



PINELLAS SUNCOAST TRANSIT AUTHORITY
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BOARD MEETING MINUTES OCTOBER 24, 2018

Chairperson Janet Long called the October 24, 2018 Board meeting to order at 9:01 AM. Members present: Janet Long, Chairperson; Joe Barkley, Vice-Chairperson; Pat Gerard, Secretary/Treasurer; David Allbritton, David Banther, Richard Bennett, Vince Cocks, Dave Eggers, Samantha Fenger, Patricia Johnson, Charlie Justice, Darden Rice, Josh Shulman, John Tornga, and Lisa Wheeler-Bowman. Also present: Brad Miller, CEO; Alan Zimmet, PSTA General Counsel; PSTA staff members, and members of the public.

PUBLIC COMMENT

Carl Heissonbuttel, Clearwater resident, spoke about Bus Operators driving unsafely. He also commented that the buses still do not make good connections and should be scheduled better.

[Ms. Fenger, Ms. Gerard and Mr. Tornga entered the meeting at 9:07 AM.]

AWARDS AND RECOGNITION

Outgoing Board Member – Brian Scott – Mr. Miller recognized Mr. Scott for his six years of service on the PSTA Board. Henry Lukasik, Director of Maintenance, presented him with a few special gifts. Mr. Scott said a few words of thanks.

Leadership PSTA Graduates – Trish Collins, Director of Human Resources, provided an overview of the Leadership PSTA program and introduced Tamika White, Sr. Organizational Development Manager. Ms. White gave a presentation on Leadership PSTA's graduating class and explained what the program's goals and the curriculum are, as well as the outcomes of the program. Kimberly Leggett, Mobility Analyst, spoke for the group of six graduates about the donation to the Ronald McDonald House, which was the group's community impact project. Ms. White also introduced the six new incoming members of the Leadership PSTA Class of 2019.

COMMITTEE UPDATES

Transit Riders Advisory Committee (TRAC) Update – Committee Chair Lepik-Corrigan provided an update from the October 16th TRAC meeting.

Forward Pinellas Update – Chairperson Long reported on the Forward Pinellas Board meeting that took place on October 10th.

Tampa Bay Area Regional Transit Authority (TBARTA) Update – Chairperson Long reported on the September 21st Board meeting.

CONSENT AGENDA

Ms. Gerard made a motion, seconded by Mr. Eggers, to approve the Consent Agenda. The Board unanimously approved the Consent Agenda which included the approval of the September Public Hearings and Board meeting minutes, the 2019 meeting schedule, the Automatic Passenger Counters (APC) contract, the Flamingo Fare services agreement, the Direct Connect contracts, the janitorial services/supplies contract, the TRAC Committee appointments, and the Duke Energy agreement.

ACTION ITEMS

FY 2019 State/Federal Priorities – Mr. Miller highlighted the 2019 state and federal legislative priorities. The four state legislative priorities focus on the Transportation Disadvantaged (TD) paratransit, the Clearwater Beach busway, and Florida Department of Transportation (FDOT) transit corridor. Mr. Miller also briefly spoke about the Tampa Bay Area Regional Transit Authority's (TBARTA) state legislative priorities and PSTA's federal legislative priorities, which are similar to last years. Ron Pierce, RSA Consulting Group, provided a few points on strategies for the priorities and the Pinellas County delegation. Mr. Eggers commented about how PSTA is taking a regional approach with helping TBARTA develop their priorities. Mr. Justice spoke about Senator Galvano's support and support from other counties. Mr. Justice made a motion, seconded by Mr. Barkley, to approve the FY 2019 state and federal priorities. There were no public comments. Motion passed unanimously.

Union Contract – James Bradford, Chief Operating Officer, provided a presentation on the three-year labor agreement between PSTA and the Authority's largest union, Florida Public Service Union (SEIU) for front-line employees. He detailed the negotiation and ratification process, the new rates for the various positions, as well as how PSTA compares to other Florida transit systems. Mr. Barkley stated that the Finance Committee reviewed

the labor agreement and is recommending approval. Rick Smith, SEIU representative, spoke briefly on the negotiation and contract process. Mr. Barkley congratulated Mr. Bradford and his team as well as Mr. Smith and his team for negotiating the new contract. Ms. Rice made a motion, seconded by Mr. Banther, to approve the new Union agreement. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Community, Customer, and Employee Surveys – Mr. Miller briefly explained the three surveys that were conducted this year which focused on the community, the customers, and PSTA employees. Sarah Lindemuth from HCP, gave a brief presentation on the Community Survey which was targeted to non-riders in the community to gauge their awareness and sentiments towards PSTA. She reported that the findings were overall favorable with 94% brand awareness and 90% believe that the Agency delivers a valuable service to residents of Pinellas County. The Board had questions relating to the geographic location of the respondents, who was the target population, how to increase PSTA's awareness in the community, and specific geographic locations broken down by zip code. Ms. Lindemuth responded that the survey was distributed throughout the County and was targeted to non-riders. She also said that she could provide more specific results broken down by zip code.

Gayle Pavek from TransPro, gave a brief presentation on the Customer Survey. She indicated that this was the second customer survey; the first one was conducted in 2015. She noted that PSTA's Net Promoter Score (NPS) for fixed route bus is 47.9%, which is 50% higher than the industry average and 50% better than PSTA's first survey NPS of 32%. Ms. Pavek said that the survey indicates that on-time performance and fares are the most important elements of service to fixed route bus customers; however, customers are least satisfied with the on-time performance (68%) and seating availability/space on the bus (73%). Ms. Pavek also provided a brief overview of the first Paratransit/Demand Response (DART) survey.

Ms. Collins provided a presentation on the Employee survey, which was conducted by CPS HR Consulting. She noted that there was a very good response rate of 55% of employees completing the survey. She indicated that the survey measured key influencers of employee engagement in PSTA and focused on eight workplace factors. Ms. Collins also described the action plan going forward based upon the survey findings.

Tarpon Springs Micro Transit – Cassandra Borchers, Chief Development Officer, presented an overview of a new partnership between PSTA, the City of Tarpon Springs, and the Florida Hospital of North Pinellas (soon to be Advent Health). She explained that PSTA will assist with providing transportation for low-income seniors (65+) to medical appointments, pharmacies, and the grocery store, using the Mobility on Demand partners Lyft, United Taxi, and Wheelchair Transport. Ms. Borchers said qualified riders will be offered two round-trips or four one-way rides per month for the health-related transit service. She indicated that this program will be funded by the City of Tarpon Springs who may receive sponsorship funding of \$20,000 from Florida Hospital. Ms. Borchers said that PSTA's contribution to the partnership is marketing support, qualifying the riders, and coordination of the reservation in-take with a software consultant. The Board had questions relating to TD coordination, how many people will be served, and if this service is a pilot program. Ms. Borchers and Ross Silvers, Mobility Manager, responded to their questions. Mr. Banther thanked staff for their support of this program in Tarpon Springs.

REPORTS AND CORRESPONDENCE

Performance Updates –The reports were included in the packet. Mr. Miller noted that ridership was up 16%, which was due to the hurricane last September interrupting service for a few days.

PSTA Contracts - The information was included in the packet

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

Mr. Miller announced that PSTA won two marketing awards at the recent Florida Public Transportation Association's (FPTA) annual conference. He also mentioned that PSTA had no findings in FDOT's Triennial Review. Mr. Miller informed the Board about meetings and events taking place in the next two weeks.

BOARD MEMBER COMMENTS

Mr. Barkley said thank you to everyone involved in negotiating the new Union contract. He said it was an outstanding effort.

Ms. Rice commented that PSTA's success depends so much on the Authority's relationship with the employees, the riders, and the community. She believes that the culture at PSTA has really transformed over the last few years and is proud to be serving on this Board and to see how far PSTA has come.

Mr. Eggers believes that the surveys are good tools. He congratulated the graduating class as well as the incoming class of Leadership PSTA. He welcomed Mr. Cocks and Mr. Allbritton to the Board and congratulated the union contract negotiating teams. He also said a special thank you to Mr. Scott for his insight and knowledge while serving on the Board.

Mr. Banther commented that Leadership PSTA is a wonderful program. He noted that his term ends in March and believes Commissioner Rea Sieber may be appointed to replace him on the PSTA Board. If so, he indicated that he will invite her to attend future meetings to become familiar with the PSTA Board.

ADJOURNMENT

There being no further business, Chairperson Long adjourned the meeting at 10:47 AM. The next meeting is scheduled for December 5th at 9:00 AM.

Chairperson