



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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## **BOARD MEETING MINUTES MARCH 21, 2018**

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Chairperson Janet Long called the March 21, 2018 Board meeting to order at 9:03 AM. Members present: Janet Long, Chairperson; Joe Barkley, Vice-Chairperson; Pat Gerard, Secretary/Treasurer; David Banther, Richard Bennett, Dave Eggers, Patricia Johnson, Darden Rice, Brian Scott, Josh Shulman, John Tornga, and Lisa Wheeler-Bowman. Members absent: Charlie Justice and Samantha Fenger. Also present: Brad Miller, CEO; Alan Zimmet, PSTA General Counsel; PSTA staff members, and members of the public.

### **PUBLIC COMMENT**

Sharon Calvert, Tierra Verde resident, commented on the Central Avenue Bus Rapid Transit (BRT) project and PSTA's submittal to the Federal Transit Administration (FTA).

### **AWARDS AND RECOGNITION**

Recognize Outgoing Board Member – Bill Jonson – Mr. Miller recognized Mr. Jonson for his many years of service on the PSTA Board. He received a plaque and lifetime bus pass.

Recognize Driver, Jackie Jeffries – Jeff Thompson, Director of Transportation, provided some background information on Ms. Jeffries and her career as a Trolley driver. She received a Certificate of Appreciation for her excellent customer service skills. Chairperson Long also said a few words about her interactions with Ms. Jeffries on a recent trip to Clearwater Beach.

### **COMMITTEE UPDATES**

Transit Riders Advisory Committee (TRAC) Update – Gloria Lepik-Corrigan, Committee Chair, provided an update from the March 13th TRAC meeting.

Forward Pinellas – Ms. Rice reported on the Forward Pinellas Board meeting that took place on March 14th.

Tampa Bay Area Regional Transit Authority (TBARTA) Update – Chairperson Long reported on recent Legislative decisions as they relate to the TBARTA organization.

School Transportation Safety Committee – Mr. Shulman provided information from the March 7th meeting.

### **CONSENT AGENDA**

Ms. Rice made a motion, seconded by Ms. Gerard, to approve the Consent Agenda. The Board unanimously approved the Consent Agenda which included the approval of the February 28, 2018 Board meeting minutes and the Voice of the Community survey.

### **ACTION ITEMS**

FY 2017 Audit Report – Debbie Leous, Chief Financial Officer, introduced Andrew Laflin from PSTA's independent audit firm, CliftonLarsonAllen. Mr. Laflin delivered a brief presentation on the FY 2017 Audit. He noted that there were no material weaknesses or findings to report and reviewed the types of procedures that were used. Questions were raised regarding capital expenses and interest income, which Ms. Leous answered. Mr. Barkley reported that the Finance Committee recommended approval and made a motion, seconded by Ms. Rice, to accept the FY 2017 Audit Report. There were no public comments. Motion passed unanimously.

PSTA's Incremental Regional Transit Improvements – Cassandra Borchers, Chief Development Officer, gave a presentation on the proposed extension of Route 100X. She said the current Route 100X could be extended from the Gateway Mall all the way to downtown St. Petersburg via an I-275 Bus on Shoulder pilot project. Ms. Borchers explained that the new extension will provide an express connection from downtown St. Petersburg to downtown Tampa. She indicated that PSTA will utilize Florida Department of Transportation's (FDOT) Urban Corridor Program grant funding in the amount of \$234,121. Ms. Borchers also spoke about the possible future routes of the 100X and 300X traveling to Tampa International Airport (TIA). The Board had questions regarding frequency, ridership, and operational costs, which Ms. Borchers answered.

In response to Chairperson Long's call for public comment, Walter Slupecki, St. Petersburg resident, said he supports the 100X route improvements as well as the regional plan. He also spoke on the June service improvements. He said the connection times for the 300X at the PSTA layby could be improved.

Mr. Zimmet read Resolution #18-02 by title. Mr. Barkley stated that the Planning Committee recommended approval and made a motion, seconded by Ms. Gerard, to approve the FY 2018 Agreement with FDOT and adopt Resolution #18-02. There were no further public comments. Motion passed unanimously.

Mr. Barkley made a motion, seconded by Mr. Shulman to approve sending a letter of support to David Gwynn, District Secretary at FDOT. There were no public comments. Motion passed unanimously.

### INFORMATION ITEMS

Community Service Partnerships – Cyndi Raskin-Schmitt, Director of Communications & Marketing, gave a presentation on community service Park & Ride partnerships for large crowd community events. She noted that the event must be on an existing route and during regular service hours. Ms. Raskin-Schmitt indicated that Park & Ride services generate goodwill among community partners and give those who are typically non-riders a positive public transit experience. Mr. Eggers suggested exploring funding from the communities who are receiving these value-added services. Mr. Scott stated that he would like transparency when PSTA serves off route areas or runs buses on days when there is no service. He also would like transparency on the ridership numbers for these community partnerships.

Direct Connect Expansion – Ms. Borchers presented the plan to launch an expansion of the Direct Connect service. She noted that based on the success of the program and requests from riders for additional Direct Connect stops, the expansion will add 16 additional stops to the original eight stops for a total of 24 stops, beginning April 2, 2018. Ms. Borchers explained the new plan eliminates the current Direct Connect zone restrictions, allowing users to travel to and from their desired Direct Connect stop from anywhere in the PSTA service area. She added that PSTA Marketing and Outreach staff are developing comprehensive plans to promote the service to potential and existing riders. She played a video produced in-house by the Marketing department to promote the new Direct Connect service. Mr. Eggers asked about the budget and how much has been spent. Ms. Borchers responded that the Phase 2 budget was \$40,000 per year and the program consistently went under budget. She added that the budget for 2018 is \$60,000. Mr. Banther remarked on the Direct Connect stops in his cities.

**[Ms. Gerard left the meeting at 10:39 AM and did not return.]**

## **REPORTS AND CORRESPONDENCE**

Performance Updates – The information was included in the packet. Mr. Miller noted that ridership continued to decline but was relatively small at -2.9%, which is the lowest decline in more than eighteen months.

Benchmarking Update & Ridership Analysis – Mr. Miller briefly spoke about the Ridership Analysis Report included in the packet. He indicated that the annual benchmarking results will be presented at the April 18th Finance Committee meeting.

FY 2019 Budget Assumptions – The FY 2019 Budget Process and Key Assumptions Report was included in the packet.

## **FUTURE MEETING SUBJECTS**

The Board was provided with a list of upcoming meeting subjects. Mr. Miller noted that next month's Board agenda will include an action item to approve the purchase of two electric buses.

## **OTHER BUSINESS**

Chairperson Long, Ms. Rice, and Ms. Wheeler-Bowman updated the Board on the recent Washington D.C. trip. They spoke about the various meetings with Legislators and Committee staffs and thanked PSTA's Federal advocacy team for their help.

Chairperson Long indicated that she would like to speak at the next Finance Committee meeting about new opportunities that may be available for the Authority.

## **BOARD MEMBER COMMENTS**

Mr. Eggers spoke about raising revenue by plugging into the tourism aspect of the value-added services PSTA provides to communities. He stated his belief that people still do not know a lot about the Authority's programs.

## **ADJOURNMENT**

There being no further business, Chairperson Long adjourned the meeting at 11:05 AM. The next meeting is scheduled for April 25th at 9:00 AM.

A reception was held immediately following the Board meeting to recognize Bill Jonson, outgoing Board member.

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Chairperson