



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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## **BOARD MEETING MINUTES MAY 23, 2018**

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Chairperson Janet Long called the May 23, 2018 Board meeting to order at 9:02 AM. Members present: Janet Long, Chairperson; Joe Barkley, Vice-Chairperson; David Banther, Richard Bennett, Dave Eggers, Samantha Fenger, Charlie Justice, Darden Rice, Brian Scott, John Tornga, and Lisa Wheeler-Bowman. Members absent: Doreen Caudell, Pat Gerard, Patricia Johnson, and Josh Shulman. Also present: Brad Miller, CEO; Alan Zimmet, PSTA General Counsel; PSTA staff members, and members of the public.

### **PUBLIC COMMENT**

Bill Jonson, Clearwater resident, talked about a document he handed out to Board members relating to Forward Pinellas' recommendation to the Florida Department of Transportation (FDOT) to incorporate pedestrian crossing improvements every one-quarter mile and complete street treatments on the frontage roads on U.S. 19 in Largo and Tarpon Springs.

### **AWARDS AND RECOGNITION**

Recognize Retiring Employee – Stephanie Overton – Debbie Leous, Chief Financial Officer, and Michael Hanson, Director of Finance, recognized the many contributions of Ms. Overton in her 34 years with the Authority.

### **PRESENTATION**

American Public Transportation Association (APTA) International Bus Roadeo & Conference Recap – Jeff Thompson, Director of Transportation, spoke about the International Roadeo on May 6th hosted by PSTA and the Hillsborough Area Regional Transit Authority (HART). He said the event was a tremendous success and introduced the Authority's Maintenance team who competed, as well as PSTA Bus Operator, Nehemia Guerra, who placed fourth in the Roadeo competition. Mr. Thompson also shared a video showcasing the event.

## COMMITTEE UPDATES

Transit Riders Advisory Committee (TRAC) Update – Gloria Lepik-Corrigan, Committee Chair, provided an update from the May 15th TRAC meeting.

Forward Pinellas Local Coordinating Board (LCB) – Mr. Scott said that the Forward Pinellas LCB met on May 15th and provided some highlights.

Forward Pinellas – Chairperson Long reported on the Forward Pinellas Board meeting that took place on May 9th.

Tampa Bay Area Regional Transit Authority (TBARTA) Update – Chairperson Long reported on the Board meeting that was held on April 27th, as well as the Transportation Management Area (TMA) Leadership Group meeting on May 11th.

## CONSENT AGENDA

Mr. Eggers made a motion, seconded by Ms. Rice, to approve the Consent Agenda. After Mr. Zimmet read Resolution #18-05 by title, the Board unanimously approved the Consent Agenda which included the approval of the April 25, 2018 Board meeting minutes, the settlement authority request, the lease termination for the Oldsmar Park & Ride, the General Services Consultant contract, the desktop hardware contract, as well as the adoption of Resolution #18-05.

## ACTION ITEMS

Program of Projects (POP) – Ms. Leous highlighted certain areas of the POP and proposed funding such as preventative maintenance, the Automatic Passenger Counters (APC), the purchase of replacement 35' revenue vehicles, and the purchase of passenger shelters. After Mr. Zimmet read Resolution #18-04 by title, Mr. Barkley made a motion, seconded by Mr. Scott, to approve the POP and adopt Resolution #18-04. There were no public comments. Motion passed unanimously.

Committee Appointments – Mr. Miller indicated that three Board Committee seats needed to be filled: Planning, Executive, and the alternate position on the Finance Committee. Mr. Barkley made a motion, seconded by Mr. Bennett, to appoint Mr. Justice to the Planning Committee and Mr. Tornga to the Executive Committee. There were no public comments. Motion passed unanimously.

Mr. Barkley made a motion, seconded by Mr. Bennett, to appoint Mr. Banther to the alternate position on the Finance Committee. There were no public comments, Motion passed unanimously.

### **INFORMATION ITEMS**

Performance Scorecard Update – Trish Collins, Human Resources Manager, gave a presentation on the Quarter 2 Scorecard results. The Board made comments relating to tracking metrics, adjusting the goals in the future, and the final scores. It was noted that this Scorecard is a great start and that staff will review goals each year to ensure that information is being tracked in the best way possible.

Modern Transit Campaign Results – Cyndi Raskin-Schmitt, Director of Communications and Marketing, provided a presentation on the results of the recent Modern Transit Campaign. She reminded the Board members that the goal of the campaign was to introduce non-riders to PSTA's innovative services and programs. Questions were raised about the geographical location of this campaign, costs, and the scores received. Ms. Raskin-Schmitt and Elisa DeBernardo from FKQ Advertising, answered the Board's questions. In response to Chairperson Long's question regarding a promotion for the new Tampa International Airport (TIA) service, Ms. Raskin-Schmitt indicated that Marketing has a plan to increase the awareness of PSTA and its services to non-riders, especially the new service to the airport.

Funding for Transit Investments – Cassandra Borchers, Chief Development Officer, spoke about the two handouts on possible funding for transit candidate projects which may become part of PSTA's Community Bus Plan and the Long Range Transportation Plan (LRTP). One handout explained tourism-focused transit projects and the second Pinellas rapid transit projects. Ms. Borchers indicated that the tourism-focused projects could possibly be funded in part through the Tourist Development Council (TDC) in light of recently passed Legislation allowing TDC funds to be used on transit projects. Board members commented on TDC funds and cautioned staff and the public on the fact that it is very early in the process for project eligibility and distribution of the funds.

### **REPORTS AND CORRESPONDENCE**

Performance Updates – The information was included in the packet. Mr. Miller noted that the DART paratransit service is at an all-time high.

Capital Projects – The report was included in the packet.

## **FUTURE MEETING SUBJECTS**

The Board was provided with a list of upcoming meeting subjects. Mr. Miller mentioned that discussions on the FY19 budget will be happening soon. He also mentioned a few other upcoming meetings/events.

## **OTHER BUSINESS**

No other business was discussed.

## **BOARD MEMBER COMMENTS**

Mr. Tornga said he appreciated the forward thinking about how the Authority may go forward with the TDC.

Ms. Fenger stated that she enjoyed hearing about the Modern Transit Campaign and believes it was a very successful campaign.

Ms. Rice commented that this was a great meeting and congratulated Ms. Overton for her 34 years, as well as Ms. Collins on her promotion.

Mr. Bennett mentioned the organizational scorecard, pointing out that he has never heard about areas of the Agency that are not doing well. He believes that areas of improvement should be brought to the Board.

Ms. Wheeler-Bowman thanked Mr. Jonson for attending the meeting and advocating for pedestrian crossing improvements. She also thanked Ms. Borchers for presenting to the St. Petersburg City Council. She wished everyone a great Memorial Day weekend.

Mr. Eggers thanked Ray Chiaramonte, Executive Director of Tampa Bay Area Regional Transit Authority (TBARTA), and Whit Blanton, Executive Director of Forward Pinellas, for attending the Board meeting. He said he appreciated the presentations today.

Mr. Scott said he would like to see the farebox recovery by route to show what the high performers versus the low performers are. He would like to know which routes are costing the most to operate. He believes this could be a Finance Committee discussion.

Mr. Barkley said congratulations to Ms. Overton and Ms. Collins, as well as the Bus Operators and Maintenance teams who participated in the APTA Bus Roadeo.

Chairperson Long spoke about public transit systems morphing into mobility innovation and management to become mobility integrators. She believes this would be a good subject for presentation to the Board. She also mentioned a section of a rail system being built in China in nine hours. Finally, she said she heard that Florida is one of six states that has yet to submit all the necessary paperwork to receive a transit safety program certification. This is required by the Federal government in order to receive federal funding. The paperwork must be submitted before September in order to meet the April 2019 deadline. She asked that Mr. Chiaramonte follow up with David Gwynn at FDOT.

### **ADJOURNMENT**

There being no further business, Chairperson Long adjourned the meeting at 11:06 AM. The next meeting is scheduled for June 27th at 9:00 AM.

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Chairperson