



PINELLAS SUNCOAST TRANSIT AUTHORITY
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PLANNING COMMITTEE MEETING MINUTES APRIL 19, 2017

Committee Vice Chair Gerard called the April 19, 2017 Planning Committee meeting to order at 10:30AM. Members present: Pat Gerard, Joe Barkley, Bill Jonson. Members absent: Darden Rice, Patricia Johnson. Also present were: Brad Miller, CEO, and Whit Blanton, Forward Pinellas.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

March 22, 2017 Meeting Minutes – Mr. Barkley made a motion, seconded by Mr. Jonson to approve the minutes. Motion passed unanimously.

Two Year Strategic Marketing Plan & Task Order - Ms. Cyndi Raskin-Schmitt, Director of Marketing and Communications, and two representatives from FKQ advertising agency presented a two-year awareness marketing plan intended to promote PSTA's innovative programs, projects, and vision. The Committee had questions relating to how the public will react to the transit agency spending tax dollars on an "awareness" campaign geared toward non-riders, how PSTA plans to measure the success of the campaign, and the timing of the ad flight schedule. Committee members made the following suggestions: include the PSTA brand and vision in the commercial, target both riders and non-riders, and remind the public of PSTA's innovative, modern and adapting transit programs as a solution to gridlock. Vice Chair Gerard made a motion, seconded by Mr. Barkley to recommend approval for a \$230,000 marketing task order. Motion passed unanimously.

INFORMATION ITEMS

FY 2018 Budget – Personnel Assumptions – Mr. Michael Hanson, Director of Finance, and Trish Collins, Staffing and Development Manager, gave an overview of the draft budget personnel assumptions. A 3.5% increase is assumed in FY 2018 administration salaries, as well as a possible 10% increase in health insurance. After some discussion

about the high cost of health insurance, Mr. Hanson informed the committee that the increase in health insurance could be as high as 20-30% depending on how the search for a new health insurer progresses. In the FY 2018 draft budget will come before the PSTA Board of Directors in July. The Committee had questions related to the Service Employees International Union (SEIU) supervisors, and the administrative personnel in Operations, such as the money-counters. Vice Chair Gerard requested the Board be provided organizational charts.

Regional Transit Feasibility Plan – Ms. Heather Sobush, Planning Manager, presented an overview of the Regional Transit Feasibility Plan in the absence of Scott Pringle of Jacobs Engineering. It is a regional plan funded by the Florida Department of Transportation (FDOT) and administered by Hillsborough Area Regional Transit Authority (HART) to identify specific corridors and future projects that can be funded and implemented. Phase 1 is complete and five key connections identified: 1. University of South Florida (USF) to downtown Tampa, 2. Westshore to Brandon, 3. Wesley Chapel to downtown St. Petersburg, utilizing downtown Tampa, Westshore and Gateway, 4. Clearwater to Gateway to downtown St. Petersburg, and 5. South Tampa to downtown Tampa. The plan also emphasizes the importance of robust local networks to connect premium regional services. Mr. Jonson expressed his concern about the exclusion of public involvement in the plan. Mr. Barkley raised the issue of the missing CSX line, the Downtown Clearwater to Tampa Airport and the heavily congested U.S. 19 corridor from the plan's consideration.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects.

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 11:40 AM. The next Planning Committee meeting will be held on Wednesday, May 17 at 10:30 AM.