Plan and Task Order - Cyndi Raskin-Schmitt, Director of Communications & Marketing, introduced PSTA's Marketing team and Elisa DeBernardo and Gina Kline from FKQ Advertising. Ms. Raskin-Schmitt gave a presentation on the two-year marketing plan and task order. She noted that the Marketing team's role is to build relationships through various marketing efforts including social media and corporate partnerships. She spoke about how the Planning Department works with Marketing to successfully tell the story to the community.

Ms. Raskin-Schmitt provided an overview describing what types of marketing strategies and materials would be designed and utilized.

Ms. Kline and Ms. DeBernardo presented information on the Modern Transit Campaign. They said the object of the campaign is to build awareness for PSTA's innovative products and services designed to support economic vitality, thriving communities and enhance the quality of life of the local community. Ms. Kline described how FKQ will target specific groups to deliver an effective message. Ms. DeBernardo indicated that the campaign is expected to launch in January 2018 and spoke about the various types of media that will be used.

Ms. Raskin-Schmitt said staff is recommending approval of a task work order with FKQ Advertising for an Innovation Awareness Campaign in conjunction with PSTA's Strategic Marketing Plan to be launched in FY2018 for an amount not to exceed \$230,000.

Mr. Jonson talked about changing the stigma of city buses. Mr. Bevis mentioned how powerful and effective media is. Mr. Barkley and Mr. Eggers indicated that they are both in favor of this effort. Mr. Bevis made a motion, seconded by Mr. Jonson to recommend approval of a Task Work Order with FKQ Advertising for an Innovation Awareness Campaign for an amount not to exceed \$230,000. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

FY 2018 Budget – Personnel Assumptions – Mr. Miller indicated that the presentation was included in the agenda packet. He reminded the Board that this is information only and the full draft FY 2018 budget will be presented at the June meeting.

Regional Transit Feasibility Plan – Mr. Miller stated that it is important for PSTA to get involved in this plan, which will be on the next Executive Committee agenda. The Committee will be tasked with suggesting ways on how the Agency can get engaged. Mr. Miller introduced Scott Pringle from Jacobs Engineering who gave an update on the Regional Transit Feasibility Plan. A full presentation was included in the agenda.

After the presentation, the Board had questions regarding the routes identified, park and ride sites, the CSX lines, and a rail corridor. Mr. Pringle addressed their comments and questions.

REPORTS AND CORRESPONDENCE

Performance/Updates – The information was included in the packet.

PSTA Contracts – Mr. Miller indicated that the quarterly contract report is included in the packet.

Vision/Mission Statements – Mr. Miller said this item will be on the Executive Committee's agenda for the next meeting. He asked the Board members to review the statements and submit their comments for discussion at the meeting. He stated that this item will be an action item at the May Board meeting.

FUTURE MEETING SUBJECTS

The Board was provided with a list of upcoming meeting subjects. Mr. Miller indicated that PSTA 101 will be after the May Board meeting and members will be given a presentation on what happens at PSTA as well as a tour. Mr. Miller said the Board members will receive an invitation to an event on May 10th to launch PSTA's new website, which will be mobile phone friendly. Mr. Miller reminded everyone about the May 12th Metropolitan Planning Organization (MPO)/Transportation Management Area (TMA) workshop at the EpiCenter.

OTHER BUSINESS

No other business was discussed.

BOARD MEMBER COMMENTS

There were no Board comments.

ADJOURNMENT

There being no further business, Chairperson Rice adjourned the meeting at 10:35 AM. The next meeting is scheduled for May 24th at 9:00 AM.

Chairperson