



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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## **BOARD MEETING MINUTES JUNE 27, 2018**

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Chairperson Janet Long called the June 27, 2018 Board meeting to order at 9:02 AM. Members present: Janet Long, Chairperson; Joe Barkley, Vice-Chairperson; Pat Gerard, Secretary/Treasurer, David Banther, Richard Bennett, Doreen Caudell, Dave Eggers, Samantha Fenger, Brian Scott, Josh Shulman, John Tornga, and Lisa Wheeler-Bowman. Members absent: Patricia Johnson, Charlie Justice, and Darden Rice. Also present: Brad Miller, CEO; Nikki Nate, PSTA General Counsel; PSTA staff members, and members of the public.

### **PUBLIC COMMENT**

There were no public comments.

### **PRESENTATIONS**

PRIDE Park n Ride Event – Alissa Kostyk, Digital Marketing Manager, gave a presentation showcasing PSTA and their involvement in the St. Petersburg Pride events.

### **AWARDS AND RECOGNITION**

Recognize Retiring Employee – Larry Longenecker – Mr. Miller recognized Mr. Longenecker for his many contributions during his 11 years with the Authority.

### **COMMITTEE UPDATES**

Transit Riders Advisory Committee (TRAC) Update – Cassandra Borchers, Chief Development Officer, provided an update from the June 19th TRAC meeting.

Forward Pinellas – Chairperson Long reported on the Forward Pinellas Board meeting that took place on June 13th.

Tampa Bay Area Regional Transit Authority (TBARTA) Update – Chairperson Long reported on the emergency Board meeting that was held at PSTA on June 22nd.

### **CONSENT AGENDA**

Mr. Barkley made a motion, seconded by Ms. Gerard, to approve the Consent Agenda. Ms. Nate read Resolution #18-06 by title. The Board unanimously approved the Consent Agenda which included the approval of the May 23, 2018 Board meeting minutes, the benefits broker services contract, the Transportation Disadvantaged (TD) grants/agency agreements, the Grand Central Station Police Resource Center contract extension, as well as the letter to Secretary Gwynn, Florida Department of Transportation (FDOT).

### **ACTION ITEMS**

Federal Lobbyist Contract Extension – Mr. Miller said that in 2015, the Board approved a three-year contract with Van Scoyoc Associates to perform Federal lobbying consultant services with the option to extend for two additional one-year periods. He noted that the Board action did not specifically authorize the CEO to exercise the two one-year option years and the current three-year contract will be expiring at the end of June 2018. Mr. Miller indicated that Van Scoyoc's fee per month is \$7,000 and will remain unchanged for the two one-year renewal terms. Mr. Barkley stated that the Finance Committee unanimously recommended approval of the extension, adding that Van Scoyoc has been very productive in advocating for PSTA. Ms. Gerard made a motion, seconded by Ms. Caudell, to approve the extension of the contract with Van Scoyoc Associates for the first option year and authorize the CEO to exercise the second and final option year. There were no public comments. Motion passed unanimously.

### **INFORMATION ITEMS**

FY2019 Budget – Debbie Leous, Chief Financial Officer, provided information on the FY2019 budget. The Board members had many questions relating to reserves, salary structure, and the expected Homestead exemption loss. There was also discussion regarding the deficit expected in 2022. Ms. Leous addressed all their questions. Mr. Miller said that the final vote on the FY2019 budget will be in September.

Community Bus Plan Update – Heather Sobush, Director of Planning, presented a summary of the update to the 2013 Community Bus Plan. She explained that PSTA staff and consultants utilize on-board surveys, ridership, on-time performance and farebox data, to develop recommendations for improving the efficiency and performance of the Authority's fixed route network. Ms. Sobush indicated that the bus plan

recommendations will be incorporated in PSTA's Transit Development Plan (TDP) and Forward Pinellas' 2045 Long Range Transportation Plan (LRTP). There was discussion regarding route frequency, ridership, and the mix of services.

Strategic Engagement Plan – Bob Lasher, External Affairs Officer, presented an overview of the Strategic Outreach Plan. He explained how he and his Public Engagement team interface with the Planning and Marketing departments to implement outreach campaigns to generate awareness of special programs and promotions. They are also instrumental in gathering community and rider input through extensive surveys. Mr. Lasher said outreach target markets for 2018 include seniors, students, PSTA riders, stakeholders, government partners, local businesses, chambers of commerce, community and civic groups and non-riders. He indicated that the major projects his team is focusing on are the Central Avenue Bus Rapid Transit (BRT), the Community Bus Plan, and the Spring Break service enhancements. There was discussion about the 100X and 300X routes. Mr. Eggers commended Mr. Lasher for getting out into the community so frequently.

## **REPORTS AND CORRESPONDENCE**

Performance Updates – The information was included in the packet. Mr. Miller noted that there were 7,000 riders in May on PSTA's innovative programs – Direct Connect and Transportation Disadvantaged (TD) Late Shift. Mr. Miller indicated that the Federal Transit Administration (FTA) does not include these numbers for their formula funding. At the next meeting, Mr. Banther would like the operating statistics to reflect all modes of travel.

Flamingo Update – Mr. Miller said the presentation was included in the packet and that several of the TRAC Committee members are program testers.

## **FUTURE MEETING SUBJECTS**

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

## **OTHER BUSINESS**

Mr. Miller indicated that a Request for Proposal (RFP) has been issued for the final design for the Central Avenue BRT project. He said that union negotiations are currently underway and also talked about a senior citizen initiative in Tarpon Springs.

## **BOARD MEMBER COMMENTS**

Ms. Caudell stated that it was a very good meeting and said everyone needs to do what they can to continue growing transit.

Mr. Banther said that Tarpon Springs First Friday is on July 6th and provided information about upcoming events on the Sponge Docks.

Mr. Tornga said that he is very enthusiastic about what is happening at PSTA, especially the 300X route. He commented that he appreciated the attention to detail in the preparation of the budget. He would like a short presentation about where the Authority is with the .7500 tax situation and what would have to be done to change that. He talked about the need to focus on alternative ways to fund some of PSTA's programs.

Ms. Fenger said that PSTA has done a great job creating a presence in the community through its marketing efforts.

Mr. Bennett acknowledged Mr. Lasher and Ms. Sobush for their great presentations.

Mr. Shulman asked when the autonomous vehicle pilot is starting. Mr. Miller responded possibly in the fall in conjunction with the St. Petersburg ferry. Mr. Shulman believes the Flamingo app is a game changer on how people interact with transit and the regional effort. He suggested that PSTA get its information on the Visit St. Petersburg/Clearwater website.

Ms. Wheeler-Bowman thanked staff for their participation in the St. Petersburg Pride events. She mentioned an email regarding a Bus Operator being attacked. She also asked about an extension to the 100X and Mr. Miller responded that route now goes to downtown St. Petersburg.

Mr. Eggers spoke about trying to ascertain the premium ridership options and marketing to an aging community. He suggested focusing on target markets.

Mr. Scott said it was great to see the regional excitement about the 300X service at the Tampa International Airport (TIA) event. He thought the Community Bus Plan was a great presentation and thanked Ms. Sobush. He suggested financially benchmarking the current routes as PSTA looks at a potential route redesign to understand the low and high performing routes.

Ms. Gerard spoke about the 100X and 300X service and suggested exploring bus service to St. Petersburg/Clearwater Airport.

Mr. Barkley congratulated PSTA on the outreach efforts. He pointed out that the Authority is not a for-profit agency; it is a public service entity and said the agency is doing a lot of great things.

Whit Blanton, Executive Director of Forward Pinellas, addressed the Board regarding the FTA ridership reporting issue. He said that Forward Pinellas would be happy to support PSTA with their endeavor in changing the Federal rules.

### **ADJOURNMENT**

There being no further business, Chairperson Long adjourned the meeting at 10:57 AM. The next meeting is scheduled for July 25th at 9:00 AM.

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Chairperson