



BOARD OF DIRECTORS MEETING  
 AGENDA – OCTOBER 28, 2015; 9:00 AM  
 PSTA BOARD ROOM

		<u>APPROX. TIME</u>	<u>PAGE #</u>
1.	<b>CALL TO ORDER &amp; PLEDGE OF ALLEGIANCE</b>	9:00	
2.	<b>PUBLIC COMMENT</b>	9:00	
	<p>The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda. The public will also be allowed to speak on any consent agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.</p>		
3.	<b>AWARDS AND RECOGNITION</b>	9:10	
	A. Incoming Board Member – Samantha Fenger (Largo)	5 min	CHAIR JONSON 5
	B. Driver of the Year – Faysal Monzer	5 min	JEFF THOMPSON 6
4.	<b>NON-BOARD COMMITTEES</b>	9:20	
	A. Transit Riders Advisory Committee	5 min	ELAINE MANN 7
	B. Metropolitan Planning Organization	5 min	JULIE BUJALSKI 8
	C. MPO's Local Coordinating Board	5 min	PATRICIA JOHNSON 9
5.	<b>CONSENT AGENDA</b>	9:35	
	<b>(Board Members may pull items for discussion)</b>		
	A. September's Public Hearings and Board Meeting Minutes		10
	B. TRAC By-Laws		27
	C. PSTA Bus & Facility Maint. Supplies		34
6.	<b>ACTION ITEMS</b>	9:45	
	A. 2016 Meeting Schedule	5 min	CHAIR JONSON 36

	B. Gillig Bus Purchase	30 min	BRAD MILLER/ HENRY LUKASIK	38
<b>7.</b>	<b>INFORMATION ITEMS</b>		<b>10:20</b>	
	A. Community Bus Plan Review	20 min	HEATHER SOBUSH	51
	B. System Redesign Phase 2 - Williams Park	20 min	CASSANDRA BORCHER	65
<b>8.</b>	<b>REPORTS/CORRESPONDENCE</b>		<b>11:00</b>	
	A. PSTA Performance Report/Updates		BRAD MILLER	78
	B. East Lake Trans. Alternatives Pilot		BRAD MILLER	83
<b>9.</b>	<b>FUTURE MEETING SUBJECTS</b>		<b>11:25</b>	
<b>10.</b>	<b>OTHER BUSINESS</b>		<b>11:30</b>	
<b>11.</b>	<b>BOARD MEMBER COMMENTS</b>		<b>11:35</b>	
<b>12.</b>	<b>ADJOURNMENT</b>		<b>11:45</b>	

**THE NEXT MEETING IS DECEMBER 9, 2015 AT 9:00 AM**

### MEETING NOTICE

The regular monthly meeting of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors will be held on **Wednesday, October 28, 2015, at 9:00 AM**, in the Board Room at PSTA Headquarters, 3201 Scherer Drive, St. Petersburg. Any last minute postponement of the meeting will result in another scheduled meeting to be held at least two days after the postponed meeting. A full Board Report package is available for public viewing at PSTA Headquarters and on PSTA's website. Materials printed in large type for the visually impaired can be made available by calling 727-540-1800 at least two days prior to the Board Meeting. Special listening devices are available for the hearing impaired and can be reserved by calling 727-540-1800. An interpreter for the hearing impaired can be scheduled with one week advance notice.

**Public Comment - Items Not on the Agenda:** The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.

**Public Comment - Items on the Agenda:** After staff presentations on agenda items pertaining to Action Items, the Chairperson will ask for public comment, to be followed by Board

comments/action. The public will be allowed to speak on any consent agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda. Comments on Action Items and Consent Agenda Items must be limited to the specific agenda items. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by PSTA's General Counsel. Speakers will be recognized in the order in which cards are received.

**Public Comment - Time Limits:** Public comment is limited to three minutes per individual speaker, unless the Board grants additional time. A group can designate a spokesperson by completing the appropriate form and presenting it to staff. The spokesperson can then speak on behalf of the group, addressing the Board for three minutes for each member of the group present in the audience who waives his/her right to speak, up to a maximum of ten minutes.

**Public Comment - Guidelines:** Upon recognition by the Chairperson, individuals addressing the Board shall approach the podium and give his/her name in an audible tone of voice. Each speaker shall not comment more than once on the same agenda item, at the same meeting, unless the Board grants an exception. All remarks should be addressed to the Board as a body, and not to any member thereof. No person other than members of the Board and the person having the floor shall be permitted to enter into any discussion. Questions shall not be asked to individual Board members except through the Chairperson. Any person making personal, impertinent, or slanderous remarks, or who shall become boisterous while addressing the Board, may be requested to leave the meeting and may be barred from further attendance at that meeting.

If any person decides to appeal any decision made by the Board of Directors with respect to any matter considered at this meeting, he/she will need a record of the proceedings, and that, for such purposes, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

## PUBLIC COMMENT



**2: Public Comment**

**Action: Information Item**

**Resource:** Bill Jonson, Chairperson

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- The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda.
  - The public will also be allowed to speak on any Consent Agenda item, other than ceremonial and ministerial items, such as the approval of the Board's minutes, during the Public Comment section of the agenda.
  - Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by staff. Speakers will be recognized in the order in which cards are received. Public comment is limited to three minutes per individual speaker, unless the Board grants additional time.
  - A group can designate a spokesperson by completing the appropriate form and presenting it to staff. The spokesperson can then speak on behalf of the group, addressing the PSTA Board for three minutes for each member of the group present in the audience who waives his/her right to speak, up to a maximum of ten minutes.

## AWARDS AND RECOGNITION



**3A: Incoming Board Member – Samantha Fenger (Largo)**



**Action: Information Item**

**Staff Resource:** Bill Jonson, Chairperson

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- Commissioner Samantha Fenger, from Largo, will be replacing Curtis Holmes, filling a term that began on October 1, 2013 and ending September 30, 2016.
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**Attachments: None**

## AWARDS AND RECOGNITION



**3B: Driver of the Year – Faysal Monzer**



**Action: Information Item**

**Staff Resource:** Jeff Thompson, Dir. of Transportation

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### **Background:**

- In the 12 years Faysal Monzer has been at PSTA, he has been awarded Driver of the Quarter, he has received an abundance of safe driving pins, and now he is being named PSTA's 2015 Driver of the Year.
  - Faysal's excellent customer service, optimistic attitude, and impeccable driving record is what makes him a vital asset to PSTA and his community.
  - Originally from Lebanon, Faysal came to St. Petersburg in 1978 and attended Eckerd College. His ability to speak multiple languages and relate to many cultures is what makes him a valuable team-player at PSTA – especially for our tourists.
  - Naturally, Faysal's favorite route to drive is the Suncoast Beach Trolley. He loves speaking to our county's tourists in their native tongue and can translate directions in to almost any language.
  - Faysal has a great way of communicating with his passengers and really takes the time to understand their needs. He is a great ambassador for transit and we are proud to have him at PSTA.
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**Attachments: None**

NON-BOARD COMMITTEES



**4A: Transit Riders Advisory Committee**



**Action: Information Item**

**Staff Resource:** Brad Miller, CEO  
Elaine Mann, Committee Chair



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- Ms. Mann will give an update on the October 20, 2015 Transit Riders Advisory Committee (TRAC) meeting.
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**Attachments: None**

NON-BOARD COMMITTEES



**4B: Metropolitan Planning Organization**



**Action: Information Item**

**Staff Resource:** Brad Miller, CEO  
Julie Bujalski, PSTA's Rep.



- 
- Ms. Bujalski will give an update on the recent meeting of the Metropolitan Planning Organization (MPO).
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**Attachments: None**



**NON-BOARD COMMITTEES**



**4C: MPO's Local Coordinating Board**



**Action: Information Item**

**Staff Resource:** Brad Miller, CEO  
Patricia Johnson, PSTA's Rep.



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- Ms. Johnson will give an update on the recent meeting of the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB).
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**Attachments: None**

## CONSENT AGENDA



**5A: September Board Meeting Minutes**



**Action: Approve Board Meeting Minutes**

**Staff Resource:** Clarissa Keresztes, Administrative Assistant

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- Staff recommends approval of the minutes of the September 30, 2015 Board Meeting and September's Budget/Millage Public Hearings.
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**Attachments:**

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY  
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
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**PUBLIC HEARING – PROPOSED FARE CHANGES  
TENTATIVE MILLAGE RATE/  
FY 2016 OPERATING & CAPITAL BUDGET  
MINUTES – SEPTEMBER 9, 2015**

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The Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a public hearing concerning the Proposed Fare Changes and the Tentative FY 2016 Millage Rate and the Tentative FY 2016 Operating & Capital Budget in the Board Room at PSTA Headquarters at 6:00 PM on this date with the following members present:

Bill Jonson, Chairperson  
Julie Bujalski, Vice-Chairperson  
Janet Long, Secretary/Treasurer  
Joseph Barkley  
Doug Bevis  
Mark Deighton  
Ben Diamond  
Dave Eggers  
Pat Gerard  
Curtis Holmes  
Patricia Johnson  
Wengay “Newt” Newton  
Darden Rice  
Brian Scott  
Kenneth Welch

Also Present:

Brad Miller, CEO  
Alan Zimmet, PSTA General Counsel  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Chairperson Jonson called the meeting to order at 6:00 PM and the Board was led in the Pledge of Allegiance.

## **BOARD CHAIRPERSON INTRODUCTION**

Chairperson Jonson read the Chairperson's statement as follows: The purpose of this public hearing is to receive public input and allow the public to ask questions concerning the Authority's proposed millage rate and proposed operating and capital budget for FY 2016. Copies of our proposed budget are available if you have not already obtained one.

## **STAFF STATEMENT FOR RECORD**

Mr. Miller read the staff statement as follows: This public hearing has been scheduled so that the general public may be given the opportunity to comment on the fare changes and proposed millage rate and budget for FY 2016.

A paid advertisement concerning this public hearing appeared in the *Tampa Bay Times* on Monday, August 24, 2015. Notices were posted at Park Street Terminal, Grand Central Station, Williams Park, Pinellas Park Transit Center, PSTA administrative headquarters, and on all PSTA buses on Thursday, August 13, 2015. Information fliers were distributed via insertion in all Schedules-By-Mail requests, on the PSTA bus fleet, and at the Customer Service Centers beginning on Thursday, August 13, 2015. A press release announcing the public hearing was e-mailed or faxed to news media and PSTA's email list subscribers on Tuesday, August 25, 2015. A notice regarding the public hearing was posted on PSTA's website on Thursday, August 13, 2015.

To date, staff has received ten comments from the public concerning the issues: nine comments regarding fare changes and one comment regarding budget/millage.

## **FARE CHANGES PRESENTATION**

Staff Presentation – Mr. Miller indicated that the Board would be voting on three items tonight: 1) the proposed fare increase, 2) the proposed millage rate, and 3) the proposed FY 2016 budget. Mr. Miller presented the FY 2016 proposed operating budget as of June 19, 2015 and compared it to an updated budget as of September 9, 2015. He explained that the current proposed budget includes the outsourcing of advertising and the revised service redesign, but does not include an ad valorem increase. Mr. Miller then presented a chart indicating a multi-year balanced budget for four years, even if the Board decided to purchase hybrid buses.

Mr. Welch asked how many hybrid buses would be purchased in the next four fiscal years and Debbie Leous, Chief Financial Officer, responded that PSTA would buy seven for FY 2016, five for FY 2017, fifteen for FY 2018, and fifteen for FY 2019. Mr. Barkley

commented that at the last meeting it was suggested that PSTA try two electric buses as a pilot program. Mr. Miller indicated that staff is working on an analysis for the Finance Committee comparing the diesel, hybrid, and electric buses.

Cassandra Borchers, Chief Development Officer, described the proposal that was presented to the public and the public comments received. She showed a proposed new fare information card that was placed on all the buses explaining the new three category system. Ms. Borchers stated that eight public workshops had been held and PSTA received nine comments on the proposed new fares. She said that after discussion with the Metropolitan Planning Organization's (MPO) Local Coordinating Board (LCB) about the Transportation Disadvantaged (TD) program, staff is recommending the Board approve the three category system for the fare increase along with changes to the TD program with the monthly pass increasing from \$8.25 to \$11.00 and maintaining the 10-day non-consecutive pass for \$5.00 until further evaluation could be performed. Ms. Borchers added that staff is not asking for any changes to the summer Haul Pass based on comments received.

Mr. Eggers asked about the price of the East Lake shuttle and Ms. Borchers said it is a cash 1-ride fare. He also mentioned his concern about the reliability of the shuttle. Ms. Borchers indicated that there will be a discussion at the October Board meeting. Mr. Newton asked about the attendance at the public meetings and Ms. Borchers said an average of five people attended each workshop. Mr. Bevis asked when the last increase was for the 31-day TD pass and how PSTA compares to similar cities in the country. Ms. Borchers answered that the last increase in the TD pass was in 2010, and that the Agency is in line with other agencies.

Public Comments on Fare Structure – Stanley Mercier, St. Petersburg, stated that he is a regular bus rider and would like PSTA to adopt a reduced fare for veterans because many are on fixed incomes.

Denise Deja, St. Petersburg, said that there should not be an increase for the TD pass. She stated that she is on disability with limited income and suggested increasing other passes such as the Haul Pass.

Chari Mercier, St. Petersburg, agreed with Ms. Deja about the increase and suggested only raising the fare to \$9.00 instead of \$11.00. She commented on the Bus Operators' time stops saying that they are very dangerous. Ms. Mercier also suggested that Route 75 should run until 9:00 or 10:00 o'clock and shorten the wait time to thirty minutes. Chairperson Jonson asked Mr. Miller to investigate the time stops on busy roads and provide an update to the Board.

Ryan Givens, St. Petersburg, stated that he attended a workshop last month and said the staff was great. He indicated that he is a City Planner and a one-way transit rider. He spoke about bus transfer programs in other cities and asked the Board to review a transfer program in the next year with the help of the Transit Riders Advisory Board (TRAC). He also commented on the proposed fare changes saying that it is in line with other agencies.

Elizabeth Olden, Pinellas Park, commented that she has been a bus rider since 2010 and said that she is concerned about the lack of bus shelters. She also spoke of incidents she witnessed one being some tourists who were stranded on a Sunday without a bus, and also a man who could not accept a job because the bus does not run late enough. She remarked that she is thrilled with the bus system and the customer service, but disappointed at her fellow bus riders for not showing up at the public workshops.

**[Mr. Deighton left the meeting at 6:32 PM and did not return.]**

Vivian Peters, Largo, asked where the informational fare card was located on the buses. She indicated that there were people on the buses handing them out, but she never saw where the cards were located on the buses. Chairperson Jonson indicated that when he was riding the bus, he saw them in the rack behind the driver.

Carl Heissenbittel, Clearwater, stated that he has been a rider since 2005 and is currently unemployed. He indicated that he knows a lot of homeless people and believes the raise in the TD bus pass would be a hardship for them.

Chairperson Jonson asked Elaine Mann, TRAC Committee Chair, to report on the TD fare increase. Committee Chair Mann said that the TRAC did have some concerns about the Haul Pass and the 10-day TD pass, but after discussion, the Committee unanimously endorsed the proposed fare structure recommendations.

Chairperson Jonson indicated that the LCB also considered the fare increases and had similar concerns with the Haul Pass and the TD 10-day pass, and as a result, those two fares have not moved forward.

Board Discussion – Mr. Holmes had some questions about the TD program and Mr. Miller explained the qualifications for the TD pass. Ms. Johnson added that this program also affects social services agencies. Mr. Welch asked if there was any feedback from the Homeless Leadership Board (HLB) and Ms. Long responded that there was a two-day symposium the week prior, and the HLB will be embarking on a new model and county-wide plan to address the homeless issue. Mr. Newton stated that without the fare increase, more routes will need to be cut. Ms. Johnson reported

that the amount of TD people doubled in one year, and that the LCB voted to support the increase to \$11.00. Mr. Scott indicated that the LCB had two difficult choices to make - increase the fares or restrict access to the TD program. Ms. Gerard stated her belief that \$11.00 a month is very reasonable and made a motion, seconded by Mr. Bevis to approve the proposed fare increases.

Mr. Newton expressed a concern about TD riders receiving their ticket directly from PSTA and also receiving a ticket from social service agencies. In response, Ross Silvers, Mobility Manager, stated that duplication is not possible because the riders must fill out an application that is processed and approved by PSTA before they can receive their TD pass through an agency. Ms. Bujalski indicated that in past years, the TD program was run by the MPO and had a set number of passes that could be distributed. Now that PSTA took over, the Agency is providing TD passes to everyone who qualifies. There were no further public comments. Motion passed unanimously.

## **TENTATIVE FY 2016 MILLAGE RATE AND FY 2016 OPERATING AND CAPITAL BUDGET**

Chairperson Jonson announced that the tentative FY 2016 budget totals \$77,863,799; operating budget is \$65,246,845, and capital budget is \$12,616,954.

### Millage Rate for Fiscal Year 2016

Chairperson Jonson reported that on July 22, 2015 the PSTA Board approved a TRIM Notice advertising a change to our PSTA millage rate to .7500 for FY 2016. He indicated that Mr. Miller and Debbie Leous, Chief Financial Officer, would be making staff presentations which would highlight the fiscal impact of making this rate change. Chairperson Jonson noted that the Board could choose to support the .7500 millage or maintain the current rate of 0.7305. The FY 2016 rolled-back rate is .6898. If the Board chooses to support a 2016 proposed millage rate of .7500, it will be 8.73% greater than the rolled-back rate. PSTA's millage rate limit is .7500. The proposed property tax rate is used to fund the FY 2016 budget and provide financial sustainability for the future.

Staff Presentation – Mr. Miller noted that the Board will take action on the tentative millage rate, and tentative FY 2016 budget. Mr. Miller reported that since the Board has not decided which types of buses to order, there is an assumption in the budget for the purchase of hybrid buses with a four-year balanced budget. He added there also is the assumption of no increase in the ad valorem tax rate.

Mr. Newton asked that once PSTA sets the millage, the agency cannot go higher, but it could go lower on the second reading (scheduled for September 23rd), and Mr. Miller

stated that is correct, adding that the TRIM notice was advertised in the newspaper as .7500.

Ms. Leous presented an overview of the FY 2016 budget, noting that the proposed budget supports the mission of PSTA and the strategic goals that are outlined in the new Path Forward. She indicated that the budget provides for fiscal stability in the short term. Ms. Leous stated that there are different assumptions built into the proposed budget: 1) outsourcing the advertising, 2) the amended service redesign, 3) fare adjustments, and 4) .7500 ad valorem tax rate. Ms. Leous reviewed how the proposed FY 2016 budget supports each of the strategic goals in the Path Forward. The Board had a few questions on the proposed FY 2016 budget which Ms. Leous and Mr. Miller answered.

In response to Chairperson Jonson's call for public comment, Mr. Heissenbittel questioned the history of budget and fare increases. He stated his belief that PSTA could increase ridership by creating later service on Routes 18, 19, and 52. In response to Mr. Heissenbittel's questions, Chairperson Jonson stated that PSTA has had a fare increase every four years.

Board Discussion – Mr. Welch stated that the budget is better news than was expected but he believes it is fragile over the long run. He indicated that he is also concerned that the fuel savings has put PSTA in a good position, but in four years, there is still a deficit. He also stated his concern that there is \$1 million floating which PSTA could use (going with the higher millage rate), and said that he supports the .7500. Mr. Welch mentioned the possible Bus Rapid Transit (BRT) funding, and asked where the agency's funding would come from.

In response to Mr. Newton's question about salary and fringe benefits, Ms. Leous responded that the assumptions in the budget are an increase of 7% per year for fringe benefits and 3.5% for salaries. Mr. Newton stated that he does not support raising taxes and cutting service.

Mr. Barkley commented that PSTA is deriving income from a much broader base with the ad valorem tax and by receiving the revenue sooner than later, that will dramatically change the amount of deficit in year five and thereafter. He stated that he supports raising the ad valorem to the maximum.

Mr. Bevis commented that the agency does not make any projections on ridership, and believes there should be a baseline for increasing ridership. Mr. Miller stated that ridership is up 3-4% over last year, which the agency believes was due to the expansion of the TD program.



Mr. Eggers believes that with cutting routes and the increasing fares, this is not the right time to increase the ad valorem rate. He added that he does not support the ad valorem increase. Mr. Bevis made a motion, seconded by Mr. Newton to approve the tentative rate of .7305.

Mr. Holmes asked how much of an increase there would be to the average homeowner and Ms. Leous responded \$1.98 per year. He also asked how many buses in PSTA's fleet and Mr. Miller responded 210.

Ms. Long indicated that she will support Mr. Bevis' motion and commended Mr. Miller and staff for the enormous work that they accomplished over the last several months. She added that she is extremely encouraged and hopeful about the new partnership PSTA has begun to create with HART and looks forward to working together in a regional way to send a better message to Tallahassee and at the federal level.

Mr. Diamond echoed some of Ms. Long's positive comments and stated that he is supporting staff's recommendation to not raise the tax millage rate. He believes PSTA is not in a crisis mode and that there is time to look at these different options going forward.

Mr. Bevis stated his concern that if PSTA approves the full .7500, it will never roll back in the future. He added that he does not believe the agency is in a crisis mode and thinks that the Board and staff have done a great job trying to find additional funds.

Ms. Johnson stated that it is very hard for her to support a .7305 rate. She expressed her concern about increasing the TD fare when there is an opportunity for additional revenue. She added that she promises to work very hard with the Legislature this year to try to get more funding into the TD program, but believes the ad valorem rate should increase at this time.

Chairperson Jonson pointed out that the budget has a 6.5% increase in the ad valorem taxes from the rolled-back rate. He mentioned fuel savings, future route adjustments, and possible STP funding in the future, adding that he supports the motion.

## **ADOPTION OF TENTATIVE FY 2016 MILLAGE RATE AND TENTATIVE FY 2016 OPERATING AND CAPITAL BUDGET**

Adopt Tentative Millage Rate Resolution – Mr. Zimmet read Resolution #15-15 by title. Chairperson Jonson performed a roll call and the motion passed (8:6) with Mr. Barkley, Ms. Bujalski, Ms. Gerard, Ms. Johnson, Ms. Rice, and Mr. Welch dissenting.

Announce Percentage, If Any, By Which Rate Exceeds Rolled-Back Rate – Mr. Zimmet reported that the FY 2016 proposed millage rate of .7305 is greater than the rolled-back rate of .6898 mills by 5.9%.

Adopt Tentative Budget Resolution – Mr. Zimmet read Resolution #15-16 by title. Ms. Bujalski made a motion, seconded by Mr. Newton to adopt the tentative FY 2016 budget. Motion passed unanimously.

Chairperson Jonson announced that there would be a final public hearing to adopt the final FY 2016 millage rate and the final FY 2016 operating and capital budget at 6:00 PM on Wednesday, September 23, 2015 at PSTA headquarters, 3201 Scherer Drive North, St. Petersburg, FL 33716.

## ADJOURNMENT

There being no further business, Chairperson Jonson adjourned the meeting at 8:14 PM.

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Chairperson



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**PUBLIC HEARING – FINAL MILLAGE RATE/  
FINAL FY 2016 OPERATING & CAPITAL BUDGET  
MINUTES – SEPTEMBER 23, 2015**

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The Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a public hearing concerning the final FY 2016 Millage Rate and the final FY 2016 Operating & Capital Budget in the Board Room at PSTA Headquarters at 6:00 PM on this date with the following members present:

Bill Jonson, Chairperson  
Julie Bujalski, Vice-Chairperson  
Janet Long, Secretary/Treasurer  
Doug Bevis  
Dave Eggers  
Mark Deighton  
Pat Gerard  
Curtis Holmes  
Patricia Johnson  
Wengay “Newt” Newton  
Darden Rice  
Brian Scott  
Kenneth Welch

Absent:

Joseph Barkley  
Ben Diamond

Also Present:

Brad Miller, CEO  
Alan Zimmet, PSTA General Counsel  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Chairperson Jonson called the meeting to order at 6:01 PM and the Board was led in a moment of silence and the Pledge of Allegiance.

[Mr. Welch entered the meeting at 6:03 PM.]

## **BOARD CHAIRPERSON INTRODUCTION**

Chairperson Jonson read the Chairperson's statement as follows: The purpose of this public hearing is to receive public input and allow the public to ask questions concerning the Authority's tentative millage rate and tentative operating and capital budget for FY 2016. Copies of our tentative budget are available if you have not already obtained one.

Chairperson Jonson announced that the tentative FY 2016 budget totals \$77,863,799: (operating budget is \$65,246,845 and capital budget is \$12,616,954).

## **STAFF STATEMENT FOR RECORD**

Mr. Miller read the following statement: This public hearing has been scheduled so that the general public may be given the opportunity to comment on the proposed millage rate and budget for FY 2016.

A paid advertisement concerning this public hearing appeared in the *Tampa Bay Times* on August 24, 2015. Notices were posted at Park Street Terminal, Grand Central Station, Williams Park, Pinellas Park Transit Center, PSTA administrative headquarters, and on all PSTA buses on Thursday, August 13, 2015. Information fliers were distributed via insertion in all Schedules-By-Mail requests, on the PSTA bus fleet, and at the Customer Service Centers beginning on Thursday, August 13, 2015. A press release announcing the public hearing was e-mailed or faxed to major media and PSTA's email list subscribers on Tuesday, August 25, 2015. A notice regarding the public hearing was posted on PSTA's website on Thursday, August 13, 2015.

To date, staff has received two comments regarding budget/millage.

## **FINAL FY 2016 MILLAGE RATE AND FY 2016 OPERATING AND CAPITAL BUDGET**

Public Comments on Millage Rate and Budget – There were no public comments.

Adopt Final Millage Rate Resolution – Mr. Zimmet read Resolution #15-17 by title. Chairperson Jonson noted that the Board can lower the millage rate but not increase it from the .7305 that was adopted at the September 9, 2015 Public Hearing.

Mr. Bevis made a motion, seconded by Ms. Gerard to adopt the final millage rate of .7305. There were no public comments. Motion passed (9:4) with Mr. Deighton, Ms. Johnson, Ms. Rice, and Mr. Welch dissenting.

## **ADOPTION OF THE FINAL FY 2016 MILLAGE RATE AND FINAL FY 2016 OPERATING AND CAPITAL BUDGET**

Announce Percentage, If Any, By Which Rate Exceeds Rolled-Back Rate – Chairperson reported that the FY 2016 tentative millage rate of .7305 is the same millage rate as FY 2015. The FY 2016 rolled-back rate is .6898. The FY 2016 tentative millage rate of .7305 is 5.90 percent greater than the rolled-back rate. PSTA’s millage rate limit is .7500.

Adopt Final FY 2016 Budget – Ms. Gerard made a motion, seconded by Mr. Bevis to adopt the final FY 2016 Budget.

Mr. Eggers inquired about the Bus Replacement Plan asking what is assumed in the budget. Mr. Miller responded that in May, the Board approved the bus purchases in the Capital Improvement Program (CIP) as a separate action item. He explained that the Board today is approving the FY 2016 operating and capital, which is part of the adopted CIP. The amount allocated for bus purchases for FY 2016 is \$3.5 million, but the type of bus has not been determined. The Board will discuss this at the October meeting.

Adopt Final Budget Resolution – Mr. Zimmet read Resolution #15-18 by title. There were no public comments. Motion passed unanimously.

Chairperson Jonson gave an update on Board procedures recommended in the Executive Committee meeting held on September 9th. He stated that the Committee is recommending: 1) that the General Counsel sit next to the Chairperson on the dais, 2) Mr. Zimmet will provide a cheat sheet on parliamentary procedure (Robert’s Rules) for Board review, and 3) Mr. Miller will investigate an electronic queuing system to alert the Chairperson when a member would like to speak.

## **ADJOURNMENT**

There being no further business, Chairperson Jonson adjourned the meeting at 6:15 PM.

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Chairperson



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**BOARD OF DIRECTORS MEETING  
MINUTES – SEPTEMBER 30, 2015**

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The Pinellas Suncoast Transit Authority (PSTA) Board of Directors met in regular session in the Board Room at PSTA Headquarters at 6:00 PM on this date with the following members present:

Bill Jonson, Chairperson  
Julie Bujalski, Vice-Chairperson  
Janet Long, Secretary/Treasurer  
Joseph Barkley  
Doug Bevis  
Mark Deighton  
Ben Diamond  
Dave Eggers  
Pat Gerard  
Curtis Holmes  
Patricia Johnson  
Wengay "Newt" Newton  
Darden Rice  
Brian Scott  
Kenneth Welch

Also Present:

Brad Miller, CEO  
Alan Zimmet, PSTA General Counsel  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Chairperson Jonson called the meeting to order at 6:01 PM and the Board was led in a moment of silence and the Pledge of Allegiance.

**[Mr. Long entered the meeting at 6:03 PM.]**

## **PUBLIC COMMENT**

Vivian Peters, Largo resident, stated that the shelter cleaning service is very bad and the shelters are dirty and litter is strewn around.

Chari Mercier, Pinellas County resident, agreed with Ms. Peters about the uncleanliness of the shelters. She also expressed concern about the WiFi service, fare increases, and wait times for the Route 75.

Carl Heissenbuttel, Clearwater resident, said that the bus system has not changed in ten years. He said that there were three public surveys conducted, adding his belief that the Board did not take into account the public comments about the routes. Mr. Heissenbuttel also commented on the need for more frequent routes.

Tom Rask, unincorporated Seminole, stated his belief that the Board acts reactively. He spoke about the 80 riders using the 10-day TD pass, noting his opinion that they should just be given a 30-day pass. He also remarked on the bus purchases and advised the Board to take a vote.

Rick Smith, Chief of Staff for the Service Employees International Union (SEIU), speaking on behalf of other individuals, talked about being allies and partners with PSTA. He said the union members are interested in peace, stability, and fairness. He indicated that Mr. Miller and James Bradford, Chief Operating Officer, have been very supportive of beginning a new relationship with the union workforce. Mr. Smith spoke about the Path Forward and shared some goals for the upcoming contract. He also mentioned wages and added that he is looking forward to the best of relationships.

Phil Compton, Sierra Club, thanked the Board for postponing the vote on the bus purchase. He spoke about eliminating all emissions as well as climate change. He suggested PSTA speak with Star Metro in Tallahassee who has electric buses.

## **NON-BOARD COMMITTEES**

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported on the September 9th and 21st MPO meetings. She said that there was general support by the MPO Board for the potential allocation of Surface Transportation Program (STP) funds. Ms. Bujalski said that the MPO Board will hold a second workshop on December 4th, and there will be a joint PSTA Board-MPO Board meeting on January 22, 2016.

MPO's Local Coordinating Board (LCB) – Ms. Johnson indicated that the MPO's Local Coordinating Board met two weeks ago. She stated that the LCB received a good presentation from CareerSource. They also received a presentation on PSTA's 10-day

TD bus pass. Ross Silvers, PSTA Mobility Manager, said the 10-day pass will continue to be offered until further notice and there will be a follow-up survey in November.

### **CONSENT AGENDA**

Items 4B, 4C, and 4F were pulled for further discussion. Mr. Bevis made a motion, seconded by Mr. Barkley to approve the remaining Consent Agenda items. The Board unanimously approved the Consent Agenda, which included the approval of the August 26, 2015 Board meeting minutes, the FY 2016 insurance premiums, and the transit shelter cleaning service/supplies contract.

Mr. Miller indicated that item 4B is an extension of the AT&T WiFi bus service. Item 4C is a capital project for upgrading the WiFi service in PSTA's headquarters. Mr. Newton made a motion, seconded by Mr. Welch to approve items 4B and 4C. There were no public comments. Motion passed unanimously.

Relating to item 4F, members of the Board suggested that they receive a detailed comparison of all the technologies prior to the Board vote next month. Mr. Miller said that this will be the main topic at the next Finance Committee meeting with Board approval at the October Board meeting. Mr. Scott made a motion, seconded by Mr. Bevis to continue the 2016 bus replacement discussion at the October Board meeting.

In response to Chairperson Jonson's call for public comment, Mr. Rask stated that the electric buses can only go 150 miles before a recharge is necessary and the Agency would have to purchase at least five buses to get federal funding. He also spoke about fossil fuels. There were no further public comments and the motion passed unanimously.

### **ACTION ITEMS**

CEO 2015 Evaluation – Chairperson Jonson indicated that the Personnel Committee met on August 13th to review the CEO's evaluations. He said this was also discussed at the Executive Committee. They reviewed three possible scenarios and made a slight change to the Personnel Committee's recommendation. Mr. Newton made a motion, seconded by Ms. Rice to approve the recommendation as amended.

In response to Chairperson Jonson's call for public comment, Mr. Rask spoke about comments that were made at the June 24th Personnel Committee meeting and urged the Board to vote on this motion today.



There was much discussion about when the new evaluation would be due and the motion was amended to reflect an evaluation due date of April 29, 2016. There were no further public comments. Motion passed (14:1), with Mr. Eggers dissenting.

**[A break was taken from 7:56 – 8:03 PM]**

Revised Legislative Agendas – Ms. Rice reported that the Legislative Committee met on September 2nd and voted to recommend two additional PSTA legislative priorities. Ms. Rice made a motion, seconded by Mr. Bevis to accept the additional priorities. There were no public comments. Motion passed unanimously.

PSTA Transit Development Plan (TDP) – Ms. Borchers explained that the Florida Department of Transportation (FDOT) requires all transit systems in Florida to adopt a 10-year TDP to be eligible for State Block Grant funding. Ms. Bujalski mentioned that the Planning Committee discussed this and is recommending approval. Ms. Rice made a motion, seconded by Mr. Bevis to approve the TDP. There were no public comments. Motion passed unanimously.

## **REPORTS/CORRESPONDENCE**

PSTA Performance Report/Updates – The report was included in the Board packet.

DART Customer Service Planning Committee Presentation – Mr. Miller provided an update on the DART service and the steps PSTA has taken to improve DART customer service. A full presentation was provided in the Board packet.

Capital Projects Update – The list of projects was included in the Board packet.

## **FUTURE MEETING SUBJECTS**

The Board received a schedule of future meeting subjects. Mr. Miller provided additional information on upcoming Legislative trips.

Mr. Miller indicated that a Personnel Committee meeting will be scheduled in January, 2016 to review the new CEO evaluation form. Chairperson Jonson requested that this process start before the end of the year.

## **OTHER BUSINESS**

Ms. Bujalski mentioned the October 28th Nominating Committee meeting and requested the meeting take place earlier to allow this item to be placed on the October Board meeting agenda. There was some discussion and it was decided not to move the

meeting. Mr. Eggers suggested the Nominating Committee send a letter to the City of Dunedin with their recommended slate of nominations after the October 28th meeting.

### **BOARD MEMBER COMMENTS**

Mr. Welch stated that this is Mr. Holmes' last Board meeting and he thanked him for his service. He sent his thoughts and prayers to Terry Parks' family (retired PSTA employee).

Mr. Deighton thanked Ms. Borchers for attending and presenting at the Barrier Island Governmental Council (BIG-C) meeting.

Mr. Diamond thanked the Board members who serve on the MPO, adding that he is pleased that the two Agencies are working together. He also thanked the Legislative Committee and staff for their good work on the legislative priorities, adding that he feels more confident moving into the legislative process this year.

Ms. Rice mentioned Mr. Smith's positive comments regarding the union and believes it signals a new era between labor relations and PSTA.

Mr. Newton read the passenger commendations for the Bus Operators and Customer Service Representatives (CSR) and thanked them for their service.

Mr. Holmes said it was a pleasure serving on the Board and thanked everyone.

Ms. Johnson thanked Bob Lasher, External Affairs Officer, for reaching out and working with the residents of the Mainlands.

Chairperson Jonson expressed his appreciation for the support of Whit Blanton, MPO Executive Director, and the U.S. 19 Accessibility Committee for looking ahead at the Bus Rapid Transit (BRT) project.

### **ADJOURNMENT**

There being no further business, Chairperson Jonson adjourned the meeting at 8:45 PM. The next meeting is scheduled for October 28th at 9:00 AM.

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Chairperson

## CONSENT AGENDA



**5B: TRAC By-Laws**



**Action: Approve**

**Staff Resource:** Terri Rick, Administrative Assistant  
Elaine Mann, Committee Chair

**TRAC**

### Background

- The By-Laws for the Transit Rider's Advisory Committee (TRAC) were established December 19, 2014 for the purpose of documenting governing rules for TRAC Committee meetings.
- Staff occasionally updates the By-Laws as need arises. Once the amendments are approved by TRAC, they will be presented to the PSTA Board for approval at their next meeting.
- The attached draft of the By-Laws shows additions to the By-Laws highlighted in yellow and underlined and deletions to the By-Laws highlighted in yellow with strikeout.

### Summary

The following changes are proposed:

- Members of the TRAC Committee must be consistent and regular riders of the bus system. This commitment is made by accepting the position on the TRAC.
- If members discontinue use of the bus system for any reason, member must notify staff immediately and voluntarily withdraw his/her membership from the TRAC Committee.
- Members must inform staff of any contact information changes, such as address, e-mail, and telephone number. Members who move out of their designated representative area must notify staff, who may ask the member to resign from the committee.
- Members are asked to respond in a timely manner when staff e-mails a quorum notice so that staff can determine if a quorum will be available to vote upon action items.
- It will no longer be required to send proposed By-Law changes to the TRAC Committee seven days in advance prior to the Committee voting upon them.
- TRAC members will receive proposed TRAC By-Law Changes and vote upon them at their next scheduled meeting.

- Amendments to the By-Laws will be presented to the Board for approval at their next meeting after being approved by the TRAC.
  - TRAC reviewed this item and is recommending approval.
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**Attachments:**

1. Draft TRAC By-Laws



BYLAWS OF THE  
TRANSIT RIDERS ADVISORY COMMITTEE

## ARTICLE 1 - NAME

The name of this Committee shall be the Pinellas Suncoast Transit Authority (PSTA) Transit Riders Advisory Committee (TRAC or Committee) effective February 26, 2014, the first meeting taking place March 11, 2014.

## ARTICLE 2 - PURPOSE

The purpose of the Committee shall be to provide insight and recommendations to the PSTA Board of Directors and its committees (as appropriate) on operational and transit service issues. Topics for the committee to review and discuss will be presented by staff to the TRAC prior to discussion by the Board of Directors. The Committee will be comprised of members from the public representing diversity and geographic distribution of people in Pinellas County based on the most recent United States Census Data. Committee members will:

1. Provide knowledge of the transit system and related overall community needs and values
2. Establish comprehension of existing and future programs and projects related to delivery of public transit services.
3. Express overall citizen values and responses for capital and operating projects
4. Promote better public dissemination of general information about PSTA
5. Provide insight on various planning efforts (such as the PSTA Transit Development Plan).

## ARTICLE 3 - MEMBERSHIP

The representation should consist of the following:

12 transit users (defined by at least two (2) trips per week) selected to reflect the diversity and geographic distribution of county residents.

- 2 representatives from North County, 3 from Mid-County, 3 from South County and one from the Beach Communities
  - 1 DART user
  - 1 student
  - 1 professional in the field of engineering, architecture, planning, legal business, finance, environmental, marketing or public relations, or similar.
- So as to preclude actual or perceived conflict of interest, no person who is an officer or employee of any governmental agency, private non-profit, agency, or social service agency which plans, operates or oversees public transportation within PSTA's service area shall be eligible to become an appointed member of the Committee. No elected officials may serve on the TRAC.

- Members must be active users of the PSTA bus system by making a minimum of two trips per week. If a member moves out of the PSTA area or discontinues use of the bus system, the member must immediately inform staff of the change and voluntarily withdraw his/her membership from the TRAC Committee.
- Members are recommended by the PSTA Board Nominating Committee and approved by the PSTA Board of Directors. PSTA will advertise for applications for new committee members annually or as needed, to fill vacancies or to fill concluding member terms.

#### ATTENDANCE

- Each member will be required to attend meetings regularly and must notify PSTA TRAC Staff of any expected absences. A member may have to withdraw his/her position on the Committee to an alternate member if s/he does not regularly attend meetings. To maintain a position on the TRAC, a member shall maintain a minimum of 80% attendance rate. This equates to no more than one missed meeting for every four meetings attended and no more than four meetings within a two-year term.
- Each member will receive a monthly bus pass (or equivalent) for their service on the committee. Members are required to attend each TRAC meeting to receive the monthly bus pass.
- Members may be removed from the Committee by PSTA staff for noncompliance with attendance requirements.

#### ALTERNATES

- The Committee will consist of 5 alternate members; 1 from North County, 1 from Mid-County and 1 from South County, 1 representing students, and 1 representing professionals, to fill in when regular members from each of the geographic areas cannot attend.
- Alternate members shall attend each meeting and be held to the same attendance standards as regular members, including eligibility for monthly bus pass distribution.
- Alternates will have the opportunity to vote on Committee matters when a regular member from his/her geographic area is absent, but will not otherwise have voting privileges.
- Alternate members will fill vacated positions in their region, completing the original term of the member, and as such, will then have full voting privileges.

#### TERMS

- The Committee member terms will be staggered with a mix of 2 and 3 year terms for the initial appointments and 2 year terms for subsequent appointments to ensure member

and Committee continuity. Terms will be selected at the first meeting of the second year of the committee's existence. Two year terms will terminate at the last scheduled TRAC meeting in 2015. Three year terms will terminate at the last scheduled TRAC meeting in 2016. Members whose terms have expired are eligible to reapply for the TRAC during the open application process in the fall of each year.

- Members will not serve more than two consecutive terms.

#### CONTACT INFORMATION

- Members will inform staff of any changes to contact information such as address, phone number or e-mail as soon as such change takes place. Members who move out of the area they represent may be asked to withdraw his/her membership from the TRAC Committee.

#### QUORUM NOTICE

- Members should respond within 24 hours to any e-mailed quorum notice requests so that staff can determine if enough TRAC members will be present at the meeting to form a voting quorum.

## ARTICLE 4 – OFFICERS AND DUTIES

A Chairperson and Vice-Chairperson of the Committee shall be elected at the last regularly scheduled meeting of each calendar year.

Any regular member may nominate or be nominated to be an officer. All elections shall be by a simple majority vote of the regular members.

The Chairperson shall preside and maintain order at all meetings. The Committee shall be governed by Robert's Rules of Order, on matters of parliamentary procedure to the extent that the rules and procedures contained therein are not inconsistent with these bylaws. The Chairperson shall be responsible for pertinent Committee correspondence and information releases. The Chairperson shall also serve as a liaison between the TRAC and the PSTA Board of Directors at key Board meetings, or as necessary.

The Vice-Chairperson shall, during the absence of the Chairperson, serve, and exercise all the duties and powers of the Chairperson. The Vice-Chairperson shall also perform such other duties as may be assigned by the Chairperson.

If both the Chairperson and Vice-Chairperson are absent from a meeting, a temporary Chairperson shall be selected by majority vote of the members present. A permanent vacancy of a Chair or Vice Chair shall be filled by a majority vote of the members present at the next regular meeting. The officer so elected shall fill the remainder of the unexpired term of the vacant office.

If, at any time, the Committee feels that an officer is not performing their duties, the Officer may be removed from office by a two-thirds vote of the members present at a regular meeting.



## ARTICLE 5 - MEETINGS

The Committee shall meet monthly at a date, time, and place acceptable to a majority of the membership. The date or time may be changed if a seven (7) day notice is given to the members.

The Chairperson may call special meetings when deemed necessary.

A seven (7) day notice shall be given for regular meetings. Emergency or special meetings may be called with a minimum of three (3) day notice, indicating the reason for the meeting.

Agendas shall be prepared prior to all meetings. Agendas will be mailed electronically, with meeting notices and minutes of the previous meetings, at least four (4) days prior to any regular meeting, and at least two (2) days prior to any emergency or special meeting. Members without access to electronic mail may request a hard-copy agenda and package be mailed to his/her home.

Each member shall have one (1) vote. Members must abstain from any vote where there is a conflict of interest involving any specific action item. Only when a conflict of interest is declared, will a Committee member be allowed to abstain from voting.

A quorum shall consist of one-half (1/2) plus one (1) of the voting membership and shall be required for conduct of all official business. A majority of the quorum shall be necessary to decide an issue before the Committee.


## ARTICLE 6 – AMENDMENTS

Proposed bylaw amendments can be forwarded to the PSTA Board of Directors only by the affirmative vote of a majority of the regular members of the TRAC, provided a copy of the proposed amendment(s) shall have been sent to every member 24 hours in advance of the vote. All proposed amendments shall be voted on at regular meetings.

TRAC Bylaws and proposed amendments must be approved by the PSTA Board of Directors.

The PSTA Board of Directors can amend the TRAC Bylaws at their discretion by majority vote.



<b>5C:</b>	<b>PSTA Bus &amp; Facility Maint. Supplies</b>	
<b>Action:</b>	<b>Approve a Contract with the Fastenal Company for Various Bus and PSTA Facility Maintenance, Repair, and Operating (MRO) Supplies Based off Consortium-Negotiated Prices in an Amount Not to Exceed \$300,000 or 18 Months, Whichever Comes First</b>	

**Staff Resource:** Henry Lukasik, Dir. of Maintenance  
Joe Barkley, Committee Chair



**Background:**

- A purchasing cooperative known as ValuePoint, operated by the National Association of State Procurement Officials, has a competitively negotiated contract with the Fastenal Company to provide a managed inventory program of shop supplies which include fasteners (nuts & bolts), aerosols, fittings (pneumatic and hydraulic), sealants/thread lockers, electrical connections, with access to over 900,000 suppliers of these regularly used, “Maintenance, Repair, and Operating Supplies” (MRO’s).
- PSTA, along with other government agencies, continue to save money by utilizing the ValuePoint contract with Fastenal for the purchase of these MRO’s.
- Some of the other statewide agencies currently contracting with Fastenal through this cooperative include:
  - City of Miami
  - City of Orlando
  - City of Sarasota
  - City of Tallahassee
  - Manatee, Orange, and Pinellas County.
- PSTA has automated shop supply vending machines throughout its bus and facility maintenance facilities that dispense many of these MRO’s to bus and facility technicians and manage their inventories.
- Technicians have self-serve access to gloves, tape, or razor blades near their work stations, when they need it.

- Because Fastenal proactively monitors and replenishes the machines, PSTA has eliminated stock outs for vended items, and inventory specialists and purchasing are no longer burdened with handling ongoing order of these routine shop supplies.

**Fiscal Impact:**

- \$300,000 which is funded by the operating budget.

**Recommendation:**

- Approve the contractual relationship with Fastenal Company for a period of 18 months or \$300,000, whichever comes first.
  - Eighteen months is the length of time remaining on the ValuePoint contract with Fastenal.
  - The Finance Committee reviewed this item and is recommending approval.
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**Attachments:**

1. Contract ([CLICK TO VIEW/PRINT CONTRACT](#))

**ACTION ITEM**



**6A: 2016 Meeting Schedule**



**Action: Approve 2016 Meeting Schedule**

**Staff Resource:** Rachael Garofalo, Executive Assistant

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- Staff recommends approval of the 2016 meeting schedule.
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**Attachments:**

1. Meeting Schedule



**PSTA BOARD OF DIRECTORS**  
**MEETING SCHEDULE FOR 2016**

JANUARY 27  
FEBRUARY 24  
MARCH 30  
APRIL 27  
MAY 25  
JUNE 22  
JULY 27  
AUGUST 24  
SEPTEMBER 28 - 6:00 PM  
OCTOBER 26  
DECEMBER 7

Board meetings begin at 9:00 AM (except for Sept.)  
and are held at PSTA Headquarters,  
3201 Scherer Drive, St. Petersburg, FL 33716

**TENTATIVE BUDGET PUBLIC HEARINGS FOR 2016**

SEPTEMBER 14  
SEPTEMBER 28

Public Hearings begin at 6:00 PM and are held at  
PSTA Headquarters

## ACTION ITEM



### 6B: Gillig Bus Purchase



**Action: A. Approve the Purchase of Seven Gillig Replacement Buses with new BAE Series Hybrid Electric Transmissions at a cost Not to Exceed \$4.9 Million.**

**B. Authorize PSTA to Submit a Federal Grant Application for “Lo-No” Grant Funds to Purchase Electric Buses for a Pinellas Demonstration.**

**C. Continue to Develop a Long-Term Bus Replacement Strategy that Balances All Aspects of PSTA’s Adopted Sustainability Program: Financial Stability, Environmental Stability, and Social Stability.**

**Staff Resource:** Brad Miller, CEO  
Henry Lukasik, Dir. of Maintenance  
Joe Barkley, Committee Chair

**FINANCE & PERFORMANCE  
MANAGEMENT**

### Background:

- The PSTA Board agreed to continue this action item to purchase needed replacement buses per PSTA’s Adopted Capital Improvement and Bus Replacement Plans.
- Over the past two months that this item has been discussed, PSTA staff have hosted sponsored, or met with:
  - Three Electric Bus Displays/Demonstrations
  - Three CNG Providers
  - Five Bus Manufacturer Representatives
  - Three Other Transit Maintenance Managers Operating Alternative Fueled Vehicles

### Additional Developments:

- **CNG Bus** - Staff has increased the facility related cost estimate of retrofitting PSTA’s facility with a CNG fueling station but also maintains the assumption that most of these \$5 million in costs could be paid through ongoing surcharges on the CNG fuel itself.

- **Electric Bus** – New information indicates electric bus ongoing maintenance costs to be less than diesel buses, not comparable as previously stated.
- **Electric Bus** - Federal Transit Administration (FTA) has issued a Notice of Funding Availability for its Lo-No Grant Program for low-emission vehicles. PSTA has worked with its Federal Government Advocacy associates, Van Scoyoc, collected successful grant applications from other cities across the US and begun preparing its own application to make the November 23, 2015 deadline.
- **Electric Bus** – PSTA Staff has recommended our Lo-No Application specify the Proterra Electric Bus as the bus we would purchase if awarded the competitive grant.
- **Life-Cycle Cost Model** – Staff has begun using the advanced National Academies’ TCRP Model for more accurate comparisons.
- **State of Good Repair** – FTA has issued new regulations requiring PSTA to develop and submit a “State of Good Repair Plan” to the federal government demonstrating the agency has appropriate plans to keep its assets in appropriately safe and reliable condition for the riding public and community. A sustainable fleet replacement plan is one of the most important components to this new plan requirement.
- **Cost-Benefit Analysis** – PSTA has researched other communities’ analysis of comparing the benefit of maintaining existing assets and services versus investing in new assets or services. Some of this information will be presented at the meeting.

#### **Fiscal Impact:**

- PSTA’s Adopted Capital Improvement Program (CIP) assumes the use of \$3.5 million in federal grant funds to purchase seven replacement buses this year to place in service next year.
- The Board can vote; however, to increase this amount by drawing on capital reserves earlier than planned. Seven Gillig replacement buses with new BAE series hybrid electric transmissions would cost \$4.9 million.
- The Finance Committee reviewed this item and is recommending the Board approve the following recommendations: 1) purchase nine - 40’ diesel replacement buses from the Gillig Corporation at a cost not to exceed \$4.5 million, 2) authorize PSTA to submit a federal grant application for “Lo-No” grant funds to purchase electric buses for a Pinellas demonstration, and 3) continue to develop a long-term bus replacement strategy that balances all aspects of PSTA’s adopted sustainability program: financial stability, environmental stability, and social stability.



# PSTA Replacement Buses

Decision-Making Guide for PSTA Board

*PSTA Board of Directors Meeting – October 28, 2015*

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida





## Review

- **Priority to Make 1-Year Decision**
- **Follow-Up Work Completed**
- **Actions Recommended:**
  - Electric Bus Federal Grant
  - Purchase Hybrids with BAE Series Transmissions
  - Purchase 7 Replacement Buses at \$3.5M-\$4.9M



CUSTOMER



GOVERNANCE



FINANCIALLY  
SUSTAINABLE



CAPITAL



SERVICE



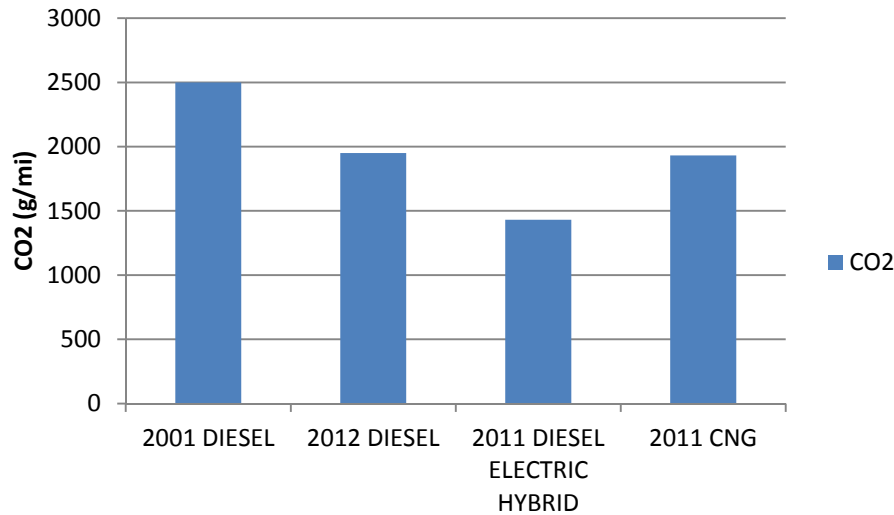
EXPANSION



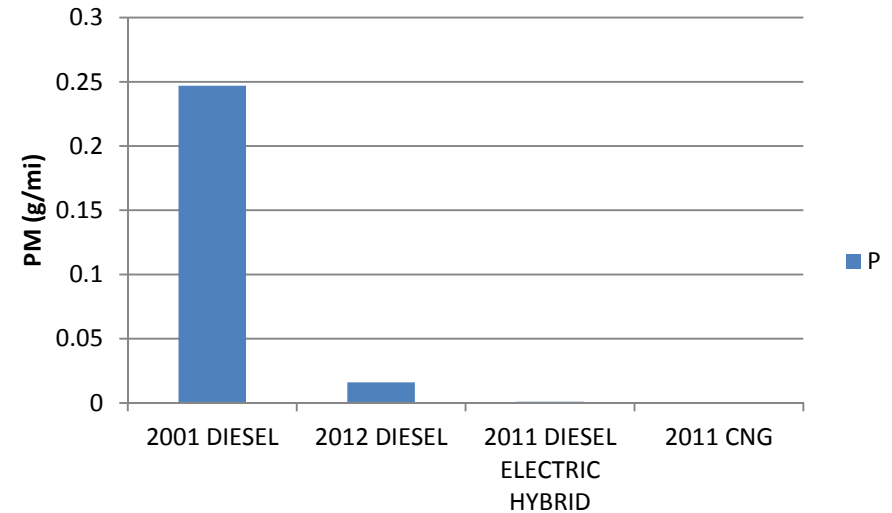
VISIONARY

# 1-Year Decision Should Be Made

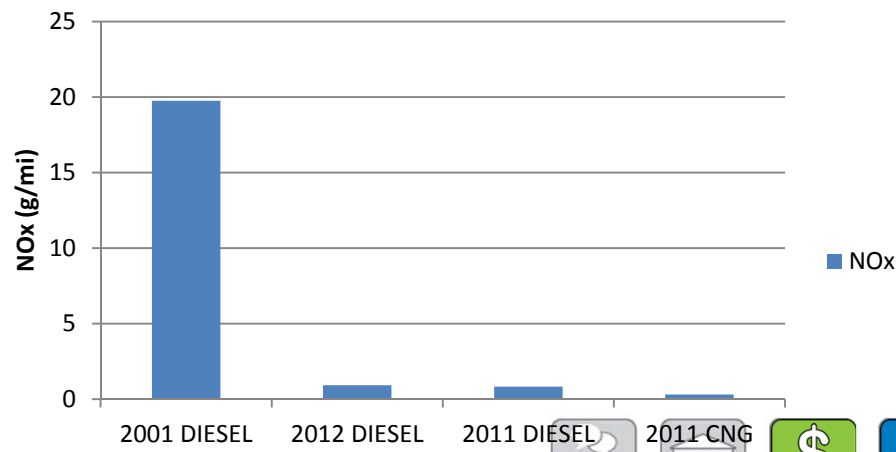
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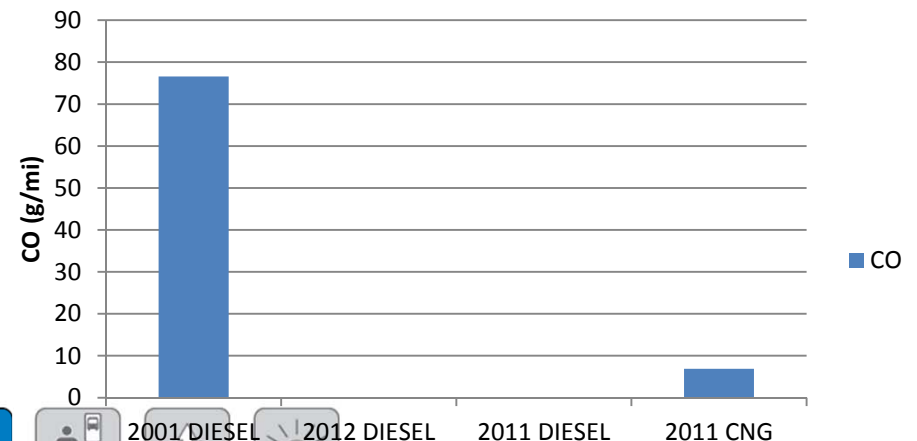
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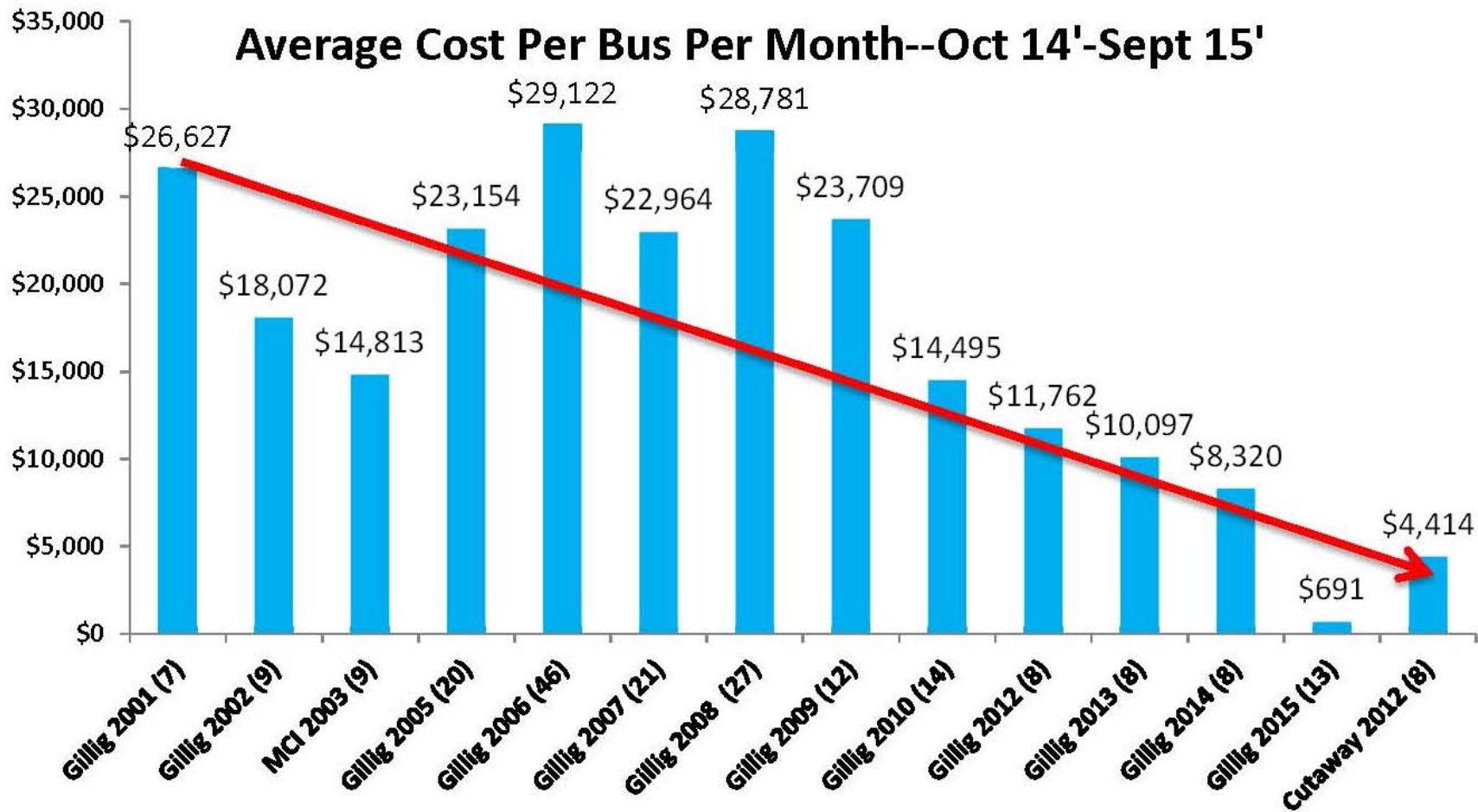
### MEASURED NOx EMISSIONS



### MEASURED CO EMISSIONS



# 1-Year Decision Should Be Made



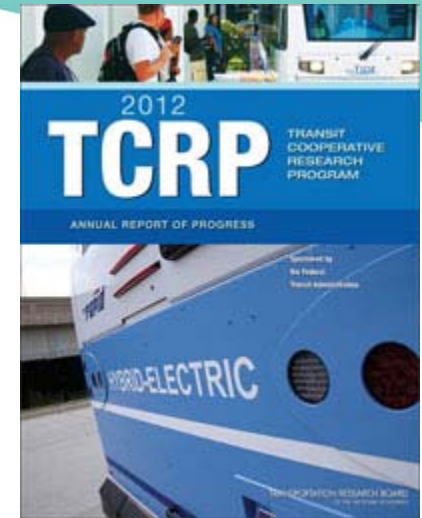
## Follow-Up Work Completed

- **Educational Efforts:**
  - 3 Electric Bus Displays/3 CNG Provider Meetings/5 Bus Manufacturers/3 Transit Maintenance Managers.
- **CNG – On-Site Fueling Station – Increased Cost**
- **Electric Bus:**
  - **Lowered estimate of Life-Cycle Cost**
  - Preparing Application for Fed Lo-No Grant
  - Grant will propose Proterra Electric Buses
- **Hybrid Electric-Diesel Bus:**
  - BAE Series Transmission to Be Specified – No Cost



## Follow-Up Work Completed

- **Life Cycle Cost Analysis Improved**
  - National TCRP Model Utilized.
  - Verified PSTA Hybrid & CNG Assumptions & Lowered Electric Bus Assumptions
- **Cost-Benefit Analysis**
  - **State-of-Good Repair** – San Francisco MPO Concluded SGR Investments = Expansion Investments
  - **Trade-offs:** Without future new funding, fare, service, and tax rate decisions will be needed.



Federal Transit  
Administration



## Follow-Up Work Completed

- **Legislative Advocacy**

- House & Senate Bills include additional bus funding.
- MPO Priorities All Using Multi-Modal Approach – January 21 Joint Meeting



- **PSTA Capital Reserve Flexible**

- **7 Hybrid Replacements** - \$4.9M will shift local reserve funds to current year.
- **7 Diesel Replacements** - \$3.5M will require no future reserve advancement.



Federal Transit  
Administration



# Emission Comparison\*

	Diesel	Hybrid	Electric	CNG
<b>Fuel Economy</b>		10%-20% Better than Diesel	Best	Same as Diesel
<b>Air Quality</b>	Much better than Old Diesels	Better Fuel Economy Leads to Slightly Better than Diesel	Best	Lower Nox than Diesel Higher CO than Diesel Low PM/NMHC
<b>Climate Impacts</b>		Better than Diesel or CNG	Best	Total GHC emissions slightly higher than Diesel

*\*Comparison of Modern CNG, Diesel and Diesel Hybrid Electric Transit Buses Efficiency & Environmental Performance, mjbradley.com, November 2013.*



# Financial Comparison

	Diesel	Hybrid	Electric	Refurb Electric	CNG
<b>Purchase Cost</b>	\$500,000	\$695,000	\$840,000	\$580,000	\$540,000
<b>Life-Cycle Cost</b>		+\$40K vs. Diesel over 500K Miles (PSTA 2013 Study & TCRP Model)	Too New – <b>Maint. Costs Lower than Diesel</b>	Old Bus presents risk.	Same <b>range</b> as Diesel*
<b>Facility/Charging Costs</b>	\$0	\$0	\$350,000 Per Charging Station	\$25,000	<del>\$1M</del> <b>\$2M+</b> Facility Safety Revisions

*\*Capital Metro CNG Implementation Study, Texas Transportation Institute, November 2011.*





# Operational Comparison

	Diesel	Hybrid	Electric	Refurb Electric	CNG
<b>Reliability</b>		Proven Reliability Battery Replacements?	Promising Results	Not Proven Old Bus	Proven Reliability
<b>Span of Service</b>	All Routes	All Routes	15 of 40 Routes	15 of 40 Routes	All Routes
<b>Social Issues</b>	Yes	Best in Urban/Beach	On-Route Charging Stations	Not Proven	Domestic Fuel
<b>Timeline</b>	1 Yr.	1 Yr.	3-5 Years – Fed LoNo Grant Needed	2-3 Yr.	4 Years



# Actions

1. Apply for **Federal Lo-No Electric Bus Grant** Funds for PSTA Pilot Project
2. When purchasing future Hybrid-Diesels, **specify BAE series transmissions** at no net cost for further emission reductions at slow speeds.
3. **Continue to work with CNG Experts** to consider potential for public-private partnership for financed refueling station at PSTA.
4. Make no, permanent or long-term decision on bus types to **remain flexible in the future.**
5. Recommend PSTA Board to vote on October 28 to **purchase 7 replacement buses.**
6. **Purchase Hybrids - \$4.9M – Advance Reserve Funds or Purchase Diesels \$3.5M**





<b>7A:</b>	<b>Community Bus Plan Review</b>	
<b>Action:</b>	<b>Information Item</b>	

**Staff Resource:** Heather Sobush, Planning Manager  
 Julie Bujalski, Planning Committee Chair  
 Elaine Mann, TRAC Chair



**Background:**

- At the PSTA Board’s request, staff will present a summary of the principals of the adopted 2013 Community Bus Plan and how they will continue to be the foundation for the changes the Service Redesign process is proposing.
- The Community Bus Plan began in the fall of 2012 to examine the existing and future PSTA bus system and operations. The purpose of the Bus Plan was to define how the bus network serves the larger vision of bus transit in Pinellas County and how it could do that in an efficient and systematic way.
- The final Bus Plan was presented to the PSTA Board in several stages over 2013 and adopted as the vision for the bus system in Pinellas County as part of the Greenlight Plan and the long-term aspiration of PSTA in the Transit Development Plan (TDP).
- The Community Bus Network’s route design was incorporated into the Pinellas Metropolitan Planning Organization (MPO)’s Long Range Transportation Plan (LRTP) and the MPO/Pinellas Planning Council (PPC)’s Countywide Land Use Plan.

**Summary:**

- Using the Optimal Scenario as an ultimate vision, the New Revenue Scenario followed these Guiding principles:
  - Include frequencies of 15 minutes or better for the Core network
  - Allow for transformation from HUB to GRID system
  - Incrementally improve weekend service hours
  - Incrementally expand span of service
- The No New Revenue Scenario streamlined the route structure to focus resources on a core network of routes but without the resources to improve frequencies to 15 minutes or better, continued use of the minor hubs was recommended.

### **Where PSTA Is Going:**

- Each of what is now planned to be the three phases of redesigning the route network will follow the Community Bus Principles as resources allow.
  - Phase I was completed on October 9, 2015.
  - Phase II is proposed for implementation on February 14, 2016 and encompasses the changes to move to a grid network in downtown St. Petersburg.
  - Phase III is proposed to incorporate all other adjustments in October of 2016.
  - In addition, incremental expansions such as Bus Rapid Transit (BRT) or Express routes will be initiated as their specific schedules and funding allocations permit.
- 

### **Attachments:**

1. PowerPoint



# Community Bus Plan Review

PSTA Board Meeting  
October 28, 2015

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida

## Goals & Objectives of the 2013 Bus Plan

- Mold the bus network to better serve the community and support economic vitality
- Build financial sustainability
- Complete a detailed market, ridership, and operational review
- Engage the community
- Create a thoughtful, comprehensive plan to suit a variety of funding scenarios
- Maximize previous efforts

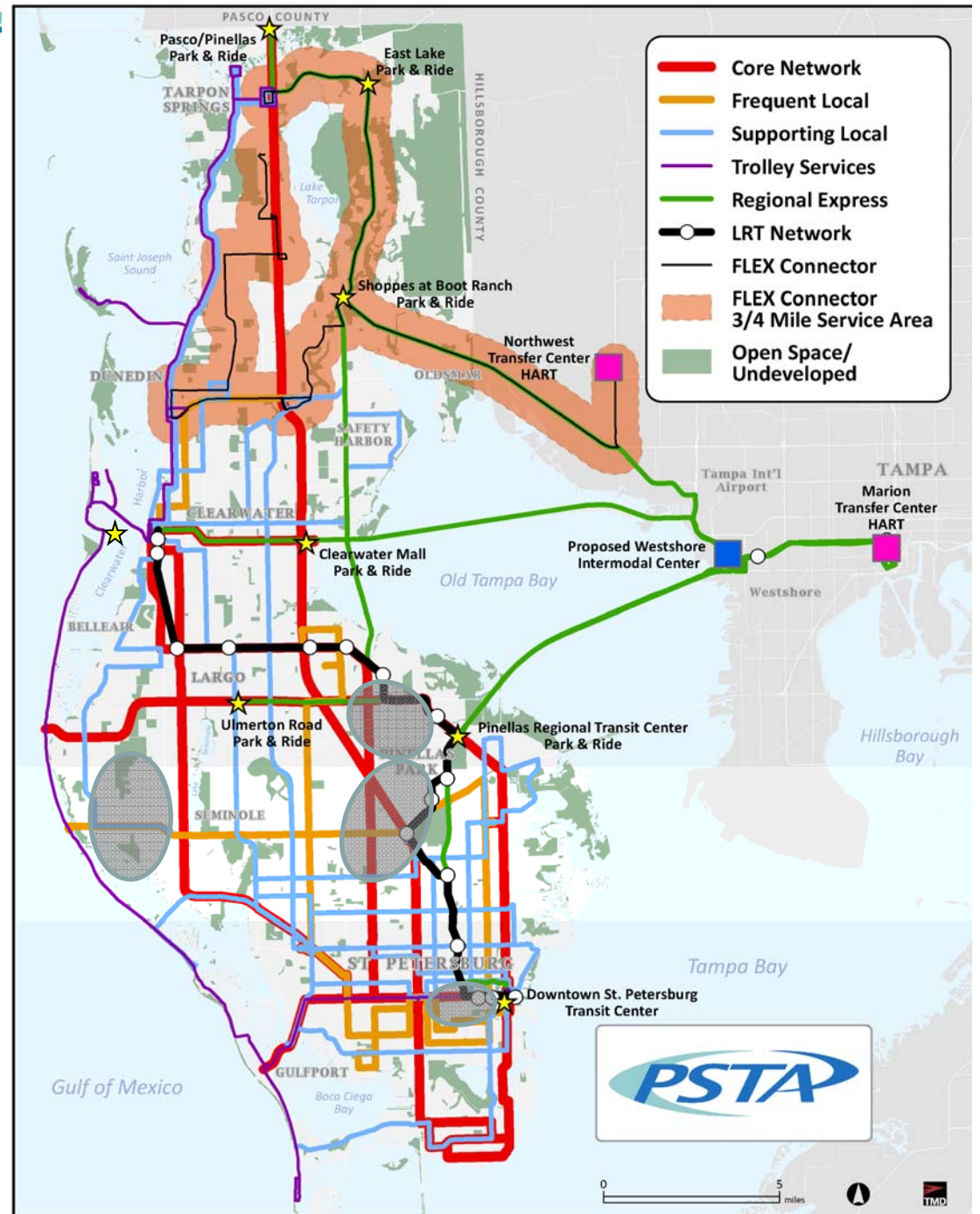


## Network Design Concept

- Transformation from Hub to Grid Network
  - Many transfers proposed to take place on-street at enhanced station areas
  - Improved frequency reduces wait time
  - Removing route deviations needed to access hubs improves service efficiency
- Some current PSTA hubs may be relocated or minimized
- Mirrored financial assumptions of Alternatives Analysis

# New Revenue Scenario

- Over 65% more service than PSTA in 2013
- Tiered network
- Consistent with Alternatives Analysis Financial Assumptions
- Integrated with and provided foundation for other proposed major capital investments



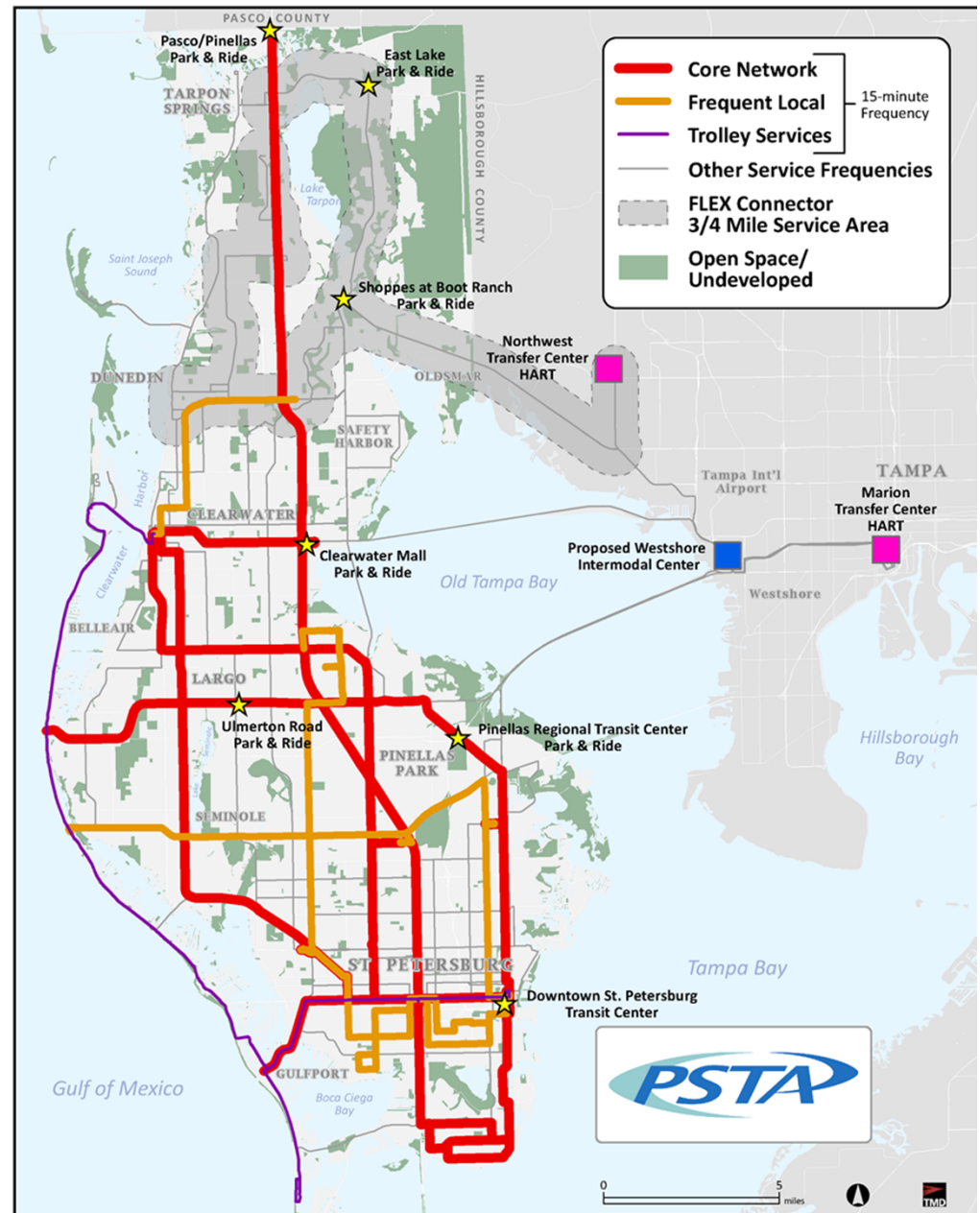


## New Revenue Guiding Principles

- Increase frequencies to 15 minutes or better on Core and Frequent Local routes
- Create efficient grid network that maximizes resources and service delivery
- Significantly improve overall span of service
- Significantly improve weekend service coverage

# New Revenue Evenings & Weekends Implemented First

- Service span extended throughout the network
  - Frequent network until midnight
  - Supporting network until at least 10pm
  - Tailored service span for trolley services
- Weekend service hours increased by over 80 percent
  - Spontaneous-use frequency maintained on Core routes

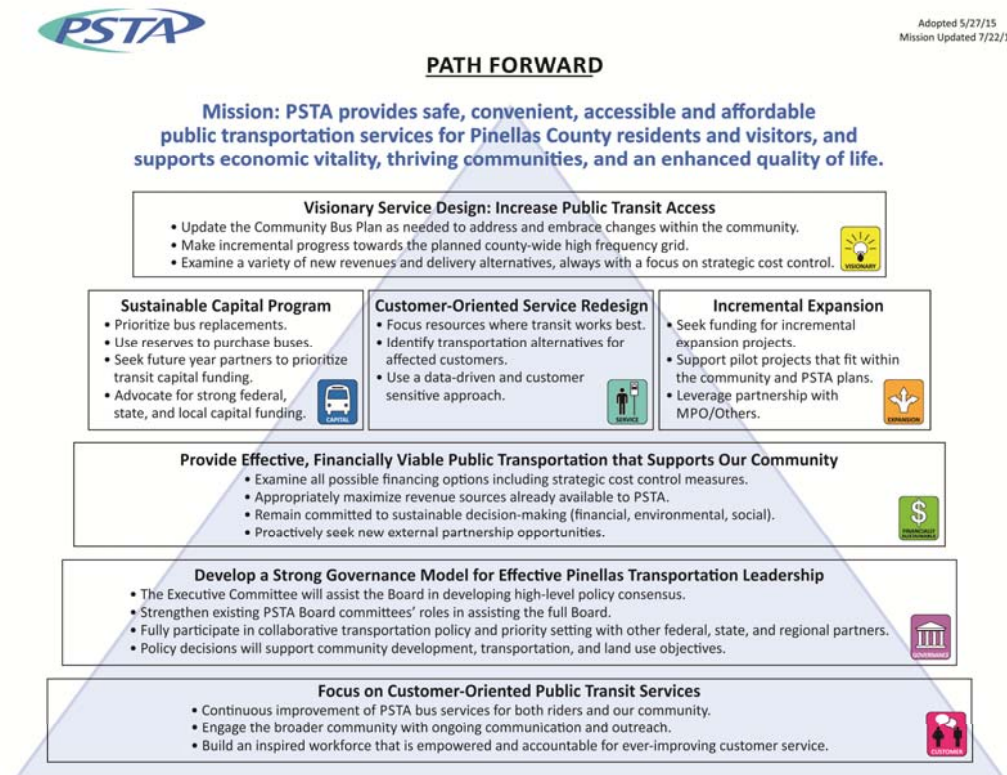


## No New Revenue Network Concept

- Structure followed principles of New Revenue plan
  - Spontaneous-use frequency on core routes
  - More streamlined, efficient service design
  - Overlap minimized
  - Frequency prioritized over closely-spaced routes
- Grid network less effective with lower frequency
  - Most transfers still required at hubs

# FAST FORWARD to October 2015

- Financial Stewardship
  - 5-year Balanced Budget Process
  - Increased Revenues
  - Decreased Expenses
- Sustainable Capital Program
- Service Redesign
- Incremental Expansion



## Where Are We Going?





- Budget Efficiencies Allow for Small ***Increases*** in services over time.
- Original 10-Phase Plan Now 3-Phase Plan:
  1. October 2015 – Inefficient Routes Eliminated
  2. February 2016 – Downtown St. Pete Grid Network
  3. October 2016 – Efficiency Improvements throughout County
- Additional Improvements to Follow:
  - Central Avenue BRT
  - Clearwater Beach – Airport Express
  - Jolley Trolley and Circulation Enhancements

## October 2016 System-wide Streamlining

- Remove underutilized deviations
- Bus-stop consolidation to speed operations & save hours
- Reinvestment of saved hours
  - Evening and Weekend Service Expansions consistent with first years of New Revenue plan improvements
- New investment to improve overcrowded routes only if funding identified for additional buses
- Specific Proposals Already Under Review:
  - Split long routes such as 19 and 62 (Belcher/Safety Harbor)
  - Combine Jolley Trolley Coastal with segments of Route 66 on weekends or redesign for single 7-day service
  - Redesign Route 444 & Route 58 to be more efficient

## Incremental Implementation of New Revenue Bus Plan Based on Guiding Principles

**By 2017 :**

-  Increase frequencies to 15 minutes or better on Core and Frequent Local routes
-  Create efficient grid network in downtown St. Petersburg that maximizes resources and service delivery
-  Improve overall span of service on specific routes
-  Improve weekend service coverage in targeted areas

# Questions?





## INFORMATION ITEMS



**7B: System Redesign Phase 2 - Williams Park**



**Action: Information Item**

**Staff Resource:** Cassandra Borchers, CDO



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### **Background:**

- Williams Park has been utilized for bus transfer activity since 1952 and currently serves as a hub for 16 routes in the PSTA system.
- The City of St. Petersburg has long desired to make the park more accessible to the greater community for recreational use. The City received a federal earmark to examine other options for a downtown intermodal center.
- PSTA's 2013 Community Bus Plan recommended transforming the entire county-wide system from a hub to a grid network with most transfers occurring on-street to improve service efficiency.
- PSTA's Path Forward Plan, approved in 2015, includes a system redesign and incremental expansion of premium transit services consistent with the Bus Plan.

### **Summary:**

- The redesign of routes serving downtown St. Petersburg includes an evaluation of travel patterns, ridership and stop activity, transfer activity, and performance for routes currently serving Williams Park.
- PSTA staff has worked closely with the City of St. Petersburg to ensure consistency of the recommendations with city plans across the downtown, including providing better access to other key downtown destinations.
- The proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network.
- Next steps involve technical work to create new schedules that maintain or improve route frequencies and to develop transfer/layover location alternatives, as well as public outreach through a series of seven planned workshops and presentations to interested stakeholder groups.

- Public engagement process will include discussion of location for most desired service improvements that do not impact bus fleet requirements (early morning, late night, or weekend service). Staff will then examine ridership data in light of public suggestions and make final recommendation for proposed improvements within the \$200,000 budget for service enhancements.
- Following public outreach in October and November and City Council/PSTA endorsements expected in late November, PSTA will provide the public with information on the final service changes, effective February 14, 2016.

**Fiscal Impact:**

- The Williams Park redesign is anticipated to be revenue neutral to the FY 2016 PSTA budget.
- 

**Attachments:**

1. PowerPoint



# **February 2016 Route Redesign**

## ***Creating a Grid System for Downtown St. Petersburg***

PSTA Board of Directors Meeting  
October 28, 2015

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida

## Williams Park Transit Center

- Williams Park History and Use
  - Used for bus transfer since 1952
  - Hub for 16 routes in PSTA System
- Desire to relocate from Williams Park
  - Bus layover and transfer activity affect:
    - Recreational use of the park
    - Other vehicular traffic around the park
  - Downtown St. Petersburg Intermodal Facility Study
    - Federal earmark given to City
    - Opportunity to examine other hub options
    - Few initial options still available and not recommended by City

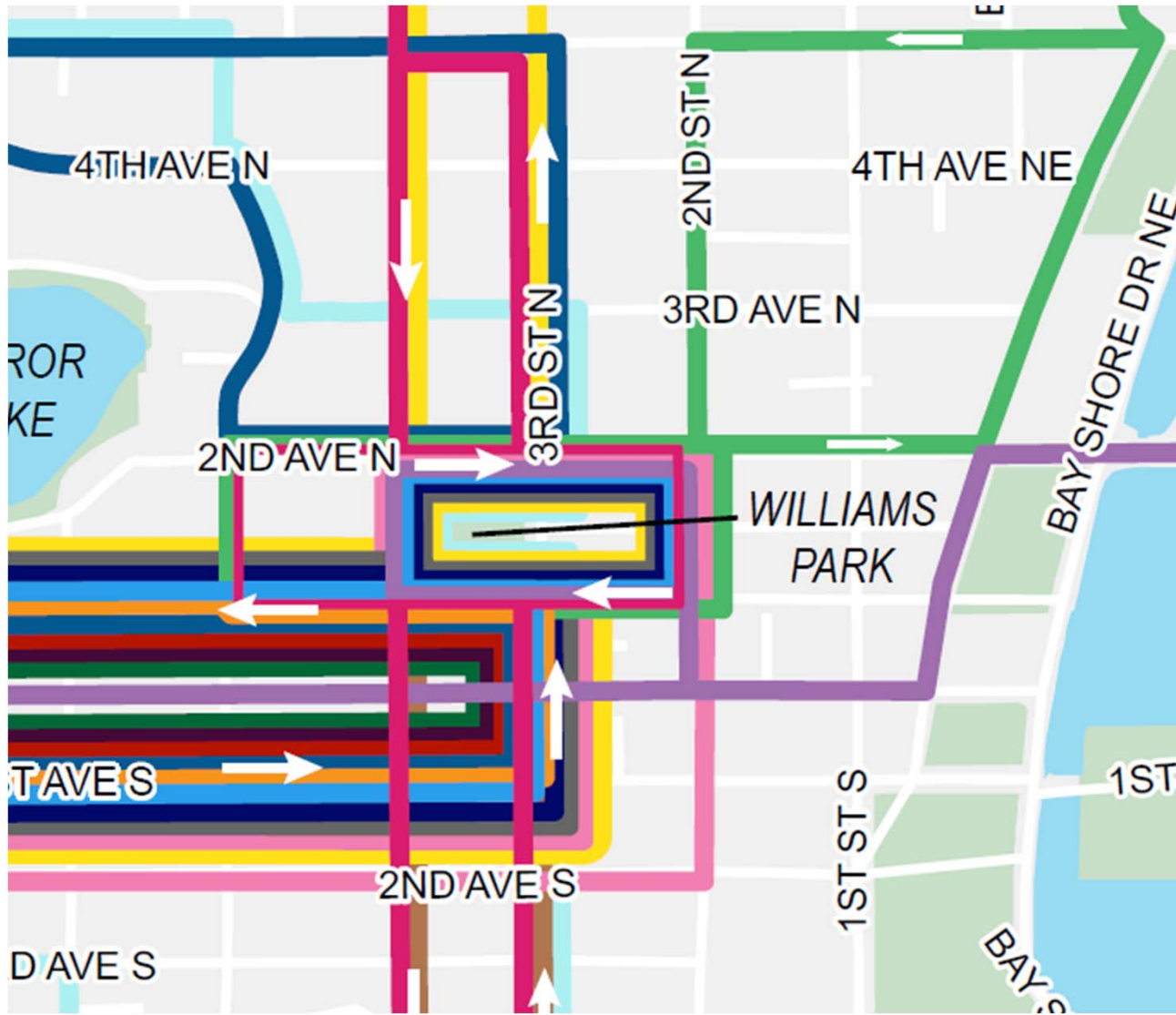


## PSTA Plans

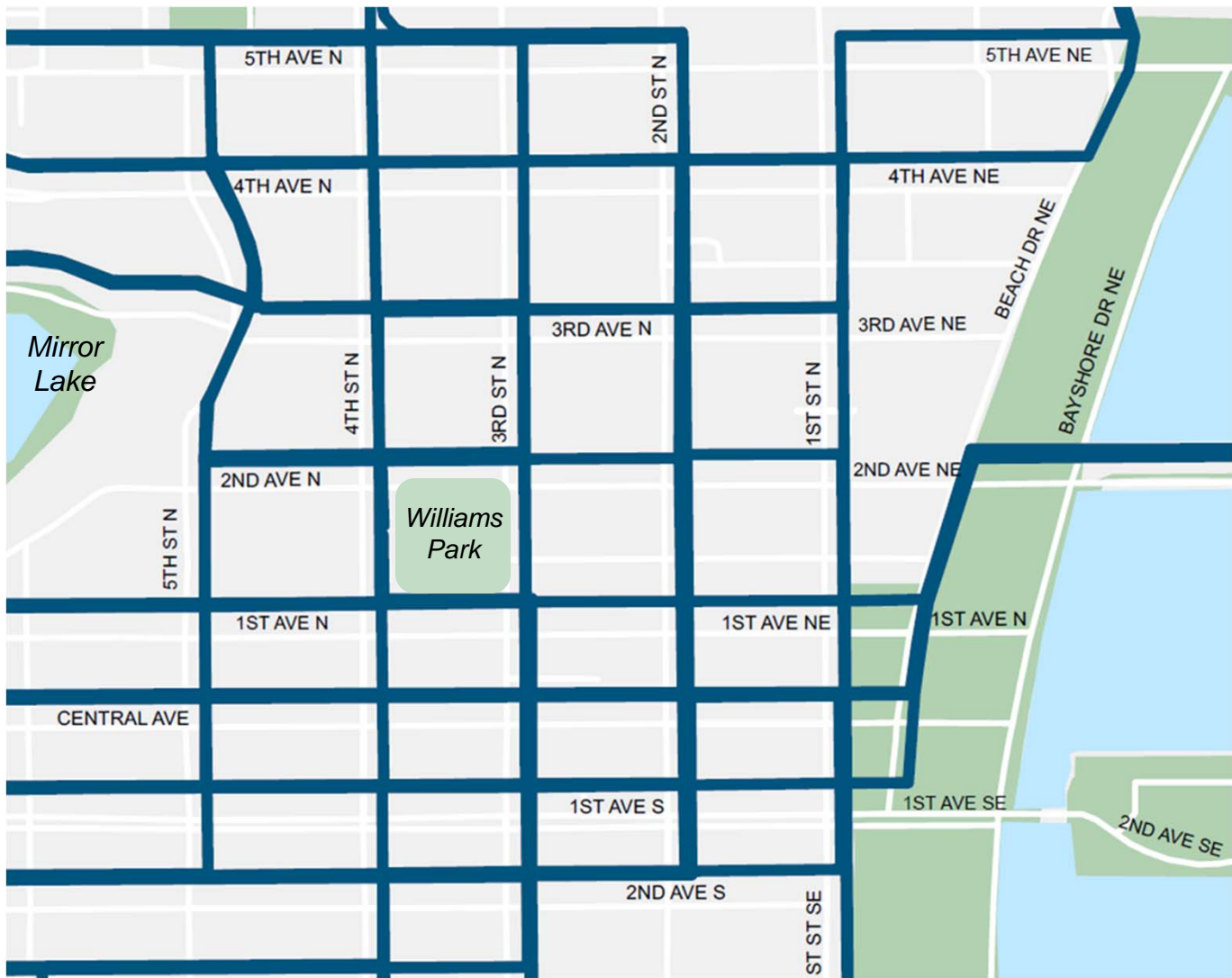
- PSTA Community Bus Plan 2013
  - Transformation from Hub to Grid Network
  - Removing route deviations needed to access hubs improves service efficiency
  - Suggested further review to enhance greater circulation in Downtown St. Petersburg.
- PSTA Path Forward Plan 2015
  - Financial Stewardship – 5 year Balanced Budget
  - **Customer Oriented Service**
  - **\*\*Service Redesign\*\***
  - Incremental Expansion



# TODAY: Downtown Bus Circulation



# PROPOSED: Downtown February 2016



# Example: Route 4

## Existing Route 4



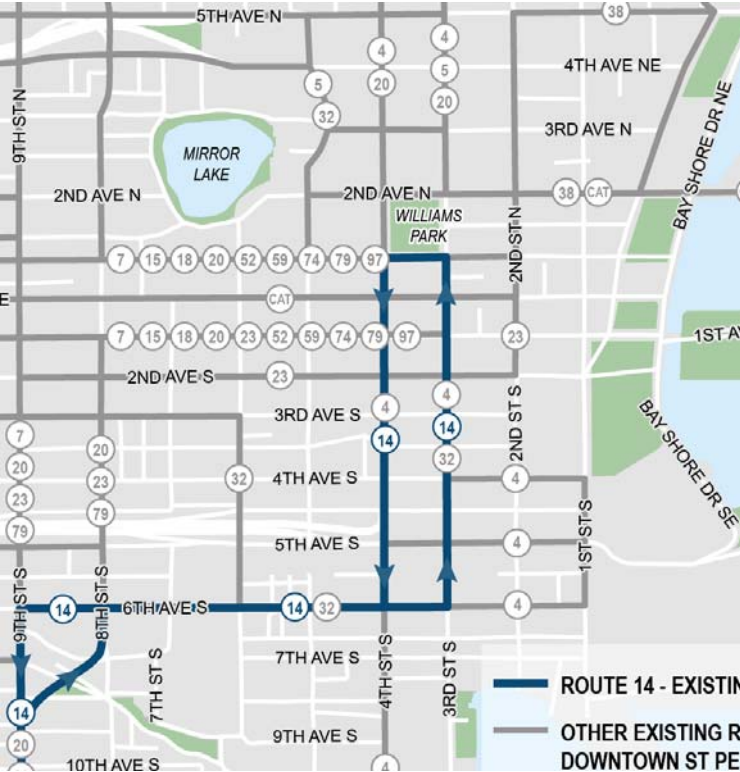
## Proposed Route 4



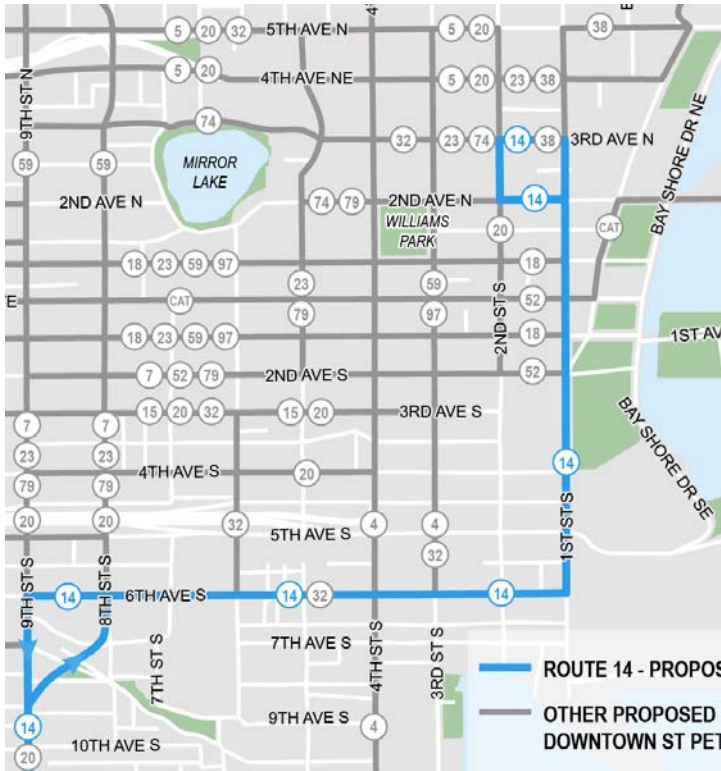


# Example: Route 14

## Existing Route 14



## Proposed Route 14



# Next Steps for Downtown Redesign

## Public Engagement and Workshops

- 7 Planned Workshops
- Coordinated with City Urban Affairs

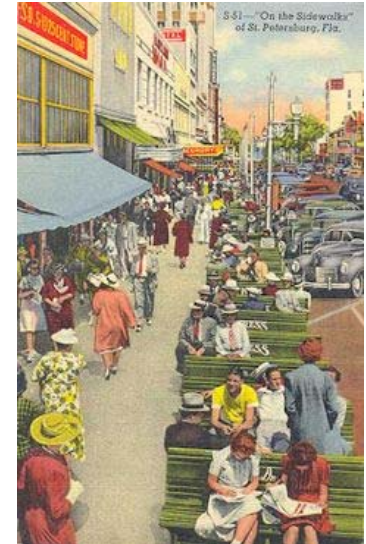
## Technical –October/November

1. Create schedules to maintain frequencies
2. Propose service improvements as budgeted
3. Develop Public Information Strategy with 1-on-1 Customer Assistance.



# Schedule 2015 - 2016

October/November	Public Workshops
November 2015	Final City Council and PSTA Endorsements
February 2016	Install New Bus-Stop Signs and Markers
Before February 5, 2016	Prepare Williams Park for Localtopia
February 14, 2016	New Routing Begins
Spring 2016	Continue to Install Transit Amenities throughout Downtown Redesign Downtown Circulation Options



# Public Workshops



Day	Date	Time	Location	Area
Saturday	10/24/2015	12:30 - 2:00 PM	Campbell Park Rec Center	South St. Pete
Monday	10/26/2015	6:00 - 7:30 PM	James Weldon Library	South St. Pete
Wednesday	10/28/2015	3:30 - 5:00 PM	St. Petersburg Public Library	Grand Central
Thursday	10/29/2015	10:30 AM - Noon	St. Petersburg College	Downtown
Thursday	10/29/2015	5:30 - 7:00 PM	Chamber of Commerce	Downtown
Monday	11/2/2015	2:00 - 3:30 PM	Sunshine Center	Downtown
Tuesday	11/3/2015	5:30 - 7:00 PM	Enoch Davis Center	South St. Pete

## Other Outreach and Presentations

- City of St. Petersburg Community Planning and Preservation Committee – 10/13/15
- Pinellas County Economic Development Council – 10/15/15
- St. Petersburg Downtown Business Association – 10/21/15
- Florida Redevelopment Association – 10/22/15
- Pinellas MPO Technical Coordinating Committee
- Pinellas MPO Citizens Advisory Committee





<b>8A:</b>	<b>PSTA Performance/Updates for the Month of September</b>	 
<b>Action:</b>	<b>Information Item</b>	

**Staff Resource:** Brad Miller, CEO

<b>Total Ridership*</b>	
<p><b>DOWN</b></p> <p><b>1.8%</b></p> <p>Monthly Compared to Last Year</p>	<p><b>UP</b></p> <p><b>2.7%</b></p> <p>Year-to-Date</p>

\* a detailed report is attached

<b>Contract Awards between \$25,000 - \$100,000</b>		
<b>Vendor</b>	<b>Amount</b>	<b>Description</b>
Cummins Power South LLC	\$51,710	Remanufacture Engines – Co-op with HART
Blume Mechanical	\$25,000	HVAC Repairs
Cummins Power South LLC	\$25,855	Remanufacture Engines – Co-op with HART
Gulf Coast Thermo King	\$27,801	Bus Part (Compressor A/C)
Motorola Solutions, Inc.	\$71,030	Co-op with Pinellas County
<b>Total:</b>	<b>\$201,396</b>	

<b>Transportation Disadvantaged (TD)</b>	<b>9/2015</b>	<b>YTD</b>
Number of Telephone Inquiries	1300	11885
Number of Applications Mailed	61	623
Number of TD Discounted Bus Passes	5809	59516

<b>Customer Service</b>	<b>9/2015</b>	<b>YTD</b>
Number of Real Time Text Messages Sent to Riders	193,135	2,224,640
Number of Times Voice System Provided Info to Riders	131,721	1,568,806
Number of Times <a href="http://RidePSTA.net">RidePSTA.net</a> was visited	166,076	2,002,334
Number of InfoLine Calls	35115	450974
Average Call Length	152	135
Average Hold Time	77	95.4

<b>PSTA.net</b>	<b>9/2015</b>	<b>YTD</b>
Number of Website Visits Per Day	5718	5486
Number of Users	52,120	485,113
Total Pages Viewed	318,149	3,777,912
Percent of First Time Visitors	23%	23%
Number of Online Bus Pass Orders	515	7395

<b>Social Media Statistics (by the end of the month)</b>	<b>9/2015</b>
Number of Twitter Followers	1899
Number of Facebook Fans	8916
Number of LinkedIn Followers (Company Page)	633
Number of People Belonging to PSTA's LinkedIn Group	165
Number of Times Blog Pages were Viewed	568

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**Attachments:**

1. Operating Statistics
2. Performance Graphs

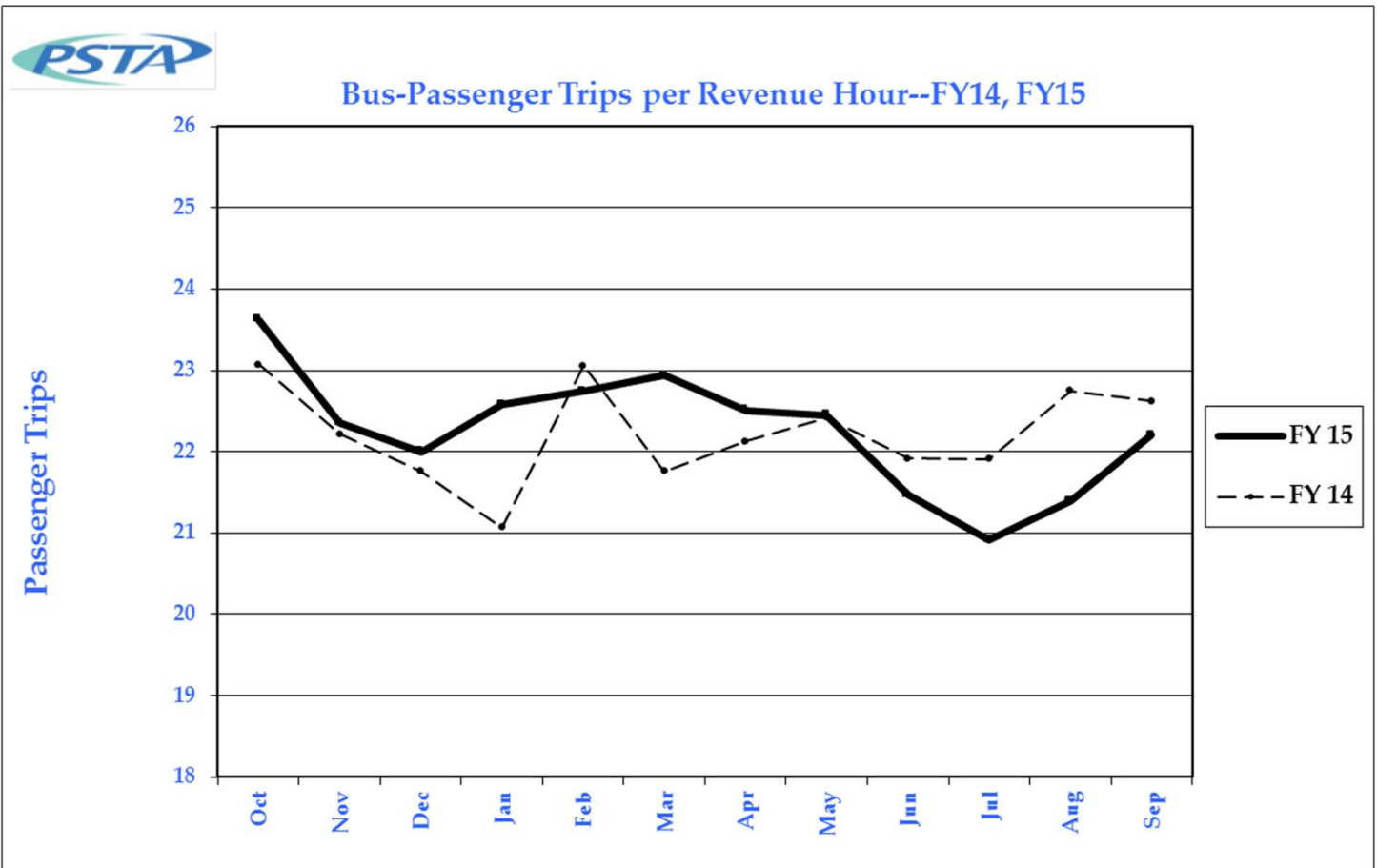
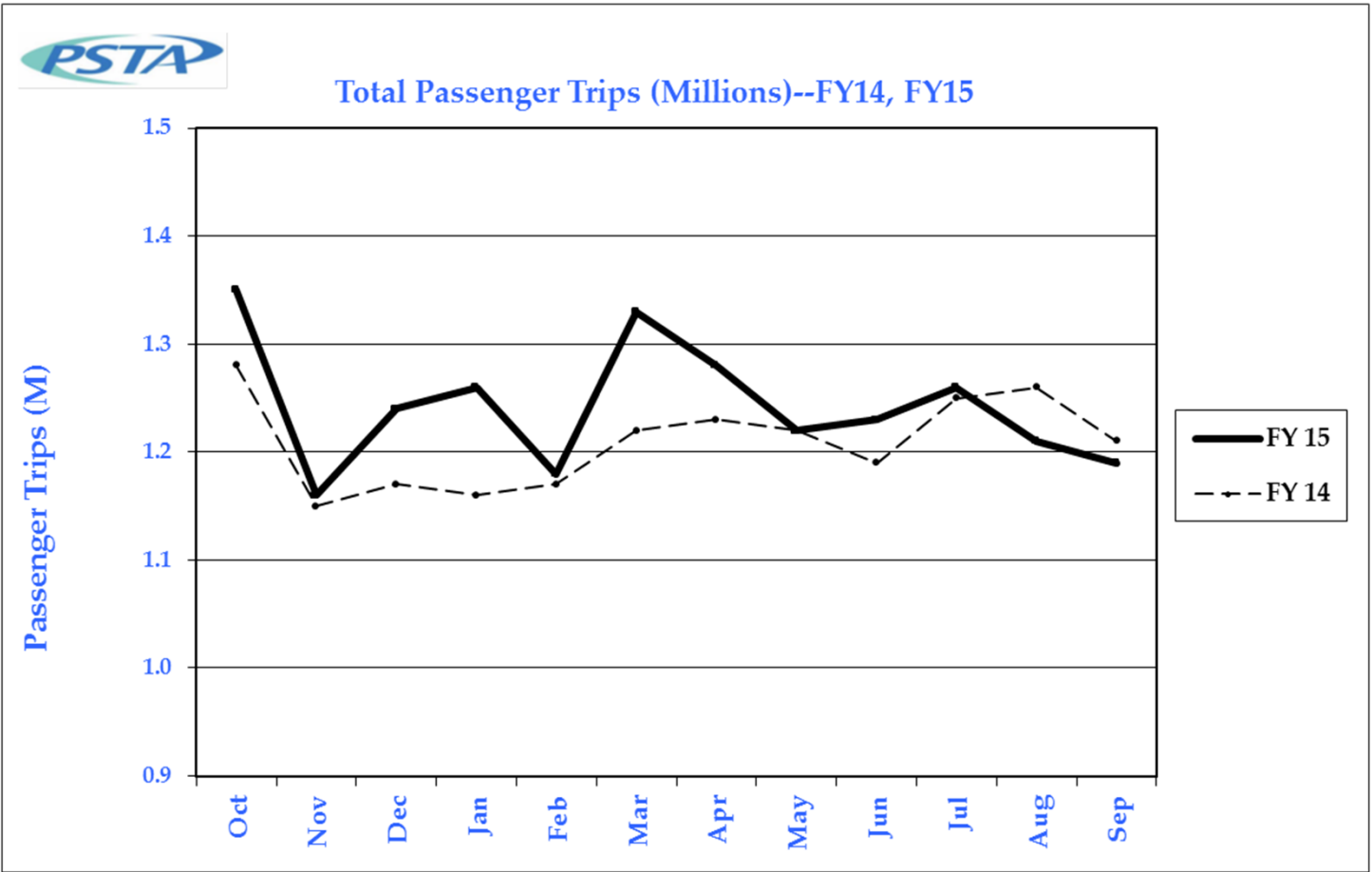


**OPERATING STATISTICS**  
**Board Report**  
**SEPTEMBER 2015**

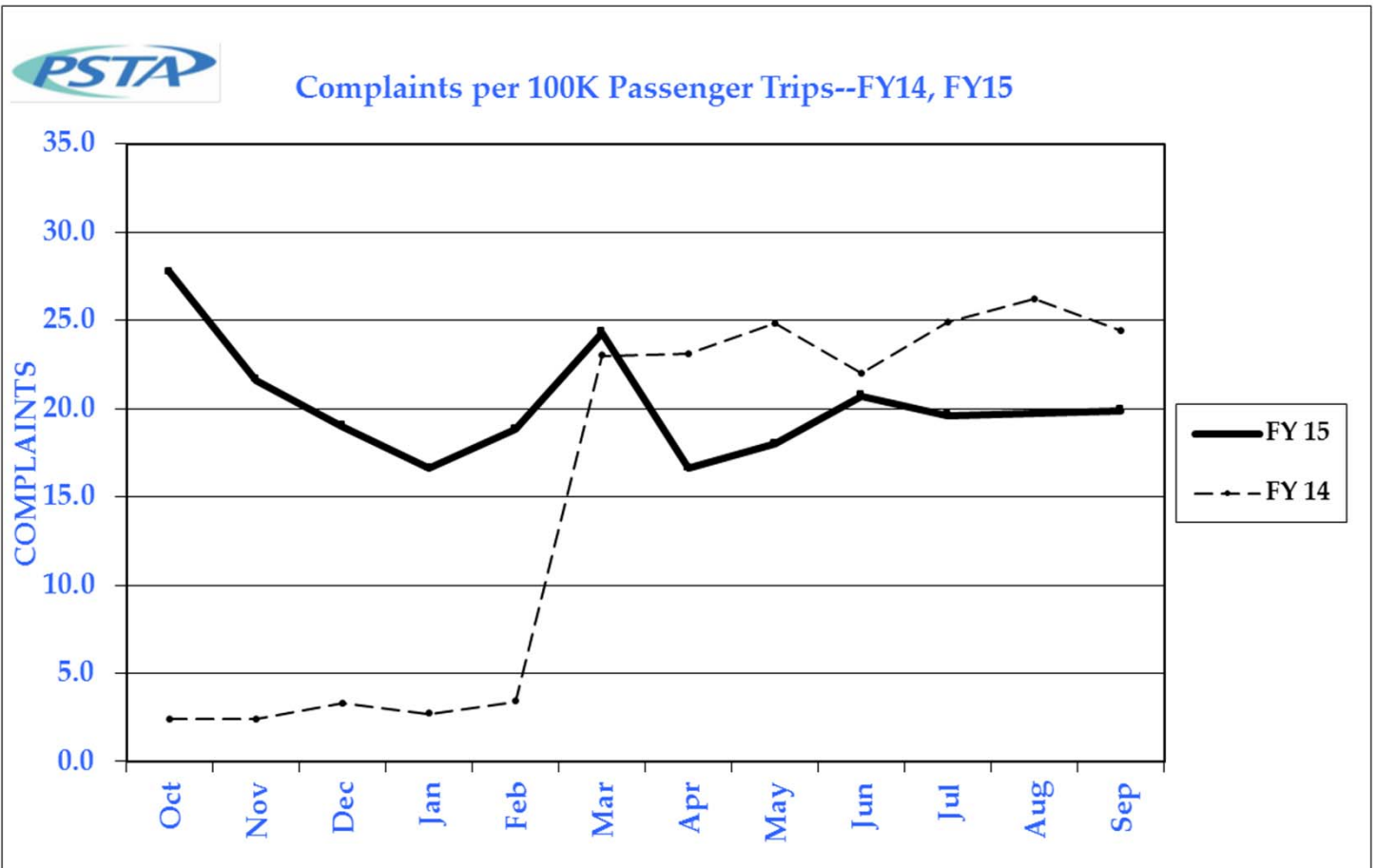
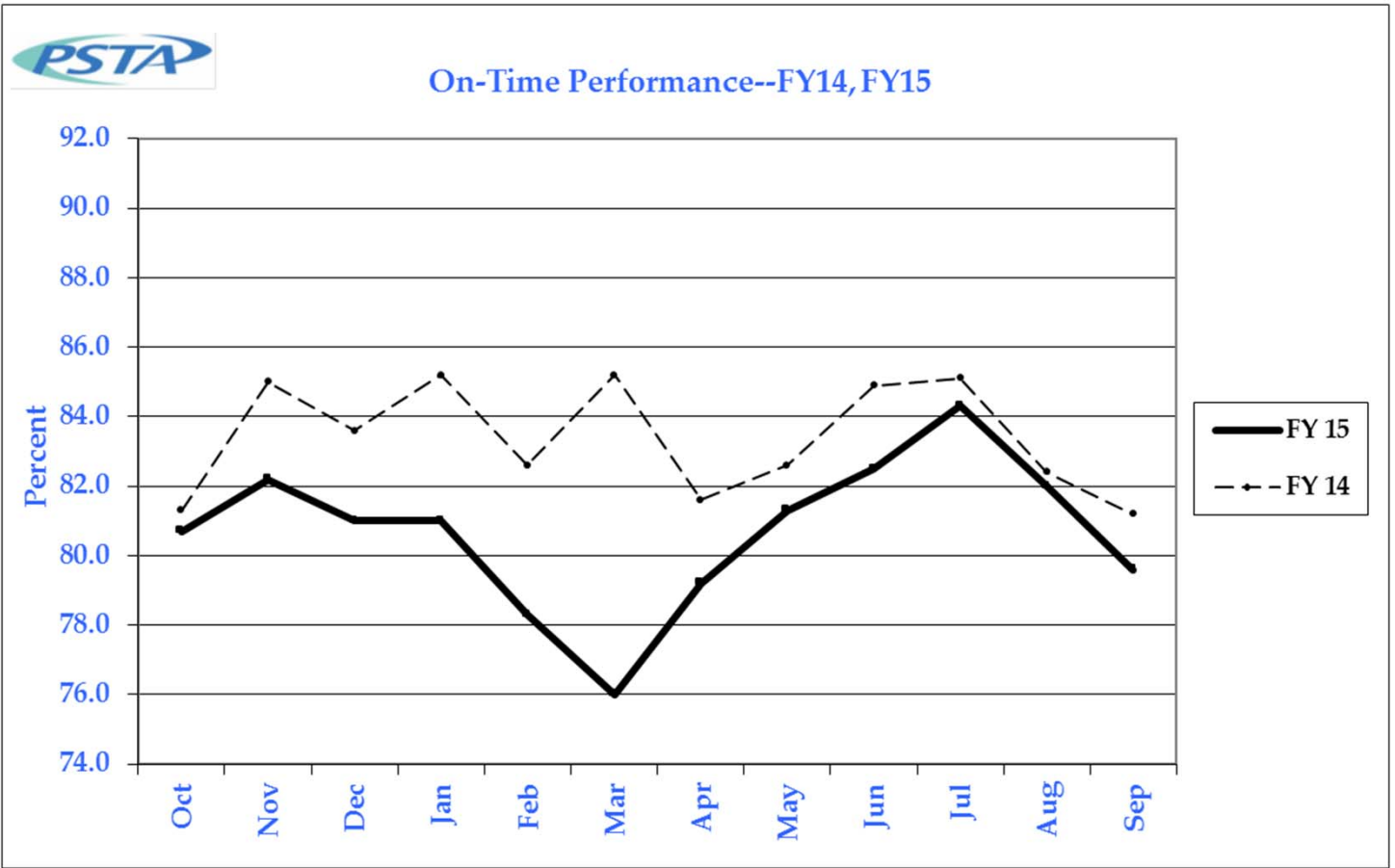
CURRENT MONTH			RIDERSHIP STATISTICS Per FTA requirements, each boarding = 1 trip.	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
1,083,360	1,076,485	0.6%	Total Bus Revenue Passenger Trips <sup>(1)</sup>	13,230,101	13,095,963	1.0%
38,229	66,941	-42.9%	Other Bus Passenger Trips (includes East Lake) <sup>(2)</sup>	507,530	519,742	-2.3%
2,995	3,288	-8.9%	Looper Trolley Passenger Trips <sup>(3)</sup>	52,429	47,814	9.7%
33,672	32,855	2.5%	Jolley Trolley Passenger Trips <sup>(4)</sup>	788,512	521,194	51.3%
<b>1,158,256</b>	<b>1,179,569</b>	<b>-1.8%</b>	<b>Total Fixed Route Passenger Trips <sup>(1-4)</sup></b>	<b>14,578,572</b>	<b>14,184,713</b>	<b>2.8%</b>
23,407	23,958	-2.3%	DART Client Trips <sup>(5)</sup>	276,751	274,327	0.9%
352	488	-27.9%	DART TD Trips <sup>(6)</sup>	4,622	6,905	-33.1%
3,325	3,278	1.4%	DART PCA Trips <sup>(7)</sup>	38,880	37,404	3.9%
<b>27,084</b>	<b>27,724</b>	<b>-2.3%</b>	<b>Total DART Passenger Trips <sup>(5-7)</sup></b>	<b>320,253</b>	<b>318,636</b>	<b>0.5%</b>
<b>1,185,340</b>	<b>1,207,293</b>	<b>-1.8%</b>	<b>Total Passenger Trips <sup>(1-7)</sup></b>	<b>14,898,825</b>	<b>14,503,349</b>	<b>2.7%</b>
6,002	5,465	9.8%	Wheelchairs	68,523	65,544	4.5%
34,797	35,067	-0.8%	Bikes on Buses	419,518	408,098	2.8%
45,808	47,960	-4.5%	Average Weekday Passenger Trips			
28,895	32,033	-9.8%	Average Saturday Passenger Trips			
15,197	17,270	-12.0%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
607.5	592.0	2.6%	Employees-Budgeted			
723,020	723,542	-0.1%	Total Revenue Miles	8,829,177	8,757,831	0.8%
50,523	50,549	-0.1%	Total Revenue Hours	617,089	612,719	0.7%
79.6	81.2	-2.0%	On-Time Performance	80.7	83.4	-3.3%
19.9	24.4	-18.5%	Complaints Per 100,000 Passenger Trips	20.3	15.3	32.5%
5.06	2.89	75.0%	Accidents--Total-Per 100,000 Miles	4.40	3.72	18.3%
1.08	0.36	201.0%	Accidents--Preventable-Per 100,000 Miles	0.97	0.84	15.1%
12,585	8,935	40.8%	Miles Per Roadcall	9,479	8,955	5.8%
7,859	9,276	-15.3%	Miles Per Service Interruption	9,681	10,799	-10.4%
1.55	1.58	-1.8%	Bus-Total Passenger Trips / Revenue Mile	1.56	1.55	0.4%
22.20	22.62	-1.9%	Bus-Total Passenger Trips / Revenue Hour	22.26	22.22	0.2%



# PSTA Performance Measures



# PSTA Performance Measures





<b>8B:</b>	<b>East Lake Trans. Alternatives Pilot</b>	
<b>Action:</b>	<b>Information Item</b>	

**Staff Resource:** Brad Miller, CEO



**Background:**

- On August 26, 2015, the PSTA Board voted to discontinue the unproductive East Lake Connector flex route bus service, saving more than \$400,000 in annual operating costs.
- Per the PSTA Board’s directive, staff carefully developed multiple transportation alternative plans for all affected customers including those formerly serviced by the East Lake Connector.
- The East Lake neighborhood of Pinellas County is now the largest neighborhood in the County without any public transportation service.
- For this reason it was chosen for a Pilot program utilizing taxicabs and transportation network company services to provide transportation alternatives for East Lake residents and citizens needing to travel to East Lake destinations from other PSTA bus routes.

**Pilot Program**

- PSTA is proposing a 3-tiered option of services for East Lake.
  1. **Day-Before Reserved Taxi Service** – For the same price as a PSTA bus ride, \$2.25, a taxi ride between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake will be provided.
  2. **Same Day Transportation Network Company Service** – PSTA will offset up to \$3.00 of a Transportation Network Company (TNC) trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake. Discussions with the TNC Uber have indicated this PSTA offset will allow the average trip in East Lake to cost \$4.00.
  3. **Same Day Taxi Cab Service** – PSTA will offset up to \$3.00 of a Taxi Cab trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East

Lake. Discussions with two taxi providers indicate this PSTA offset will allow the average taxi cab trip in East Lake to cost \$8.00-\$9.00.

### **Analysis**

- At the PSTA Board's request, PSTA staff has spent significant time reviewing insurance, background check, and other requirements to ensure PSTA requires the same requirements to all providers of these services.
- PSTA has also been researching how these types of alternative transportation may be provided in other parts of the County.

### **Fiscal Impact:**

- The pilot program is estimated to cost PSTA less than \$40,000 per year, one tenth of the prior cost of the flex route bus.

### **Informational Item**

- This information was provided to the TRAC and Planning Committees this month, followed by further discussion and a recommendation at their November meeting with final approval at the PSTA Board in December.

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### **Attachments:**

1. PowerPoint



# East Lake Transportation Alternative Pilot

**PSTA Board of Directors Meeting  
October 28, 2015**

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida



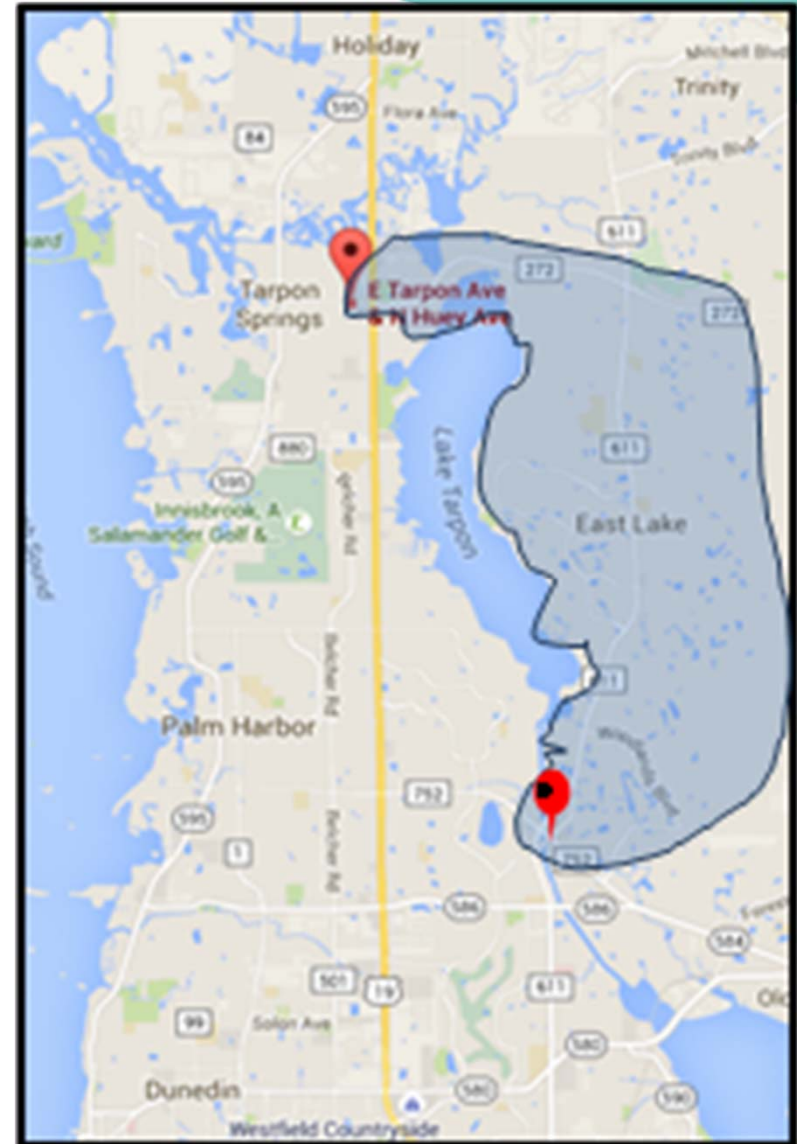
# Review

- **Pilot Program Details**
- **Why East Lake?**
- **Taxi & TNC Comparisons**
- **Recommendation**



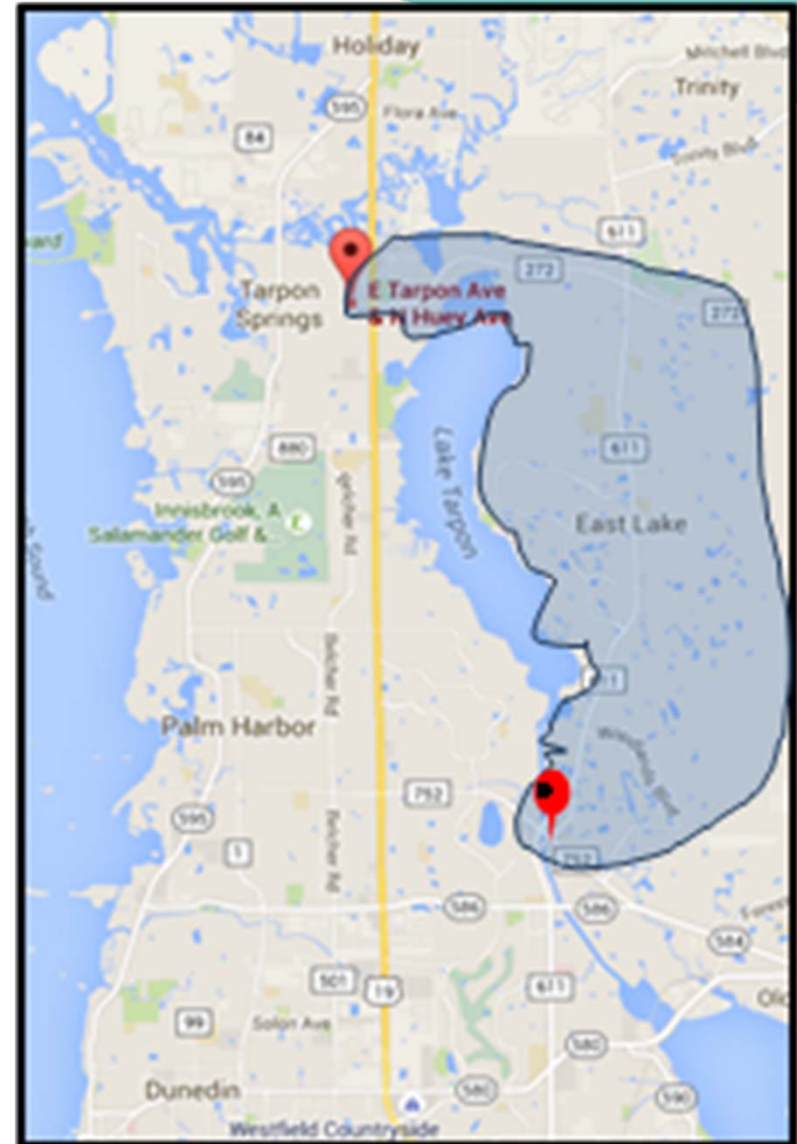
## Pilot Program Details

- **Option A: East Lake Shuttle Reserved Taxi**
  - \$2.25 Bus Fare
  - Must reserve prior day
  - Mixed quality record
- **Option B: Same Day TNC**
  - Approx \$4.00 Cust Fare
  - Must use App/Credit Card
- **Option C: Same Day Taxi**
  - Approx \$9.00 Cust. Fare
  - Can Pay Cash



# Why East Lake?

- **Largest Pinellas Neighborhood with No Bus Transit**
  - 30K Residents can access transit through Pilot
- **PSTA Board Required Alternatives to Be Identified Where Transit Cut**
  - \$400K Bus eliminated.
  - \$40K Pilot Proposed.
- **Reservation Taxi Shuttle Questioned.**





## A Level Playing Field

- PSTA requires same contract to be signed by Taxis and TNCs:
  - Same Insurance Levels Required
  - Same Background Checks Required
  - Same Reporting Requirements.
- 6-Month Review Before Expanding.
- Consider Alternative to East Lake if Not Considered Viable.



## Why Do This

- PSTA Provides Transportation Alternatives
- East Lake is Perfect Example of “First Mile/Last Mile” Challenge
- PSTA is one of the most innovative, advanced transportation agencies.
  - No limiting regulatory environment.
  - Strong partnerships with taxi providers in place.
  - Experience/lessons learned with providing customers with “choices.”



**FUTURE MEETING SUBJECTS**



<b>PSTA BOARD MEETINGS</b>	
<b>December 9, 2015</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>• Approve Board Officers/ Committee Appts.</li> <li>• Rules &amp; Regulations</li> <li>• East Lake Pilot Program</li> <li>• System Redesign-Ph. 2</li> <li>• Regional Fare Collection</li> <li>• Shelter Plan</li> <li>• AV Equipment</li> <li>• Automatic Vehicle Monitoring</li> <li>• Clever Devices Software/ Support/Maint.</li> <li>• Mobile Column Lifts</li> </ul>	<ul style="list-style-type: none"> <li>• Capital Projects Update</li> <li>• Central Ave BRT</li> </ul>
<b>January, 2016</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>• Banking Services</li> <li>• HVAC Maintenance</li> <li>• Hybrid Battery Parts</li> <li>• Resurface Lanes</li> <li>• Chiller Replacement</li> <li>• Central Ave BRT</li> </ul>	<ul style="list-style-type: none"> <li>• PSTA Contracts</li> <li>• Strategic Communication Plan</li> </ul>
<b>February, 2016</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>• Revised CEO Evaluation Form</li> </ul>	<ul style="list-style-type: none"> <li>• Phase III Service Redesign</li> </ul>

<b><u>KEY MEETINGS/DATES</u></b>
<p><b><u>Executive Committee</u></b></p> <ul style="list-style-type: none"> <li>• Nov. 2, 2015; 11:00 AM – PSTA</li> </ul>
<p><b><u>Legislative Committee</u></b></p> <ul style="list-style-type: none"> <li>• Dec. 2, 2015; 9:30 AM – PSTA</li> </ul>
<p><b><u>MPO Meeting</u></b></p> <ul style="list-style-type: none"> <li>• Nov. 18, 2015; 1:00 PM – Clearwater MPO Offices</li> </ul>
<p><b><u>TRAC</u></b></p> <ul style="list-style-type: none"> <li>• Nov. 17, 2015; 4:00 PM</li> </ul>
<p><b><u>Finance &amp; Performance Mgmt. Committee</u></b></p> <ul style="list-style-type: none"> <li>• Nov. 18, 2015; 9:00 AM</li> </ul>
<p><b><u>Planning Committee</u></b></p> <ul style="list-style-type: none"> <li>• Nov. 18, 2015; 10:30 AM</li> </ul>
<p><b><u>TBARTA Board Meeting</u></b></p> <ul style="list-style-type: none"> <li>• Dec. 5, 2015; 9:30 AM – FDOT, Tampa</li> </ul>
<p><b><u>Hillsborough Legislative Delegation</u></b></p> <ul style="list-style-type: none"> <li>• Dec. 8, 2015; 1:00 PM – Amelie Arena, Tampa</li> </ul>
<p><b><u>Joint PSTA/MPO/PPC</u></b></p> <ul style="list-style-type: none"> <li>• Jan. 22, 2016; 9:00 AM – PSTA</li> </ul>