



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

	<u>TIME</u>	<u>PAGE #</u>
1. CALL TO ORDER & PLEDGE OF ALLEGIANCE	9:00	
2. PUBLIC COMMENT	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. AWARDS/RECOGNITION	9:30	
A. Outgoing Board Member – Wengay Newton		5
4. NON-BOARD COMMITTEES	9:35	
A. Transit Riders Advisory Committee	5 min	ELAINE MANN 6
B. Metropolitan Planning Organization	5 min	DARDEN RICE 8
C. MPO's Local Coordinating Board	5 min	PATRICIA JOHNSON 9
D. Year-End PSTA Progress	5 min	BRAD MILLER 10
5. CONSENT AGENDA	9:55	
(Board Members may pull items for discussion)		
A. Board Meeting Minutes		CHAIR JONSON 11
B. Outsourced Bus Shelter Installation		HENRY LUKASIK 20
C. Clever Devices Software/Support		DEBBIE WOODWARD 22
D. Automatic Vehicle Monitoring		WALT LENZ 23
E. AV Equipment (PSTA Meeting Rooms)		DEBBIE WOODWARD 25

6. ACTION ITEMS			10:00
A. Board Officers/Committee Appointments	20 min	COMM. CHAIR NEWTON	27
B. Central Ave BRT Federal Application	20 min	CASSANDRA BORCHERS	31
C. Transportation Alternatives Pilot Program	25 min	BRAD MILLER	44
D. Service Redesign Phase 2: Williams Park & Budgeted Service Enhancements	20 min	CASSANDRA BORCHERS	64
7. INFORMATION ITEMS			11:25
A. PSTA Reserves Analysis	30 min	DEBBIE LEOUS	79
B. Regional Fare Collection Partnership Agreements	15 min	CASSANDRA BORCHERS	100
C. Revised CEO Performance Evaluation	10 min	CHAIR JONSON	102
8. REPORTS/CORRESPONDENCE			12:20
A. Federal Lo-No Grant		BRAD MILLER	112
B. PSTA Performance Report/Updates		BRAD MILLER	127
C. Capital Projects Update		BRAD MILLER	132
9. FUTURE MEETING SUBJECTS			12:30 134
10. OTHER BUSINESS			12:30
11. BOARD MEMBER COMMENTS			12:30
12. ADJOURNMENT			12:40

**REMINDER: TAMPA BAY TMA MEETING TO DISCUSS CSX RAIL
PROPOSAL – THIS FRIDAY, DECEMBER 11, 2016 9:00 AM @ PSTA**

THE NEXT MEETING IS JANUARY 27, 2016 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, December 9, 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

-
- 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: Outgoing Board Member – Wengay Newton

Action: Information Item

Staff Resource: Brad Miller, CEO

Councilman Wengay Newton

- Mr. Newton began serving on the PSTA Board of Directors on January 2012.
- He also served on the Legislative, Personnel, and Nominating Committees.
- He will receive a plaque and lifetime bus pass.

NON-BOARD COMMITTEES



4A: Transit Riders Advisory Committee

Action: Information Item

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



-
- Ms. Mann will give an update on the November 17, 2015 Transit Riders Advisory Committee (TRAC) meeting.
-

Attachments:

1. Summary of FY 2015 TRAC Accomplishments

TRAC ACCOMPLISHMENTS: 2014-2015

During the first two-years of the TRAC Committee, TRAC members have accomplished much to help PSTA provide insight and recommendations to the PSTA Board of Directors and its committees on operational and transit service issues. PSTA would like to extend gratitude and appreciate to those TRAC members who have served for the past two years. Your participation on the TRAC Committee has been extremely valuable and most appreciated.

New Initiatives Created

Homeless Initiative – TRAC’s interest in helping the homeless to easily find resources developed into an extensive community resource guide and interactive map which is now located on the Pinellas County Homeless Leadership Board’s web site. (October 2014)

Rider Code of Conduct – TRAC assisted PSTA in their efforts to redefine the Rider Code of Conduct (Courtesy Guidelines) by making suggestions and choosing options presented by staff. The new Code of Conduct created from their involvement resulted in a more robust and workable set of rules which will soon marketed through a video series called “Rules of the Road.” (August 2015)

Appeals Process for Riders – TRAC’s interest in coming up with a process for riders who had been trespassed from using the bus resulted in staff creating a formal appeals process which can be used by trespassed riders to take steps to begin riding the bus again. (August 2015)

Recommendations to the Board of Directors

- New video surveillance upgrades for transit centers
- Support of the U-Pass program
- Add Wi-Fi on PSTA buses
- New priorities for the Transit Development Plan for the Greenlight Initiative
- Purchase 13 40-foot diesel/electric hybrid buses from Gillig Corp.
- Support new advertising policy and contract designed to increase income
- Support Capital Improvement Program
- Support Trolley Agreements

NON-BOARD COMMITTEES



4B: Metropolitan Planning Organization

Action: Information Item

Staff Resource: Brad Miller, CEO
Darden Rice, MPO



-
- Ms. Rice will give an update on the recent meeting of the Metropolitan Planning Organization (MPO).
-

Attachments: None

NON-BOARD COMMITTEES



4C: MPO's Local Coordinating Board

Action: Information Item

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



-
- Ms. Johnson will give an update on the recent meeting of the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB).
-

Attachments: None

REPORT



4D: Year End PSTA Progress

Action: Information Item

Staff Resource: Brad Miller, CEO

- Brad Miller will kick off the action items portion of the meeting highlighting the significant progress many of the items on the agenda represent in the past year.
-

Attachments: None

CONSENT AGENDA



5A: Board Meeting Minutes

Action: Approve Board Meeting Minutes

Staff Resource: Clarissa Keresztes, Administrative Assistant

- Staff recommends approval of the minutes of the October 28, 2015 Board Meeting.
-

Attachments:

1. Minutes



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BOARD OF DIRECTORS MEETING MINUTES – OCTOBER 28, 2015

The Pinellas Suncoast Transit Authority (PSTA) Board of Directors met in regular session in the Board Room at PSTA Headquarters at 9:00 AM 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
Samantha Fenger
Pat Gerard
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 9:03 AM and the Board was led in a moment of silence and the Pledge of Allegiance.

[Ms. Rice entered the meeting at 9:04 AM.]

PUBLIC COMMENT

Grady McDonald, President of Mainlands VI, stated that there are 1,937 homes in the complex with many senior citizens that would be adversely affected if Route 444 were discontinued.

M.J. Binz, Pinellas resident, expressed her concern about illegal activity on the buses, unclean buses, and late buses.

[Mr. Eggers entered the meeting at 9:09 AM.]

Tom Rask (also speaking for Sully Grasso), spoke about Ms. Long's comments at the last Board meeting regarding the bell curve. He also mentioned Mr. Miller's new evaluation form.

[Mr. Newton entered the meeting at 9:15 AM.]

Vivian Peters, Largo, mentioned the 2015 American Bus Benchmarking Group (ABBG) Customer Satisfaction Survey and stated her belief that PSTA is going backwards and declining in progress.

Carl Heissenbuttel, Clearwater resident, talked about the redundancy of buses with two buses arriving back-to-back. He suggested that the start times on the bus to Tampa be adjusted to accommodate workers. He also said bus connection times continue to be a problem.

AWARDS AND RECOGNITION

Incoming Board Member – Samantha Fenger – Chairperson Jonson introduced and welcomed Ms. Fenger of Largo who replaces Curtis Holmes.

Driver of the Year – Faysal Monzer – Jeff Thompson, Director of Transportation, delivered a brief background on Mr. Monzer and thanked him for his excellent 12 years of service. Mr. Monzer said a few words of thanks and Chairperson Jonson presented him with a certificate.

NON-BOARD COMMITTEES

Transit Riders Advisory Committee (TRAC) - Elaine Mann, Committee Chair, reported on the October 20th TRAC meeting. She said that the TRAC approved the 2016 TRAC meeting schedule and the amendments to the TRAC By-Laws. She indicated that the TRAC received presentations on the System Redesign-Phase 2, the East Lake pilot

program, the Bus Operator training program, and the 2015 ABBG Customer Satisfaction Survey.

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported on the October 14th MPO meeting. She noted that two of PSTA’s legislative priorities align with MPO’s key focus areas identified at the last MPO workshop. Ms. Bujalski stated that MPO staff presented a study of U.S. 19 south of Gandy to the Pasco County line to address access to transit and the number one issue discussed was the need for lighting around bus stops. She said that the MPO Director reported on a discussion about the CSX opportunity and noted that there will be a Transportation Management Area (TMA) meeting regarding the CSX on November 6th. The MPO Board will have a follow-up workshop on December 4th and there will be a joint PSTA-MPO Board meeting on January 22, 2016.

MPO’s Local Coordinating Board (LCB) – Ms. Johnson indicated that the MPO’s LCB did not meet in the month of October but reported on upcoming events. She stated that the Community Transportation Coordinator (CTC) Evaluation Subcommittee meeting will be held on November 3rd. Ms. Johnson reported that very few TD customers have expressed concern about the \$2.75 increase in cost to the 31-day TD pass. She mentioned that she spoke to the Staff Director of Senator Latvala’s Transportation Appropriations Committee about gathering data from the TD Commission to present to Senator Latvala. The next LCB meeting will be held on November 17th.

CONSENT AGENDA

Mr. Bevis made a motion, seconded by Mr. Welch to approve the Consent Agenda. There were no public comments. The Board unanimously approved the Consent Agenda, which included the approval of the September 9 and 23, 2015 Public Hearing meeting minutes, the September 30, 2015 Board meeting minutes, the TRAC By-Laws, and the PSTA bus and facility maintenance supplies contract.

ACTION ITEMS

2016 Meeting Schedule - Mr. Newton made a motion, seconded by Mr. Welch to approve the 2016 meeting schedule. There were no public comments. Motion passed unanimously.

Gillig Bus Purchase – Mr. Miller delivered a presentation with updated information on the replacement bus purchase. He stated that staff is recommending the purchase of seven hybrid electric diesel buses with the BAE Series transmissions (cost \$4.9 million) to replace the oldest 2001 buses, in addition to applying for the Federal Lo-No Electric Bus Grant funds. He added that the Finance Committee’s recommendation was to purchase nine

diesel buses (cost \$4.5 million). There was a very lengthy and robust discussion regarding the merits of electric, diesel, hybrid electric, and Compressed Natural Gas (CNG) buses. The Board asked many questions relating to the environment and social aspects of each type of bus along with the costs associated with each. Mr. Eggers requested a reserve analysis.

[A break was taken from 10:58 – 11:03 AM.]

In response to Chairperson Jonson’s call for public comment, Raemona Mae Clark, Largo, stated her opinion that PSTA should purchase electric buses.

Mr. Rask (also speaking for Mr. Grasso), stated that although he is not against electric buses, it is his opinion that electric buses are not environmentally friendly, adding that there is much misinformation regarding pricing and emissions calculations.

Phil Compton, Sierra Club, (also speaking for Mr. Handcock, Mr. Lawrence, and Ms. LaSalla), commented that electric buses are both affordable and practical for PSTA. He spoke of the costs and maintenance associated with the electric versus diesel buses, as well as an emissions comparison. Mr. Compton stated that the Sierra Club strongly supports PSTA’s application for the Lo-No grant.

James Anderson, St. Pete Beach, noted that he is a clean air advocate and asked the Board to vote for the zero emissions electric buses.

Brooke Anderson, St. Pete Beach, agreed with Mr. Anderson and said please vote for the electric buses.

George Root, Clearwater, spoke about future technology and energy production and urged the Board to take into consideration that using electric alternatives will be an increasingly more effective and efficient method for the future.

Frank Jackalone, Florida Staff Director of the Sierra Club, (also speaking for Cora Kostka), commented that he supports electrification of Pinellas County’s transportation system because it is cleaner and it is better for the climate. He also spoke of the sea level rising and climate change and recommended that PSTA purchase five diesel hybrid buses and two electric buses.

Bruce Nissen, St. Petersburg, stated that there are differing facts and figures and that the facts are leaning to the electric buses.

Milagros Padilla, Pinellas resident, commented that she supports the electric buses and spoke about the financial, social, and environmental factors. She also mentioned the healthcare costs to the citizens due to diesel emissions.

Dr. Dale Potter, St. Petersburg, urged the Board to purchase electric buses and talked about climate change and rising sea levels.

Lawrence Potter, unincorporated Pinellas, commented on the amount of pollution on his window sills from the exhaust and remarked that PSTA should buy as many electric buses as possible.

Michael Miller, Clearwater, talked about the changing environment and the atmosphere.

Jasmina Forcan, Clearwater, commented that she is for electric buses 100%. She stated that there is a \$7 million surplus from the bed tax and suggested using that to buy charging stations and then lease them back to PSTA.

Tom Krumreich, Tampa, stated his opinion that PSTA does not have to wait to get the grant to buy electric buses and spoke of the Complete Coach refurbished buses. He also commented on the issue of charging the buses at PSTA and encouraged the Board to buy electric.

L. Vandenberg, Largo, talked about the propulsion system of a bus and the batteries.

In response to Chairperson Jonson's request for questions from the Board, Mr. Welch asked why the staff recommendation and the Finance Committee's recommendation differed. Mr. Miller responded that at the time of the Finance Committee, staff had not gathered all the information, but did present two options to the Finance Committee. The Finance Committee also asked for additional information.

Ms. Long stated that since there was different information provided at this meeting, she suggested delaying a decision for a month so staff could make another presentation to the Finance Committee. Mr. Barkley reported on the Finance Committee meeting and also suggested taking additional time to develop a more exact and thorough presentation to bring back to the Board. Ms. Gerard spoke of the amount of piecemeal information received and stated her wish that she had all the information at once. Mr. Scott noted that it is a fiscally responsible decision to buy as many buses as possible and believes the Board should approve the Finance Committee's recommendation to purchase nine diesel buses.

Ms. Bujalski suggested making the decision now and then use next year to explore other options. She made a motion, seconded by Mr. Welch, to accept staff's recommendation of the purchase of seven Gillig replacement buses with new BAE Series hybrid-electric

transmissions at a cost not to exceed \$4.9 million, to authorize PSTA to submit a federal grant application for Lo-No grant funds to purchase electric buses for a Pinellas demonstration, and to continue to develop a long-term bus replacement strategy by April 30, 2016 that balances all aspects of PSTA's adopted sustainability program: financial stability, environmental stability, and social stability.

Mr. Welch asked for an annualized cost analysis for each bus type. Mr. Eggers stated that more time was needed to process the information and does not believe that taking another month to make a decision would be harmful. Mr. Diamond expressed his belief that this item should go back to the Finance Committee and that the Lo-No grant application should be reviewed by the Legislative Committee. Mr. Newton said that he does not believe that another meeting is needed and pointed out that it is very important to get the 2001 diesel buses off the road as quickly as possible.

Chairperson Jonson indicated that the technical staff for the City of Clearwater advised that a detailed feasibility analysis be conducted for the electric distribution. Ms. Gerard mentioned that she would also like to review the Lo-No grant application. Ms. Fenger spoke of the Capital Improvement Program (CIP) and the five-year plan and the need for more information. Ms. Rice indicated that she is open to taking some more time to consider the electric buses and suggested that the Planning or Executive Committee see the new information in addition to the Finance Committee. She also suggested that PSTA set a goal to go carbon-neutral by 2050. Mr. Bevis stated his opinion that the decision should not wait another month.

Ms. Long indicated that she will vote today for the hybrid; however, she does not want to be in this position next year. She requested all the information needed to make a decision on the best technology available. Mr. Barkley said there is a social responsibility to show the citizens that PSTA is making the right decision. He asked for an amendment to the motion that two of the bus purchases would be electric, seconded by Ms. Rice. Ms. Bujalski and Mr. Welch, makers of the original motion, did not agree to amend the motion.

After discussion took place about voting the items separately, Ms. Bujalski amended the original motion to just include item 6A - approve the purchase of seven Gillig replacement buses with new BAE Series hybrid-electric transmissions at a cost not to exceed \$4.9 million. There were no public comments. Motion passed (8:7) with Mr. Eggers, Mr. Diamond, Mr. Scott, Ms. Rice, Ms. Johnson, Ms. Fenger, and Mr. Barkley dissenting.

Mr. Bevis made a motion, seconded by Ms. Bujalski to authorize PSTA to submit a federal grant application for Lo-No grant funds to purchase electric buses for a Pinellas demonstration. There were no public comments. Motion passed unanimously.

Ms. Gerard made a motion, seconded by Ms. Bujalski to continue to develop a long-term bus replacement strategy by April 2016 that balances all aspects of PSTA's adopted sustainability program: financial stability, environmental stability, and social stability. There were no public comments. Motion passed unanimously.

[Mr. Eggers left the meeting at 1:15 PM and did not return.]

INFORMATION ITEMS

Community Bus Plan Review – Due to time constraints, it was decided to defer this item to a later date.

System Redesign Phase 2 – Williams Park – Ms. Borchers informed the Board of five upcoming workshops focused in St. Petersburg.

REPORTS/CORRESPONDENCE

PSTA Performance Report/Updates – The report was included in the Board packet. Mr. Miller pointed out that this year was the fourth year in a row with record ridership.

East Lake Transportation Alternatives Pilot – Mr. Miller stated that this item was presented to the Planning Committee and is included in the Board packet. This item will come back to the Board at their December 9th meeting.

FUTURE MEETING SUBJECTS

The Board received a schedule of future meeting subjects.

OTHER BUSINESS

Mr. Miller indicated that the Legislative Committee will be meeting in November to review the Lo-No grant application. The Board received information about a Florida Department of Transportation (FDOT) public hearing regarding the five-year tentative work program.

BOARD MEMBER COMMENTS

None.

ADJOURNMENT

There being no further business, Chairperson Jonson adjourned the meeting at 1:19 PM. The next meeting is scheduled for December 9th at 9:00 AM.

Chairperson



5B: Outsourced Bus Shelter Installation



Action: Approve a Three Year Contract plus the Option for Two, One-Year Renewals with Certus Builders to Augment Staff for Bus Shelters Installation and Related Services at a Cost Not to Exceed of \$375,000.

Staff Resource: Henry Lukasik, Director of Maintenance
Cassandra Borchers, CDO
Brian Scott, Committee Vice-Chair



Background:

- As part of the Path Forward strategic plan, providing customer oriented services is a key priority. This includes the quality of the wait experience by providing PSTA bus stop amenities, including shelters.
- PSTA recently revised its shelter to a modern design with solar lighting options in addition to other passenger amenities. The new shelter procurement included new sizes to accommodate areas of high need where obtaining right-of-way may have been an issue in the past.
- Earlier this year, the Planning Committee and Board reviewed a Shelter Deployment Plan that included focus areas of providing shelters at high ridership stops (new and replacements) as well as a secondary focus of coordinating the installation of new shelters with municipal and county planning areas to maximize investments.
- The first shelters (a total of 36) have been ordered and will arrive within the next 10-30 days.
- While PSTA predominately utilizes internal staff resources for the installation of shelters and various other amenities, requests for new shelter installations may exceed the capacity of the internal staff due to current workloads.

Summary:

- A solicitation was released to secure the services of a supplier to augment staff in this endeavor on an “as needed basis.”
- The use of a supplier for selected work will speed PSTA’s responsiveness to communities requiring or desiring new shelters while maintaining current obligations for facilities maintenance. Costs may also be lower for outsourcing in cases where a large group of shelters may be needed, such as the removal of shelters at Williams Park in St. Petersburg.

- This contract will provide firm fixed pricing for each service that may be required on a per request basis (task work order), i.e. installation of the shelter, concrete construction, Maintenance of Traffic (MOT) (if needed), and dismantling of existing shelters.
- Two suppliers responded to the Request For Proposal (RFP):
 - Certus Builders
 - Trias Construction
- A selection committee comprised of PSTA management staff evaluated each of the proposals submitted.
- Certus Builders was selected as the highest ranked, lowest cost supplier, and is the recommendation for contract award.
- PSTA will be billed on a task work order basis and has no obligation to use the supplier unless PSTA deems it necessary or prudent.
- The first task work order expected will focus on the overnight removal of shelters from Williams Park, including all heavy machinery or vehicles required for the return of existing shelters to the PSTA facility.

Fiscal Impact:

- \$375,000 maximum over five years, which, if needed will be 100% funded through PSTA federal formula grant funding.

Recommendation:

- Approve a three-year with two additional one-year options for bus shelter installation and related services on an as-needed basis with Certus Builders.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Contract ([CLICK TO VIEW/PRINT](#))
2. Proposed Tabulation ([CLICK TO VIEW/PRINT](#))

CONSENT AGENDA



5C: Clever Devices Software/Support



Action: Approve a One-Year Annual Support Agreement from Clever Devices with a Not to Exceed Cost of \$245,517.

Staff Resource: Debbie Woodward, Director of IT
Walt Lenz, Senior Project Dir.-Technology
Brian Scott, Committee Vice-Chair

FINANCE & PERFORMANCE
MANAGEMENT

Background:

- In September 2012, PSTA purchased Clever Devices' Real-Time Bus Information System which has been an enormous success and benefit to PSTA's customers and is now the principle technological backbone for all PSTA's operational real-time communication.
- PSTA's Real-Time Bus Information System Software Support Agreement and warranty with Clever Devices has expired and starting in 2015, PSTA began purchasing annual software system support for this system.
- PSTA has negotiated a one-year support agreement with Clever Devices, a decrease from the support cost last year.
- The Agreement includes three components of support; Software Warranty, Database Support/QA, and On-Site System Engineer.

Fiscal Impact:

- \$245,517 for one year, which is funded by the Information Technology's operating budget.

Recommendation:

- Approve the Software Support Agreement with Clever Devices for one year at a not to exceed cost of \$245,517.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Quotation (**CLICK TO VIEW/PRINT**)

CONSENT AGENDA



5D: Automatic Vehicle Monitoring



Action: Approve to Purchase Clever Device's Bus Fleet Maintenance Report/Real-Time Monitoring Software Version 3 at a Not To Exceed Cost of \$240,363.00.

Staff Resource: Walt Lenz, Senior Project Dir.-Technology
Henry Lukasik, Director of Maintenance
Brian Scott, Committee Vice-Chair

FINANCE & PERFORMANCE
MANAGEMENT

Background:

- In 2010, PSTA purchased the Clever Devices system which included the Automatic Vehicle Monitoring (AVM) base product. PSTA currently utilizes AVM Version 2.
- The Clever Device AVM system provides vehicle health monitoring using on-board Intelligent Vehicle Network designed specifically for bus maintenance personnel. The current version (AVM-2) is primarily used in the PSTA bus yard to diagnose fault codes and other mechanical information from the mechanical components of the bus.
- It is recommended to upgrade to AVM-3. This third generation system will provide substantially more and better information and auto-generated reports that will save PSTA's maintenance personnel time during their inspections routines. Most importantly, the AVM-3 product offers real-time monitoring of buses while in revenue service. For the first time, the PSTA Maintenance Department will be able to diagnose engine or other fault codes on buses operating around Pinellas County and not relying only on bus operator verbal feedback on the bus conditions.
- AVM collects data from systems on the bus using all available networks and interfaces. The data collected from the systems allows our operations to forecast, plan and drive decisions that optimizes all opportunities for our fleet.
- Additionally, upgrading to the latest version of AVM is critical due to the fact that Clever Devices no longer is providing additional product upgrades for AVM-2 and that older version resides on an XP operating system which is no longer supported by Microsoft.

Fiscal Impact:

- \$240,363 which is funded by Federal Transit Administration (FTA).

Recommendation:

- Approve upgrade to the AVM Version 3 (AVM-3) System.
 - The Finance Committee reviewed this item and is recommending approval.
-

Attachments:

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

CONSENT AGENDA



5E: AV Equipment (PSTA Meeting Rooms)



Action: A. Approve the Purchase and Installation Contract plus Five One-Year Service Agreement Options with Collaboration Solutions, Inc. for Audio/Visual Technology Upgrades Not To Exceed \$200,000.

B. Approve a One-Year Contract with Four Additional One-Year Renewals with Granicus for Peak Agenda Management and Votecast with iLegislate at a Total Cost Not To Exceed \$70,000.

Staff Resource: Deborah Woodward, Dir. of IT
Lou Emma Cromity, Dir. of Procurement
Brian Scott, Committee Vice-Chair

FINANCE & PERFORMANCE
MANAGEMENT

Background:

- The Audio and Visual (AV) equipment in the PSTA Board Room was purchased in 2005 and is at end of life. Other AV equipment in the remainder of the Administration Building conference areas is outdated analog technology and also at end-of-life.
- Replacing the AV equipment will allow PSTA to take advantage of enhanced technology available in the market today. It will also allow PSTA to address our current concerns with the quality of the delivery of our cameras and microphones.
- Below is a list of the equipment that will be upgraded:
 - Camera and Controls
 - Displays
 - Switching Equipment
 - Microphones
 - Recording System
- PSTA will participate in the St. Johns County School Board contract as a local government purchasing schedule for the purchases through Collaboration Solution, Inc. for the AV Equipment upgrades.

Electronic Board Agenda Management System

- Following Board member requests and discussion with the PSTA Executive Committee about ways to better coordinate Board member activities at PSTA Board

meetings, staff has surveyed member local governments and identified an electronic board agenda management system will improve board document dissemination and efficiency of information updates at PSTA Board and Committee meetings.

- After consulting with Pinellas County, and the Cities of St. Petersburg, Largo, and Dunedin, PSTA has selected the Peak Agenda Management application developed by Granicus, Inc. Peak is only available to government entities and versions of this software are currently deployed by both Pinellas and Sarasota Counties, etc.
- Granicus has offered PSTA comparable pricing to Pinellas County's implementation.

Fiscal Impact:

- \$200,000 for the audio and visual equipment technology upgrades which is 100% Federal Transit Administration (FTA) funded.
- \$70,000 for the Peak Agenda Management and Votecast software which is 100% FTA funded.

Recommendation:

- Award a one-year contract with the option for four one-year renewals with Collaboration Solutions, Inc. to upgrade the PSTA's technology for the Administrative Building for a cost not to exceed \$200,000.
- Award a one-year contract with the option for four one-year renewals with Granicus to purchase Peak Agenda Management and Votecast with iLegislate for a one-time cost not to exceed \$10,000, an annual maintenance cost of \$12,000 for a total cost not to exceed \$70,000.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Quote from Granicus ([CLICK TO VIEW/PRINT](#))
2. Quote from Collaboration Solutions ([CLICK TO VIEW/PRINT](#))

ACTION ITEM



6A: Board Officers/Committee Appointments



Action: Approve Nominating Committee's Recommendations

Staff Resource: Brad Miller, CEO
Wengay Newton, Committee Chair



Summary:

- The Nominating Committee met on October 28, 2015 to discuss 2016 Board Officers, as well as vacant positions on PSTA Board committees.
- The Transit Riders Advisory Committee (TRAC) nominations were also discussed. Note: since the October meeting, there have been three changes to the TRAC membership list due to resignations.
- Attached are the recommendations for Board approval.

Attachments:

1. Board Officers/Committee Recommendations/TRAC Recommendations

PSTA Nominating Committee Recommendations October 28, 2015

BOARD OFFICERS

Current Officers

Chairperson Bill Jonson
Vice-Chair Julie Bujalski
Sec/Treasurer Janet Long

Effective: 1/1/2016

Recommendations

Darden Rice
Julie Bujalski
Janet Long

PSTA COMMITTEES

Executive (8)

	<u>Current Members</u>	<u>2015 Attendance</u>
1st Monday	Bill Jonson-Chair	100% (0)
11:00 AM	Julie Bujalski-Vice Chair	88% (1)
	Janet Long-Sec/Treas	100% (0)
	Ken Welch	67% (2 out of 6 mtgs.)
	Darden Rice	100% (0)

Recommendations

Darden Rice-Chair
Julie Bujalski-Vice-Chair
Janet Long-Sec/Treas
Bill Jonson-past Chair
Joe Barkley

Planning (8)

	<u>Current Members</u>	<u>2015 Attendance</u>
3 rd Wednesday	Julie Bujalski-Chair	78% (2)
10:30 AM	Darden Rice-Vice Chair	100% (0)
	Janet Long	66% (3)
	Ken Welch	89% (1)
	Mark Deighton	89% (1)
	Patti Johnson (Alt.)	33% (6)

Recommendations

Samantha Fenger
Darden Rice-Vice-Chair
Pat Gerard
Ken Welch
Mark Deighton
Patti Johnson (Alt.)

Finance (8)

	<u>Current Members</u>	<u>2015 Attendance</u>
3 rd Wednesday	Joe Barkley -Chair	89% (1)
9:00 AM	Brian Scott-Vice Chair	78% (2)
	Bill Jonson	100% (0)
	Mark Deighton	89% (1)
	Dave Eggers	66% (3)
	Vacant (Alt.)	

Recommendations

Joe Barkley -Chair
Brian Scott-Vice Chair
Bill Jonson
Mark Deighton
Dave Eggers
TBD in January

Legislative (7)

	<u>Current Members</u>	<u>2015 Attendance</u>
1 st Wednesday	Darden Rice-Chair	100% (0)
9:30 AM	Ben Diamond-Vice Chair	100% (0)
	Wengay Newton	57% (3)
	Doug Bevis	72% (2)
	Pat Gerard	72% (2)

Recommendations

TBD in January
Ben Diamond-Vice Chair
Patti Johnson
Doug Bevis
Janet Long

<u>Personnel (2)</u>	<u>Current Members</u>	<u>2015 Attendance</u>		<u>Recommendations</u>
2-3 Times/Yr.	Bill Jonson-Chair	100%	(0)	Darden Rice-Chair
	Julie Bujalski-Vice Chair	66%	(1)	Julie Bujalski-Vice-Chair
	Janet Long-Sec/Treas	66%	(1)	Janet Long-Sec/Treas
	Wengay Newton	100%	(0)	Pat Gerard
	Joe Barkley	100%	(0)	Joe Barkley

<u>Nominating (4)</u>	<u>Current Members</u>	<u>2015 Attendance</u>		<u>Recommendations</u>
Varies/Fall	Wengay Newton-Chair	75%	(1)	TBD in January
	Ben Diamond-Vice Chair	75%(1 out of 4 mtgs.)		Ben Diamond-Vice-Chair
	Ken Welch	75%	(1)	Ken Welch
	Patti Johnson	75%	(1)	Patti Johnson
	Janet Long	100%	(0)	Janet Long

<u>MPO</u>	<u>Current Representative</u>	<u>Recommendations</u>
	Julie Bujalski	TBD in January

<u>MPO's LCB</u>	<u>Current Representative</u>	<u>Recommendations</u>
	Patti Johnson	Patti Johnson

Transit Riders Advisory Committee Recommendations 2016-2017

North County

Gloria Lepik-Corrigan (2016)

Elaine Mann (2016)

North County Alternate

David Kovar (2017)

Mid County

Elizabeth Olden (2017)

Vivian Peters (2017)

Dave Stanton (2017) * (replaced former member who resigned)

Mid County Alternate

Chelsea Schneiter (2017)

South County

G. W. Rolle (2016)

Julie DiPietrantonio (2017)

Robyn Pierce (2017)

South County Alternate

Alejandra Mesa (2017) * (replaced former member who resigned)

Student

Catherine Baranowski (2017)

Student Alternate

Christian Smith (2016)

Professional

Carson Zimmer (2017)

Professional Alternate

David Schneiter (2017)

Disadvantaged

Kim Rankine (2016)

Beaches

Kurt Hultquist (2017) * (replaced former member who resigned)

ACTION ITEM



6B: Central Ave BRT Federal Application



Action: Approve the 2016 Central Avenue Bus Rapid Transit Project to Apply for Entry into Project Development Under the Federal Transit Administration Smalls Starts Program

Staff Resource: Cassandra Borchers, CDO
Heather Sobush, Planning Manager
Darden Rice, Committee Vice-Chair
Elaine Mann, TRAC Chair

PLANNING

LEGISLATIVE

TRAC

Background:

- The Central Avenue corridor was first identified for premium transit in the Major Investment Study completed in 2000. Numerous subsequent plans have reconfirmed the need for premium transit in the corridor and ultimately identified Bus Rapid Transit (BRT) as the preferred service type.
 - Pinellas Mobility Initiative – 2003
 - Downtown St. Petersburg East-West Transit System Study – 2003
 - Central Avenue Corridor Alternatives Analysis – 2007
 - Countywide BRT Plan – 2009
 - Pinellas Alternatives Analysis (AA) – 2012
 - Community Bus Plan – 2013
 - Tampa Bay Area Regional Transportation Authority (TBARTA) Master Plan – 2009 and future updates
 - 2035 and 2040 Long Range Transportation Plans (LRTPs)
- BRT service along the Central Avenue corridor is included in the LRTP vision map and on the priority transportation project list for the Tampa Bay urbanized area.
- Additionally, the City of St. Petersburg is investing in the Central Avenue Corridor through its Central Avenue Revitalization Plan, Central Avenue Art in Transit project, and Economic Development Initiatives in partnership with the Chamber of Commerce.

- The Central Avenue BRT Project is currently the number one priority on the PSTA Legislative Agenda to obtain state matching grants to complete environmental clearance and design engineering required prior to an Expedited Grant Agreement with the Federal Transit Administration (FTA).

Summary:

- **To advance the Central Avenue BRT project and be eligible to compete for future Federal funding through the Small Starts program, PSTA must request permission from the FTA to enter into Project Development (PD).**
- PSTA staff renewed conversations with City of St. Petersburg transportation staff to discuss project options, where the city staff expressed a willingness to discuss options for exclusive bus lanes on 1st Avenue North and 1st Avenue South based on traffic analysis conducted by the city. These exclusive lanes would allow the project maintain eligibility as a Federal Small Starts BRT project at limited costs.
- PSTA recently revised a PD schedule based on a meeting and comments from FTA staff in Washington in October 2015. The first step of this process is to request permission to enter into PD.
- The technical work to be completed under the PD phase includes:
 - Documentation required to apply to enter the PD process
 - NEPA documentation including alternative and technology element finalization
 - On-street roadway design, including Intelligent Transportation Systems (ITS) engineering, to minimize/negate traffic impacts
 - Ridership estimates and analysis
 - Community and neighborhood benefit/impact analysis including estimated economic development
 - Determination of vehicle specifications and Buy America options
 - Station/Stop Design and location finalization
 - Operations plans development including run cutting and system integration for seamless connectivity to the rest of the PSTA network
 - Conceptual service branding elements required for BRT projects
 - Public engagement including coordination with local city and private investments in the corridor
 - Preparation and submittal of Federal Small Starts application

Fiscal Impact:

- PSTA has set aside funding for long range planning related to the Central Avenue BRT project through its Federal formula grants and has met with FDOT officials to request the balance of funding required to complete environmental and design work prior to construction.
- Local capital commitments required for this project (estimated at a total cost of \$16.5 million) are approved in the FY 2016 budget under the capital reserve (\$4 million).
- ****NEW**** FDOT has recently awarded PSTA with a \$500,000 grant to use to for technical work related to the Project Development scope. This grant funds approximately half of the Project Development phase cost and will be added to the funds already allocated by PSTA.

Recommendation:

- Staff recommends the PSTA Board approve the creation and submittal of an application to the FTA to enter PD.
 - The Planning, Legislative, and Transit Riders Advisory Committee (TRAC) reviewed this item and are recommending approval.
-

Attachments:

1. PowerPoint
2. Letter of Support from the Metropolitan Planning Organization (MPO)



Central Avenue Bus Rapid Transit *Request Entry into Project Development*

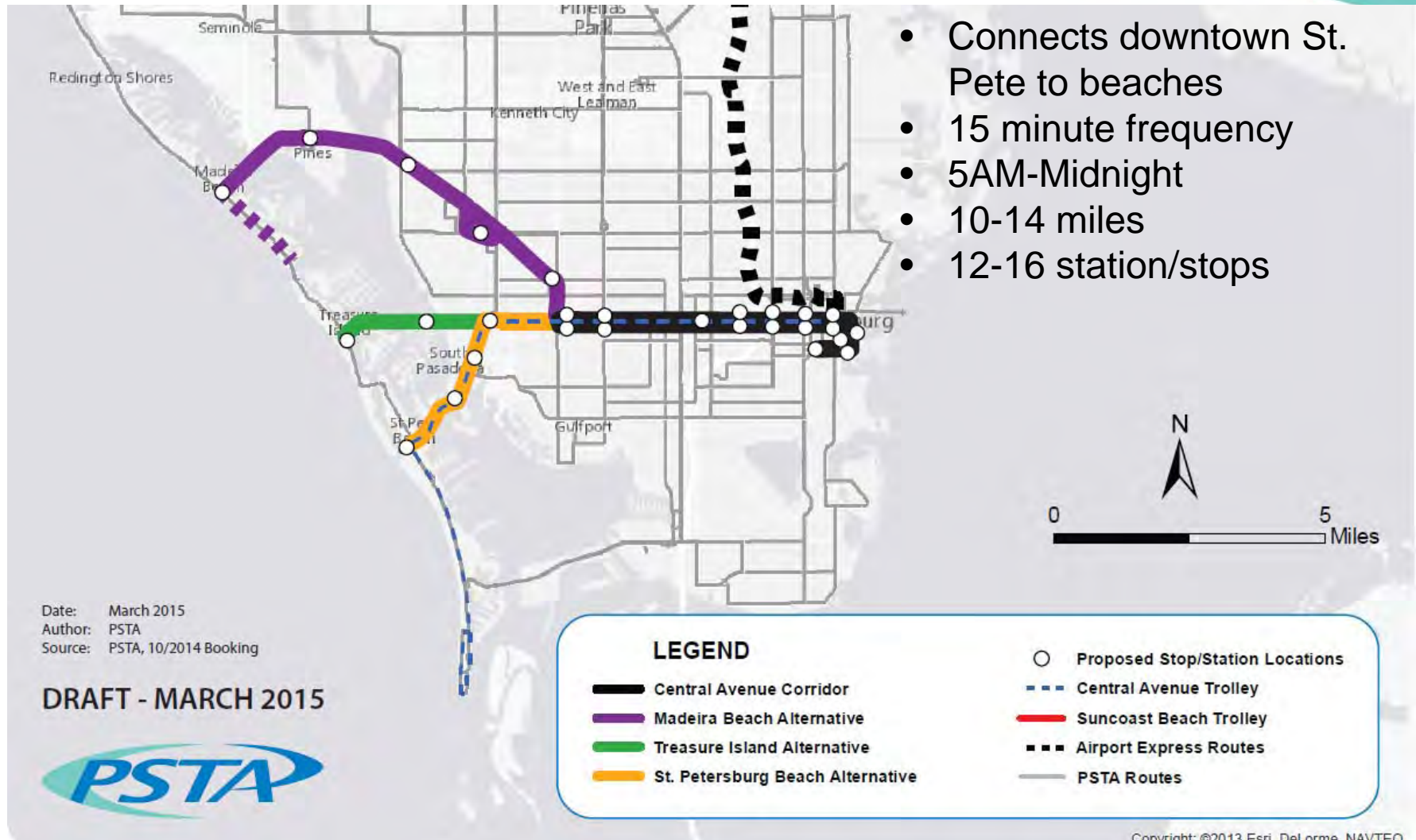
PSTA Board of Directors Meeting
December 9, 2015

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

Project History of Plans

- Pinellas Major Investment Study - 2000
- Pinellas Mobility Initiative – 2003
- Downtown St. Petersburg East-West Transit System Study – 2003
- Central Avenue Corridor Alternatives Analysis – 2007
- Countywide BRT Plan – 2009
- TBARTA Master Plan – 2009
- Pinellas Alternatives Analysis (AA) Bus Network – 2012
- Community Bus Plan – 2013 (#1 of 6 BRT/Rapid Projects)
- 2035 and 2040 Long Range Transportation Plans (LRTPs)

CABRT Corridor and Alternatives



- Connects downtown St. Pete to beaches
- 15 minute frequency
- 5AM-Midnight
- 10-14 miles
- 12-16 station/stops

Date: March 2015
 Author: PSTA
 Source: PSTA, 10/2014 Booking

DRAFT - MARCH 2015



Copyright: ©2013 Esri, DeLorme, NAVTEQ

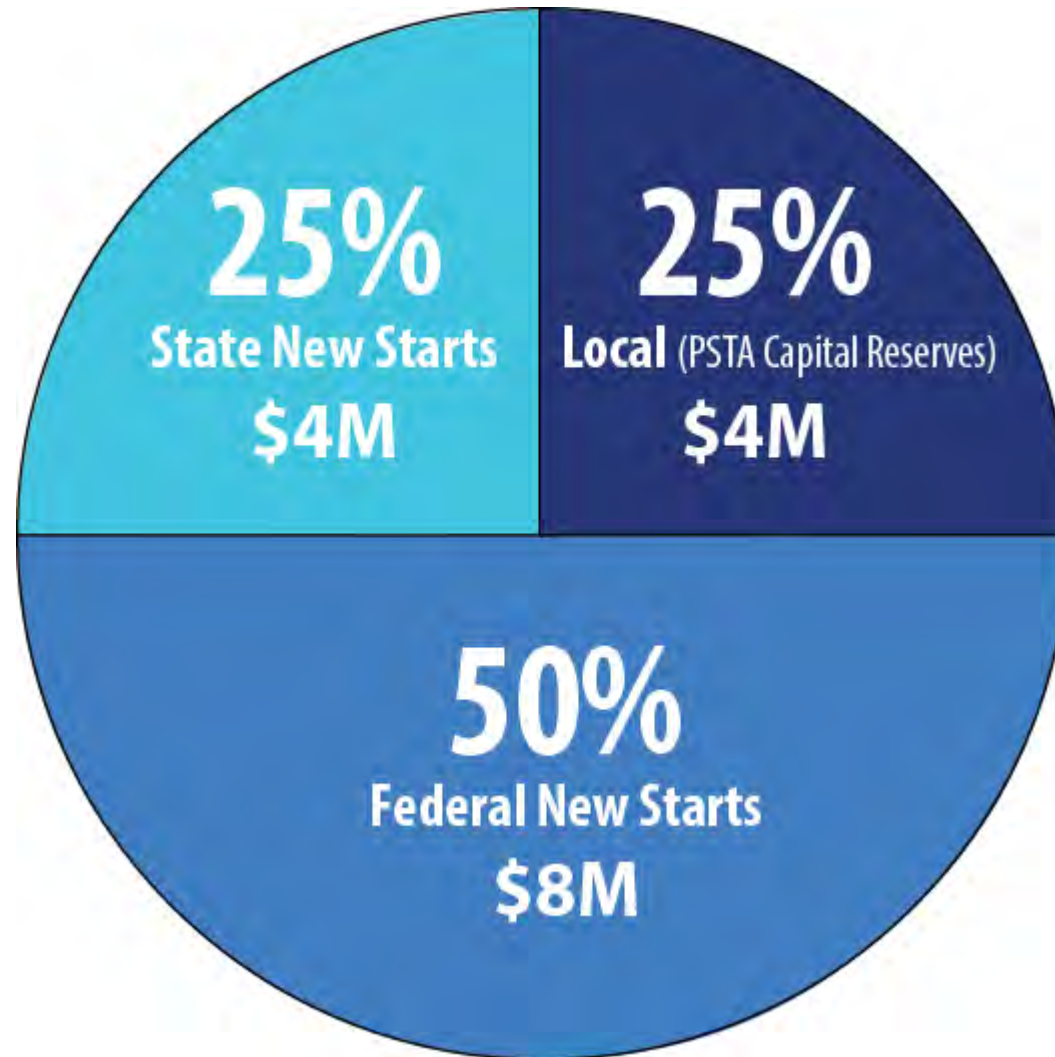
Current Status

- PSTA Path Forward
 - #1 Priority of Incremental Expansion
- PSTA 2016 Legislative Agenda
- PSTA FY16 Budget
 - Capital funding local match (\$4M)
- Coordination with City of St. Petersburg
- Request for MPO Amendment to LRTP
- Request to FDOT for additional funding
 - Submitted request for assistance with environmental clearance and design engineering
 - Service Development grant was #1 regional project in R/TIEs

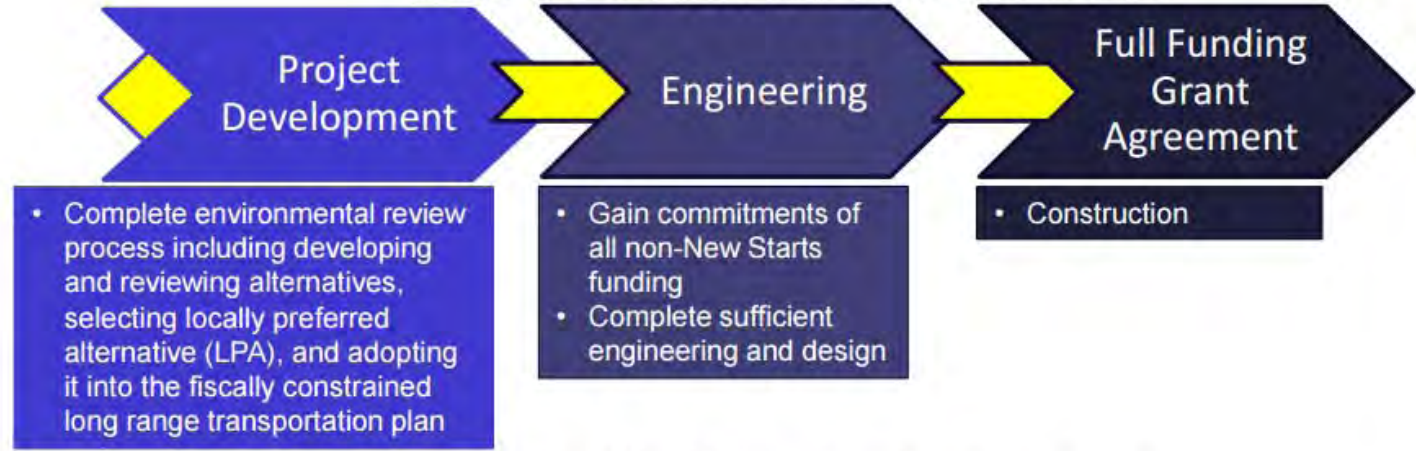
SUPPORTED BY:

- City of St. Petersburg
- Pinellas County
- St. Pete Chamber
- Central Avenue Council
- Tampa Bay Beaches Chamber
- Tampa Bay Rays

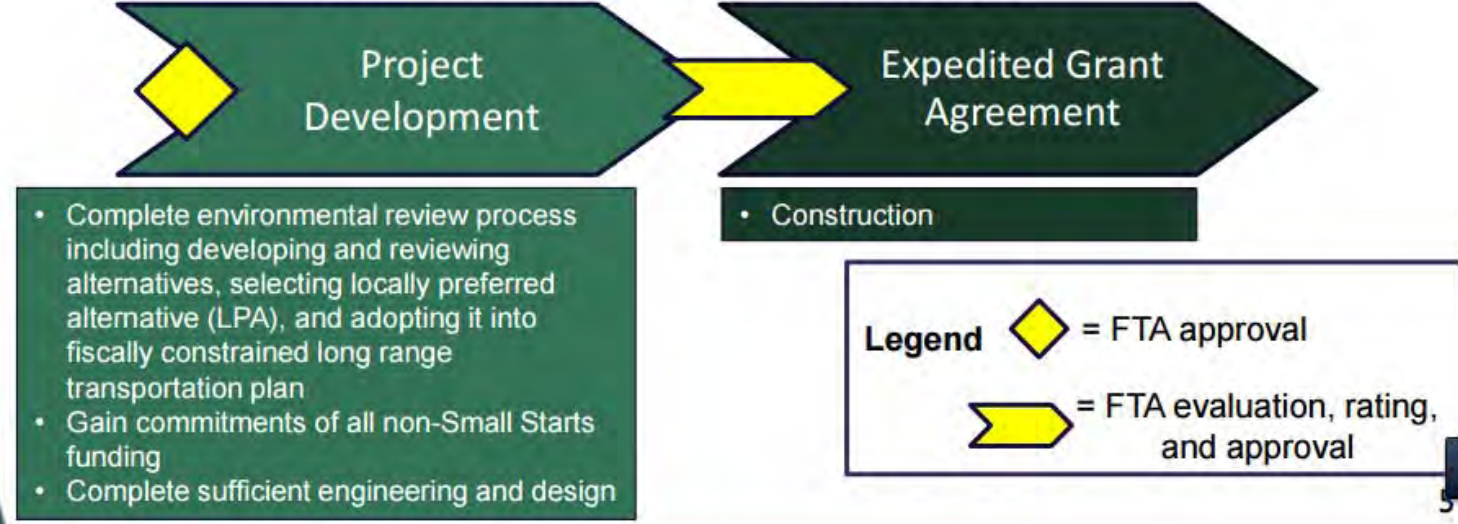
Proposed Capital Funding



New Starts Process



Small Starts Process



Legend = FTA approval
 = FTA evaluation, rating, and approval

Proposed Schedule

September 2015 – Confirmed Project as #1 PSTA Priority

- Adopted as Legislative Priority
- Local Capital Funding committed in FY16 PSTA Budget

Late 2015 – Prepare Elements for Application to FTA Small Starts Project Development (SSPD)

- Receive Letters of Support from City and Local Organizations
- Obtain Commitment from FDOT for Small Starts Project Development
- Document support from MPO and intent to include in Fiscally Constrained LRTP
- Obtain Letter of Intent from City of St. Petersburg for Dedication of Lanes for BRT

Proposed Schedule

Early 2016 – Apply to FTA for Entry into FTA’s Capital Investment Grant/Small Starts Project Development

- Consider Early Scoping to aid NEPA Class of Action Determination
- Amend the MPO LRTP and TIP/STIP as needed

Spring 2016 – Receive FTA Concurrence to Begin SSPD

- NEPA and Design – including impact analysis
- Define project elements (vehicles, stops, branding)
- Travel demand modeling (STOPS model)
- Revise Capital and Operating/Maintenance Cost Estimates
- Secure consultant technical assistance
- PUBLIC ENGAGEMENT/ AGENCY COORDINATION

Proposed Schedule

Late 2016/Early 2017 – Anticipated Completion of SSPD

- Submit Project Evaluation and Rating Report to FTA
- Request to FTA for Inclusion in Federal Budget

2018/19 – Anticipated Receipt of Small Starts Construction Grant Agreement

2019/20 – Construction of Station Shelters, Order Buses

2020/21 - Anticipated Start of Revenue Service





**PINELLAS COUNTY
METROPOLITAN PLANNING ORGANIZATION**

310 Court Street Clearwater, Florida 33756 (727) 464-8200 Phone
2nd Floor (727) 464-8201 Fax

November 18, 2015

Ms. Therese W. McMillan, Acting Administrator
Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear Ms. McMillan:

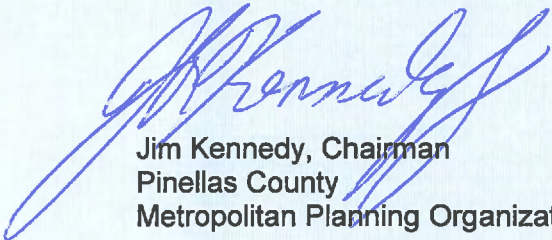
On behalf of the Pinellas County MPO, I am writing to encourage you to approve the Pinellas Suncoast Transit Authority (PSTA) request to enter Small Starts Project Development for the Central Avenue Bus Rapid Transit (BRT) Project. The proposed project is along one of the county's busiest transit corridors and would be a tremendous boost to our economy, industry and quality of life.

The Pinellas MPO first identified the Central Avenue corridor for premium transit in its Major Investment Study, completed in 2000. Numerous plans developed over years, including the Pinellas Mobility Initiative, the Countywide BRT Plan, the Central Avenue Corridor Alternatives Analysis, the Pinellas Alternatives Analysis, and the 2013 Community Bus Plan have reconfirmed the need for premium transit in the corridor and identified BRT as the preferred type of premium transit service. BRT service along the Central Avenue corridor is included in the Long Range Transportation Plan (LRTP) vision map and on the priority transportation project list for the Tampa Bay urbanized area. Since PSTA has identified local funding in its FY 2016 budget, the MPO will amend the LRTP's Cost Feasible Plan to include this important project.

For many years now, our county has struggled to meet the demands for improved transit service. Being able to bring this BRT project to fruition would be an integral step toward improving our region's transit service, as well as providing attractive and viable transportation options for residents, employees, and visitors. The Pinellas MPO strongly supports this project and is committed to amending it into both the Transportation Improvement Program (TIP) and the LRTP Cost Feasible Plan.

We are proud to be partners with PSTA on this project and look forward to the implementation of this long planned project.

Sincerely,



Jim Kennedy, Chairman
Pinellas County
Metropolitan Planning Organization

cc: Dr. Yvette Taylor, Federal Transit Administration, Region IV
PSTA Board of Directors

ACTION ITEM



6C: Transportation Alternatives Pilot Program



Action: Approve a Six-Month Pilot Program to Partner with Private Transportation Providers in East Lake and Pinellas Park to Provide Discounted Transportation to PSTA Bus Services at a Cost Not to Exceed \$40,000

Staff Resource: Brad Miller, CEO
Darden Rice, Committee Vice-Chair
Elaine Mann, TRAC Chair



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. The Board also voted to examine ways to provide improved transportation alternatives for customers in specific areas of Pinellas Park.
- 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 and those in Pinellas Park needing access to PSTA's primary bus routes.
- The East Lake neighborhood of Pinellas County is now the largest neighborhood in the County without any public transportation service and in Pinellas Park there are low-income and senior living communities without easy access to PSTA's primary routes along US 19, Park Boulevard, and 70th Avenue North.
- For this reason, in response to the PSTA Board directive, it was chosen for a 6-month Pilot program utilizing taxicabs and transportation network company services to provide transportation alternatives for East Lake and Pinellas Park residents and citizens needing to travel these areas as their destination from other PSTA bus routes.

Pilot Program

- PSTA is proposing a three-tiered option of services to test for six-months. If the pilot is considered successful, PSTA will work to expand it to different areas.

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 Pinellas Park Transit Center on 70th Avenue and a destination within a specified zone of Pinellas Park. Discussions with the TNC Uber have indicated this PSTA offset will allow the average trip in Pinellas Park 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 and in the specified zone of Pinellas Park to and from the Pinellas Park Transit Center. 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 and slightly less in Pinellas Park.
- The pilot program is proposed to run beginning on Monday, February 1, 2016 through July. If the program is determined to successfully provide transportation options to customers, PSTA will develop plans to expand the service to other areas of Pinellas County.

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.

Contracts

- PSTA has drafted the attached contract and negotiated with two taxi companies and a Transportation Network Company who have all agreed to the same provisions to provide this Pilot program.
- Regardless of the provider, PSTA will provide the same discount opportunity (up to \$3.00 per trip) and require their system to only provide these discounted trips to and from the PSTA transfer location between 7:00 AM and 7:00 PM.

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.

Recommendation:

- Approve a six-month pilot program to partner with private transportation providers in East Lake and Pinellas Park to provide discounted transportation to PSTA bus services at a cost not to exceed \$40,000.
 - The Planning and TRAC Committees reviewed this item and are recommending approval of the East Lake Portion of the Pilot Program. The TRAC Committee also recommended the Pinellas Park pilot program but the Planning Committee made no recommendation for or against this portion of the effort.
-

Attachments:

1. PowerPoint
2. Sample Contract



Recommended Transportation Alternative Pilot Program: East Lake & Pinellas Park

PSTA Board of Directors Meeting
December 9, 2015

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



Action Item

- **Approve a 6-Month Pilot Program:**
 - **Transportation Connections to PSTA Services**
 - **Uber, Yellow Cab, United Taxi**
- **Discounted Rides to Connecting PSTA Transit Services**
- **Not to Exceed \$40,000.**

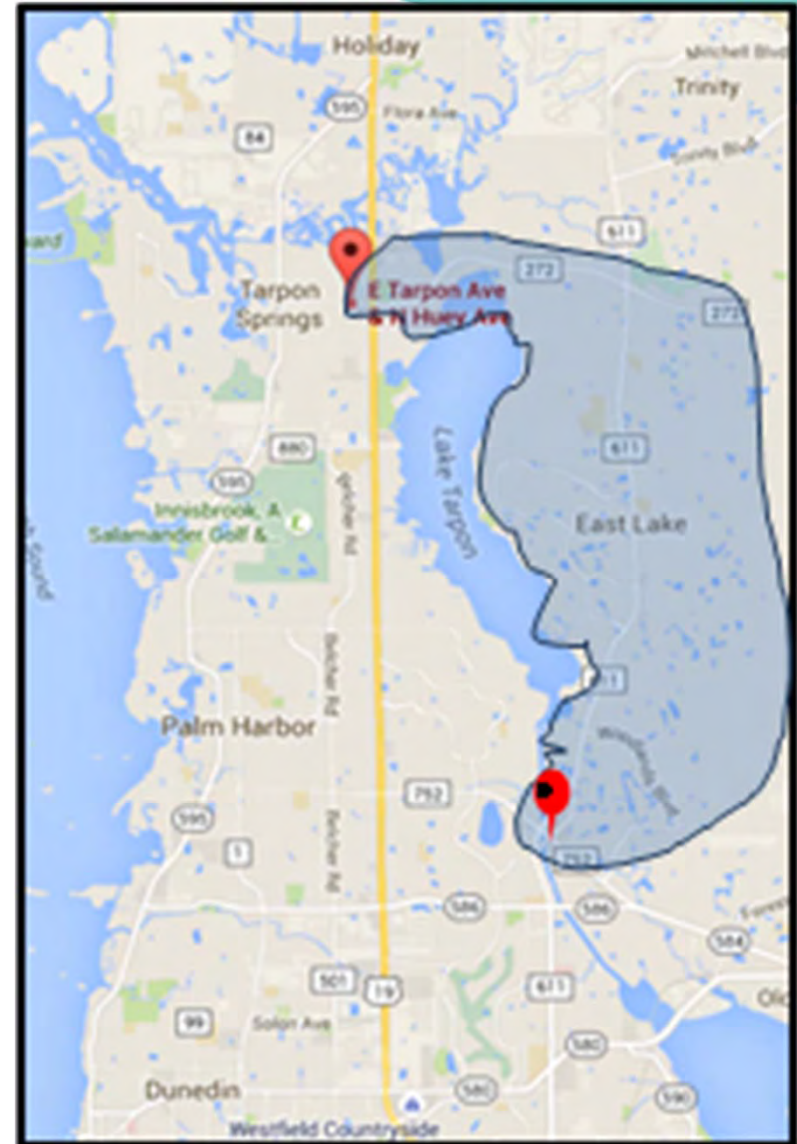


Pilot Program Details

- **Option A: East Lake Shuttle Reserved Taxi**
 - \$2.25 Bus Fare
 - Must reserve prior day
- **Option B: Same Day Taxi**
 - Approx \$9.00 Cust. Fare
 - Can Pay Cash
 - Can Call Tel Number

Up to \$3 Discount Only

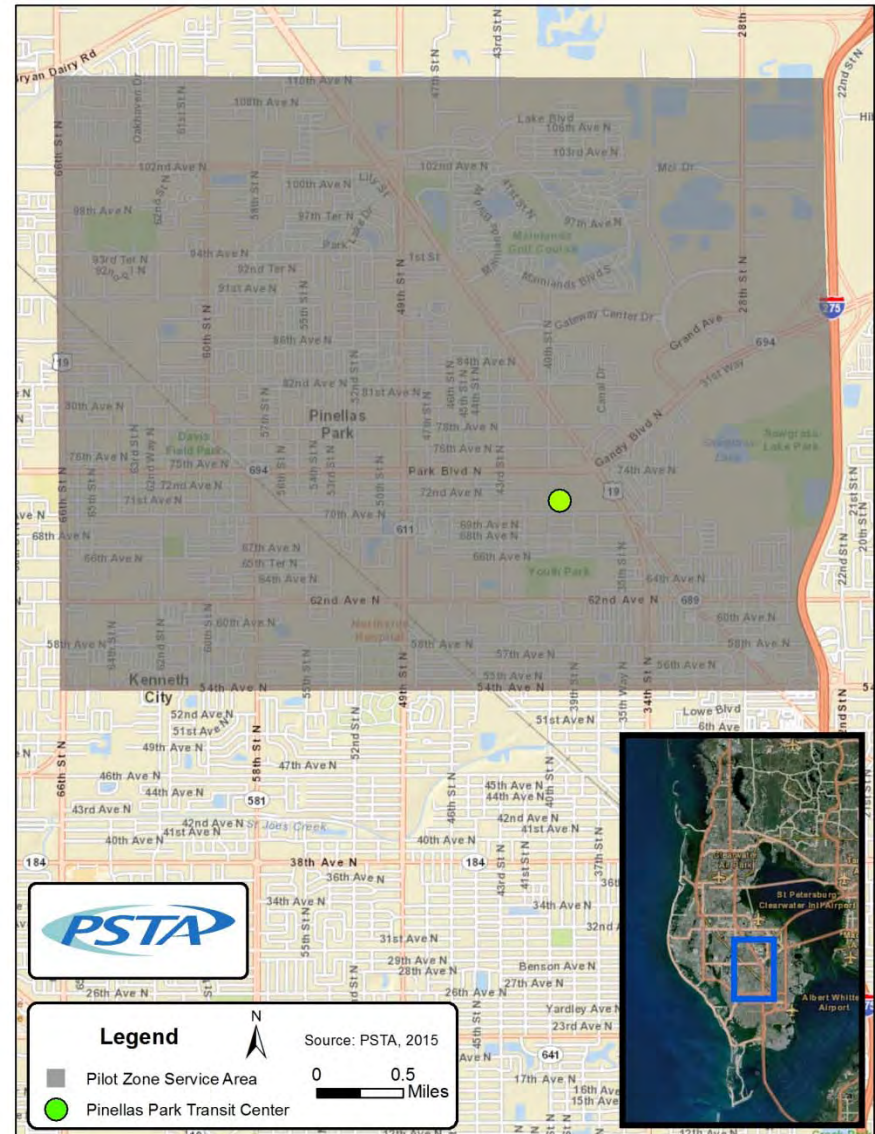
Available 7AM – 7 PM M-S



Pilot Program Details

- **Option A: Pinellas Park Same Day Taxi**
 - To/From Pinellas Park Transit Center in Zone.
 - Same Day
 - Can Pay Cash/Call #
- **Option B: Uber**
 - Estimated \$4.00 Cost to Connect to PPTC
 - Must Use App.

Only M-S 7AM-7PM



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 & Pinellas Park are Perfect Examples 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.”



PILOT PROGRAM AGREEMENT

THIS PILOT PROGRAM AGREEMENT (“**Agreement**”) dated as of _____, 2015 (“**Effective Date**”) by and between _____, a Florida limited liability company, with its principal address located at _____ (“**Provider**”) and the **PINELLAS SUNCOAST TRANSIT AUTHORITY, an independent special district of the State of Florida**, PSTA located at 3201 Scherer Drive, St. Petersburg, Florida, (“**PSTA**”).

In consideration of the mutual promises contained herein and the mutual benefits to be derived therefrom, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Activities.** The parties agree to perform the business activities as set forth on Exhibit A (the “**Activities**”), attached hereto and incorporated herein, during the term set forth on Exhibit A (the “**Term**”). Except as may be expressly agreed in this Agreement, each party shall be responsible for its expenses and costs during its performance under this Agreement.

2. **Independent Contractor.** Nothing in this Agreement shall be deemed to create any joint venture, joint enterprise, or agency relationship among the parties, and no party shall have the right to enter into contracts on behalf of, to legally bind, to incur debt on behalf of, or to otherwise incur any liability or obligation on behalf of, the other party hereto, in the absence of a separate writing, executed by an authorized representative of the other party. Each party shall be solely responsible for its employees and contractors used to provide the Activities.

3. **Fees and Payment.**

3.1 **Fees.** Fees to be paid by one party to the other party in connection with this Agreement, if any, shall be as set forth on Exhibit A (“**Fees**”). Fees due are payable in accordance with the Florida Prompt Payment Act and in accordance with the payment schedule set forth in Exhibit A. All Fees shall be paid in U.S. Dollars.

3.2 **Taxes.** The owing party shall pay any sales, use or value-added taxes lawfully imposed, in accordance with federal or Florida law, by any taxing authority with respect to the Fees payable hereunder, provided that an owing party shall not be liable for any taxes related to the income of the other party. PSTA represents that it is a tax immune sovereignty and exempt from the payment of sales, use and excise taxes.

4. **Proprietary Rights.**

4.1 **License to Use Provider Marks.** Subject to the restrictions described in Section 4.3 below, Provider hereby grants PSTA a limited, non-exclusive and non-transferable license during the Term to use the Provider Marks (as defined below), on a royalty-free basis, for the sole purpose of the Activities as set forth herein. For purposes of this Agreement, the term “**Provider Marks**” will mean the trademarks, service marks, trade names, copyrights, logos, slogans and other identifying symbols and indicia of Provider in their entirety and exactly as provided by Provider to PSTA for the purposes of this Agreement only. Notwithstanding anything to the contrary herein, the Provider Marks will remain the property of Provider. Provider shall, at its sole cost and expense, provide to PSTA any digital or print media using the Provider Marks as may be required by PSTA in connection with the Activities as

mutually agreed upon by the parties, which agreement shall not be unreasonably withheld, conditioned or delayed by either party.

4.2 License to Use PSTA Marks. Subject to the restrictions described in Section 4.3 below, PSTA hereby grants Provider a limited, non-exclusive and non-transferable license during the Term to use the PSTA Marks (as defined below), on a royalty-free basis, for the sole purpose of the Activities as set forth herein. For purposes of this Agreement, the term “**PSTA Marks**” will mean those PSTA trademarks, service marks, trade names, copyrights, logos, slogans and other identifying symbols and indicia of PSTA in their entirety and exactly as provided by PSTA to Provider for the purposes of this Agreement only. Notwithstanding anything to the contrary herein, the PSTA Marks will remain the property of PSTA.

4.3 Restrictions. All uses of a party’s marks by the other party will be in the form and format provided, specified or approved by the owner of such marks in each instance. Neither party will use the other party’s marks without the prior, express, written consent of the other party in each instance. Either party may revoke any license it grants to the other party to use its marks at any time for any or no reason, in its sole discretion. All goodwill related to the use of a party’s marks by the other party shall inure to the benefit of the owner of such marks. Except as expressly set forth herein, neither party shall be deemed to grant the other party any license or rights under any intellectual property or other proprietary rights. All rights not granted are expressly reserved.

4.4 Data. Each party agrees that any third party data and/or personal information that may be obtained by such party as part of the Activities (“**Data**”) will be collected, stored and maintained according to generally accepted data collection standards and applicable government law, rule or regulation. Each party agrees to publish and abide by a privacy policy detailing such party’s data practices. Except as may be set forth on Exhibit A, each party shall own, and shall not be required to share, any Data that it collects with respect to this Agreement.

4.5 No Development. **THE PARTIES ACKNOWLEDGE AND AGREE THAT THERE SHALL BE NO DEVELOPMENT OF TECHNOLOGY, CONTENT OR MEDIA OR OTHER INTELLECTUAL PROPERTY BY EITHER PARTY FOR THE OTHER PARTY UNDER THIS AGREEMENT.** Intellectual Property development activities, if any, must be the subject of a separate written agreement between Provider and PSTA prior to the commencement of any such Intellectual Property development.

5. **Confidential Information.**

5.1 Either party (the “**Disclosing Party**”) may disclose or make available to the other party (the “**Receiving Party**”), whether orally or in physical form, confidential or proprietary information concerning the Disclosing Party and/or its business, products, services, marketing, promotional or technical information in connection with this Agreement, which shall include the terms and conditions of this Agreement (collectively, the “**Confidential Information**”). For purposes hereof, Confidential Information will not include information: (a) which was previously known to Receiving Party without an obligation of confidentiality; (b) which was acquired by Receiving Party from a third party which was not, to the Receiving Party's knowledge, under an obligation to not disclose such information; (c) which is or becomes publicly available through no fault of Receiving Party; (d) which Disclosing Party gave written permission to Receiving Party for disclosure, but only with respect to such permitted disclosure; (e) that is a public record under Florida law; or (f) independently developed without use of the other party’s Confidential Information.

5.2 **Requirements.** Except as otherwise required by applicable law, each Receiving Party agrees that (a) it will use the Confidential Information of the Disclosing Party solely for the purpose of this Agreement and (b) it will not disclose the Confidential Information of the Disclosing Party to any third party other than the Receiving Party's employees or agents on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as strict as those contained herein. The Receiving Party will protect the Confidential Information of the Disclosing Party in the same manner that it protects the confidentiality of its own proprietary and confidential information and materials of like kind, but in no event less than a reasonable standard of care. The Receiving Party is responsible for any breach of the confidentiality provisions of this Agreement by its employees or agents. In the event the Receiving Party receives a subpoena or other validly issued administrative or judicial process demanding the Confidential Information or is otherwise required by law to disclose Confidential Information, the Receiving Party will give the Disclosing Party prompt written notice of any request for disclosure (including, without limitation, in connection with the State of Florida's Public Records Laws set forth in Chapter 119 F.S.) that, appears to be required by law, so that the Disclosing Party may assert any defenses to disclosure that may be available. Upon request by the Disclosing Party, the Receiving Party will return all copies of any Confidential Information to the Disclosing Party, if permitted by law. Confidential Information disclosed by the Disclosing Party to the Receiving Party will at all times remain the property of the Disclosing Party. No license under any trade secrets, copyrights, or other rights is granted under this Agreement or by any disclosure of Confidential Information under this Agreement. For Confidential Information that does not constitute "**trade secrets**" under applicable law, these confidentiality obligations will expire three (3) years after disclosure of the Confidential Information by the Disclosing Party. PSTA is subject to the broad public record and public meetings laws of the State of Florida. All records made or received in connection with official business of PSTA are public records subject to disclosure under the Florida public records laws, including Chapter 119, Florida Statutes, unless covered by a specific statutory exemption

5.3 **Trade Secrets.** The parties agree that certain information disclosed or made available in connection with this Agreement may constitute trade secrets of Provider under Fla. Stat. § 815.045 and such information shall be marked accordingly and the trade secret information shall be explicitly identified. However, any information marked as "trade secret" or exempt may be produced by PSTA in response to a public records request if PSTA determines, in its sole discretion, that the information does not meet the definition of "trade secret" in Section 812.081 and is not exempt from Chapter 119, Florida Statutes.

6. **No Publicity.** Except as may be expressly set forth in Exhibit A, neither party may issue a press release, post information on line (including web sites, social media channels or blogs) or otherwise refer to the other party in any manner with respect to this Agreement, the Activities or otherwise, without the prior written consent of such other party.

7. **Representations and Warranties; Disclaimer.**

7.1 Each party hereby represents and warrants that: (a) it has full power and authority to enter into this Agreement and perform its obligations hereunder; (b) it is duly organized, validly existing and in good standing under the laws of the jurisdiction of its origin; (c) it has not entered into, and during the Term will not enter into, any agreement that would prevent it from complying with this Agreement; (d) it will comply with all applicable laws and regulations in its performance of this Agreement; (e) the content, media and other materials used or provided as part of the Activities shall

not infringe or otherwise violate the intellectual property rights, rights of publicity or other proprietary rights of any third party.

7.2 EXCEPT AS SET FORTH HEREIN, EACH PARTY MAKES NO REPRESENTATIONS, AND HEREBY EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, REGARDING ITS SERVICES OR PRODUCTS OR ANY PORTION THEREOF, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE.

8. Indemnification.

8.1 PSTA. PSTA assumes any and all risks of personal injury and property damage attributable to the sole negligent acts or omissions of PSTA and the officers, employees, servants, and agents thereof while acting within the scope of their employment by PSTA.

8.2 Indemnification By Provider. Provider will indemnify, defend and hold harmless PSTA and its directors, officers, employees and agents against all claims, damages, losses and expenses (including reasonable attorney's fees) with respect to any third party claim arising out of or related to: (a) the negligence or willful misconduct of Provider and its employees, agents, or contractors in their performance under this Agreement; (b) a breach of Provider's representations, warranties or obligations in this Agreement; or (c) any claims that Provider Marks infringe a third party's intellectual property rights, as long as the Provider Marks have been used in the manner approved by Provider.

8.3 Defenses. PSTA and Provider agree that nothing contained herein shall be construed or interpreted as (1) denying to either party any remedy or defense available to such party under the laws of the State of Florida; (2) the consent of the PSTA or the State of Florida or their agents and agencies to be sued; or (3) a waiver of sovereign immunity of the PSTA or of the State of Florida beyond the waiver provided in section 768.28 Florida Statutes.

8.4 Procedure. PSTA shall provide prompt notice to Provider of any claim subject to indemnification hereunder. Provider will assume the defense of the claim through counsel designated by it and reasonably acceptable to PSTA. Provider will not settle or compromise any claim, or consent to the entry of any judgment, without written consent of PSTA, which will not be unreasonably withheld. PSTA will reasonably cooperate with Provider in the defense of a claim, at Provider's expense.

9. **LIMITS OF LIABILITY.** TO THE FULLEST EXTENT PERMITTED BY LAW, EXCEPT FOR PROVIDER'S INDEMNIFICATION OBLIGATIONS OR A BREACH OF CONFIDENTIALITY, IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR ANY CLAIM FOR ANY INDIRECT, WILLFUL, PUNITIVE, INCIDENTAL, EXEMPLARY, SPECIAL OR CONSEQUENTIAL DAMAGES, FOR LOSS OF GOODWILL, FOR LOSS OF BUSINESS PROFITS, OR DAMAGES FOR LOSS OF BUSINESS, OR LOSS OR INACCURACY OF DATA OF ANY KIND, OR OTHER INDIRECT ECONOMIC DAMAGES, WHETHER BASED ON CONTRACT, NEGLIGENCE, TORT (INCLUDING STRICT LIABILITY) OR ANY OTHER LEGAL THEORY, EVEN IF SUCH PARTY HAS BEEN ADVISED OR HAD REASON TO KNOW OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE.

10. **Insurance.** During the Term and for one (1) year thereafter, Provider shall maintain General Commercial Liability and, if required by law, Worker's Compensation insurance. The General Commercial Liability insurance policy limits shall be not less than One Million Dollars (\$1,000,000) combined single limit per occurrence for bodily injury, death and property damage liability, and Two

Million Dollars (\$2,000,000) in aggregate. Such insurance shall cover Provider's obligations under this Agreement and the actions of its employees and drivers. All policies shall be written by reputable insurance companies with a Best's policyholder rating of not less than A VII. Such insurance shall be primary and non-contributing to any insurance maintained or obtained by the other party and shall not be cancelled or materially reduced without thirty (30) days prior written notice to the other party. Upon execution of this Agreement, Provider shall provide evidence of the insurance required herein. In no event shall the limits of any policy be considered as limiting the liability of a party under this Agreement. Notwithstanding anything to the contrary herein, PSTA may, at its sole discretion, elect to cover its risk, or any portion thereof, through self-insurance. PSTA, as an independent special district, warrants and represents that it is self-funded for liability insurance, with said protection being applicable to officers, employees, servants, and agents while acting within the scope of their employment by PSTA. As of the date hereof, Provider maintains an insurance policy in the State of Florida ("**Florida Insurance Policy**") as evidenced by the certificate of insurance ("**Florida Insurance Policy COI**") attached hereto as Exhibit B. Provider may, in its sole discretion, update the Florida Insurance Policy from time to time.

11. Termination.

11.1 Termination Events. During the Term of this Agreement, either party may terminate this Agreement in the event of a material breach by the other party if the breach is not cured by the other party within five (5) days of written notice thereof provided by the non-breaching party. Either party may terminate this Agreement in its entirety at any time without cause by giving five (5) days' prior written notice of termination to the other party. During the Term of this Agreement, either party may terminate this Agreement immediately upon written notice to the other party in the event the other party makes an assignment for the benefit of creditors, files an involuntary petition in bankruptcy or is adjudicated bankrupt or insolvent, has a receiver appointed for any portion of its business or property, or has a trustee in bankruptcy or trustee in insolvency appointed for it under federal or state law.

11.2 Survival. Any outstanding payment obligations and Sections 2, 4.5, 5, 7, 8, 9, 10 (for the period specified), 11.2 and 12 shall survive the expiration or termination of this Agreement.

12. General.

12.1 Law. This Agreement shall be governed by and construed in accordance with the laws of the state of Florida without regard to its conflict of laws provisions. Both parties hereby consent to exclusive jurisdiction and venue in the state courts in and for Pinellas County, Florida and the U.S. District Court, Middle District of Florida, Tampa Division.

12.2 Notice. Any and all notices permitted or required to be given hereunder shall be sent to the address first set forth above, or such other address as may be provided, and deemed duly given: (a) upon actual delivery, if delivery is by hand; or (b) by electronic mail. Additionally, the parties may agree in Exhibit A for the provision of certain notices by email to the recipients indicated in Exhibit A. In the event a party gives notice by electronic mail, such notice must be followed with a written copy of the notice to the receiving party's legal department.

12.3 Waiver, Modification. The failure of either party to enforce, at any time or for any period of time, the provisions hereof, or the failure of either party to exercise any option herein, shall not be construed as a waiver of such provision or option and shall in no way affect that party's right to

enforce such provisions or exercise such option. Any modification or amendment to this Agreement shall be effective only if in writing and signed by both parties.

12.4 Severability. In the event any provision of this Agreement is determined to be invalid or unenforceable by a court of competent jurisdiction, the remainder of this Agreement (and each of the remaining terms and conditions contained herein) shall remain in full force and effect.

12.5 Force Majeure. Any delay in or failure by either party in performance of this Agreement shall be excused if and to the extent such delay or failure is caused by occurrences beyond the control of the affected party including, but not limited to, decrees or restraints of Government, acts of God, strikes, work stoppage or other labor disturbances, war or sabotage (each being a “**Force Majeure Event**”). The affected party will promptly notify the other party upon becoming aware that any Force Majeure has occurred or is likely to occur and will use its best efforts to minimize any resulting delay in or interference with the performance of its obligations under this Agreement.

12.6 No Assignment. This Agreement may not be assigned, in whole or in part, by a party without the prior written consent of the other party, provided that each party may assign this agreement, upon notice to the other party, to (a) an affiliate of such party; (b) a successor governmental entity of PSTA or (c) in connection with the sale of all or substantially all of such party’s equity, business or assets. Subject to the foregoing, this Agreement shall be binding upon and shall inure to the benefit of each party hereto and its respective successors and assigns.

12.7 Entire Agreement. This Agreement and the exhibits attached hereto contain the full and complete understanding and agreement between the parties relating to the subject matter hereof and supersede all prior and contemporary understandings and agreements, whether oral or written, relating such subject matter hereof. This Agreement may be executed in one or more counterparts and by exchange of signed counterparts transmitted by facsimile, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same original instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

By: _____
Printed Name:
Title:

PINELLAS SUNCOAST TRANSIT AUTHORITY

By: _____
Brad Miller, CEO

Reviewed and approved:

Alan S. Zimmet, General Counsel

EXHIBIT A ACTIVITIES

1. Overview.

The activities described herein shall take place in and around the _____, Florida as set forth on the map attached hereto as Attachment 1 (“**Map Area**”).

2. Term.

Unless terminated earlier as provided herein, the term of this Agreement shall commence on the Effective Date and continue for six (6) months through _____, 2015 (“**Term**”). The Term may be extended by mutual written agreement of the Parties.

3. Obligations.

Provider Obligations.

- Provider agrees to provide a platform for PSTA riders to obtain Completed Rides (as defined below) as set forth in this Agreement.
- Provide agrees to provide a dedicated account manager and customer support team to assist with customer service via a 24/7 online support portal.
- Provider agrees to create a unique promo code (“**PSTA Code**”) for PSTA to distribute to its riders.
 - The PSTA Code shall be valid during the Term of this Agreement.
 - The PSTA Code will unlock a vehicle view (“**PSTA View**”) within the Provider App.
 - Names and photographs of drivers, along with a description of such driver’s vehicle, will be visible in the PSTA View.
 - The PSTA View will only be visible within the Map Area.
 - The PSTA View will be visible but no rides will be available within the PSTA View once PSTA has exceeded its Budget amount (as defined below).

PSTA Obligations.

- PSTA agrees to supplement rides which cost a rider more than Four U.S. Dollars (\$4.00) and which are requested through the Provider App using the PSTA View within the Map Area for riders being transported to a PSTA bus stop or transfer station (“**Completed Rides**”), up to a maximum of Three U.S. Dollars (\$3.00) per ride and an aggregate maximum budget amount of \$_____ (“**Budget**”).
- PSTA may advise its riders that a portion of the fee for any Completed Rides booked through the PSTA View within the Map Area will be billed to PSTA.
- In the event a user is in the middle of a ride when the Budget amount is hit, PSTA will honor its payment obligation for that ride only even if it takes PSTA over the maximum Budget amount. This obligation shall not extend to rides which are initiated after the maximum Budget amount is reached.

4. **Miscellaneous.**

The parties acknowledge and agree that: (a) PSTA has no ownership or control over Provider, Provider's drivers, or Provider's vehicles; and, (b) before receiving the PSTA Promo Code, the Provider App will require riders to acknowledge that such users understand and assume any and all risks associated with using the Provider App.

5. **Fees.**

During the Term of the Agreement, Provider agrees to invoice PSTA on a monthly basis for PSTA's share of the total cost of all Completed Rides . Such invoice(s) shall include the total number of Completed Rides for such calendar month. PSTA's Fees shall be capped at an amount equal to the Budget amount. For the avoidance of doubt, in the event a user is in the middle of a ride when the Budget amount is hit, PSTA will honor its payment obligation for that ride even if it takes PSTA over the Budget amount.

Upon expiration of the Term of the Agreement, Provider agrees, to provide an anonymous report to PSTA detailing the total amount billed to PSTA during the Term hereof, including the following categories of anonymous data: (i) date, (ii) trip count, (iii) average fare, and (iv) average distance, for each week period during said Term (collectively, the "**PSTA Trip Data**"). Provider shall provide written certification with respect to the total amount billed to PSTA during the Term, which shall be executed by Provider's head of finance or individual of similar seniority within Provider's organization. All PSTA Trip Data provided by Provider to PSTA shall be submitted in a form similar to the letter attached hereto as Attachment 3 ("**PSTA Trip Data Letter**") and any such PSTA Trip Data (including the PSTA Trip Data Letter) shall be subject to the confidentiality provisions set forth in Section 5 of the Agreement.

6. **Contacts.**

For Provider:

Name:

Email:

For PSTA:

Name: Brad Miller

Email: BMiller@psta.net



**EXHIBIT B
INSURANCE POLICY COI**

**ATTACHMENT 1
MAP AREA**

**ATTACHMENT 3
PSTA TRIP DATA LETTER**

ACTION ITEM



6D:	Service Redesign Phase 2: Williams Park & Budgeted Service Enhancements.	 
Action:	Approve 2016 February Service Redesign: 1) Transform Downtown St. Petersburg Routes From a Hub System at Williams Park to a Grid Network Serving all of Downtown. 2) Proposed Service Improvements to Routes 5, 7, and 22 Based on Public Comment.	

Staff Resource: Cassandra Borchers, CDO
Darden Rice, Committee Vice-Chair
Elaine Mann, TRAC Chair



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.
- Additionally, the FY 2016 Budget includes \$200,000 for system service enhancements.

Summary:

- The redesign of routes serving downtown St. Petersburg included 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.
- Staff will present with results from the public engagement activities conducted since mid-October, including open house workshops (60+ attendees) and stakeholder presentations (8+ groups).
- Formal endorsements of the plan to relocate routes within downtown are expected from the St. Petersburg Area Chamber of Commerce, Central Avenue Council, and the City of St. Petersburg City Council.
- Comments collected were generally positive, especially from the business community.
- Riders were also generally positive, but have concerns about specific access points for the downtown circulator (Route 32), public information on the change and locations for transferring between routes, and ensuring there are adequate shelter/wait amenities provided at stops. Riders would also generally prefer more late night service, when given a choice between additional early morning, late night or weekend service.
- Staff will present a four-week outreach plan to address public information distribution through PSTA Ambassadors
- Based on recommendations from the public and additional technical analysis, staff recommends the following improvements for the February 2016 service change:
 - Route 5: Double Sunday service to match Saturday service. Improves frequency and extends service hours on Sundays.
 - Route 7: Extend evening service to better match key transfers to Routes 4 and 19. Includes three more hours of service Monday-Friday with last trip leaving Downtown approximately 9:45 PM.
 - Route 22: Based on public comments during and after Phase I implementation, extend evening service Monday-Saturday to provide better access to job opportunities.

Fiscal Impact:

- The Williams Park redesign is anticipated to be revenue neutral to the FY 2016 PSTA budget with the exception of additional resources as programmed in the FY 2016 budget.

Recommendation:

- Staff recommends the Board approve the transformation of Downtown St. Petersburg from a hub system at Williams Park to a grid network serving all of downtown.
 - Staff also recommends the Board approve enhancements to Routes 5, 7, and 22.
 - The Planning and TRAC Committees reviewed this item and are recommending approval.
-

Attachments:

1. PowerPoint



February 2016 Route Redesign

Creating a Grid System for Downtown St. Petersburg

PSTA Board of Directors Meeting
December 9, 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 Intermodal Facility Study
 - Opportunity to examine other hub options
 - Few initial options still available

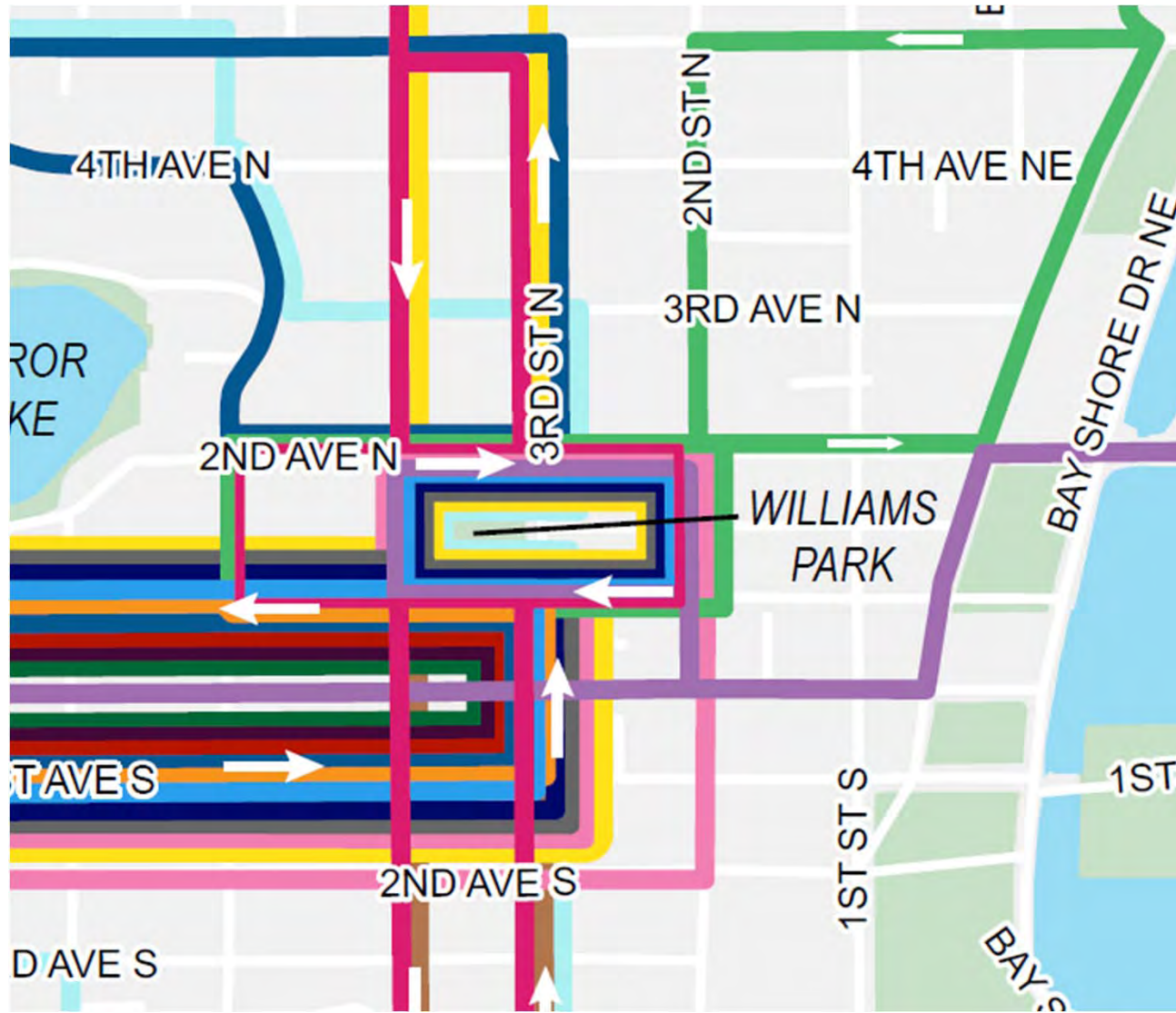


PSTA Plans

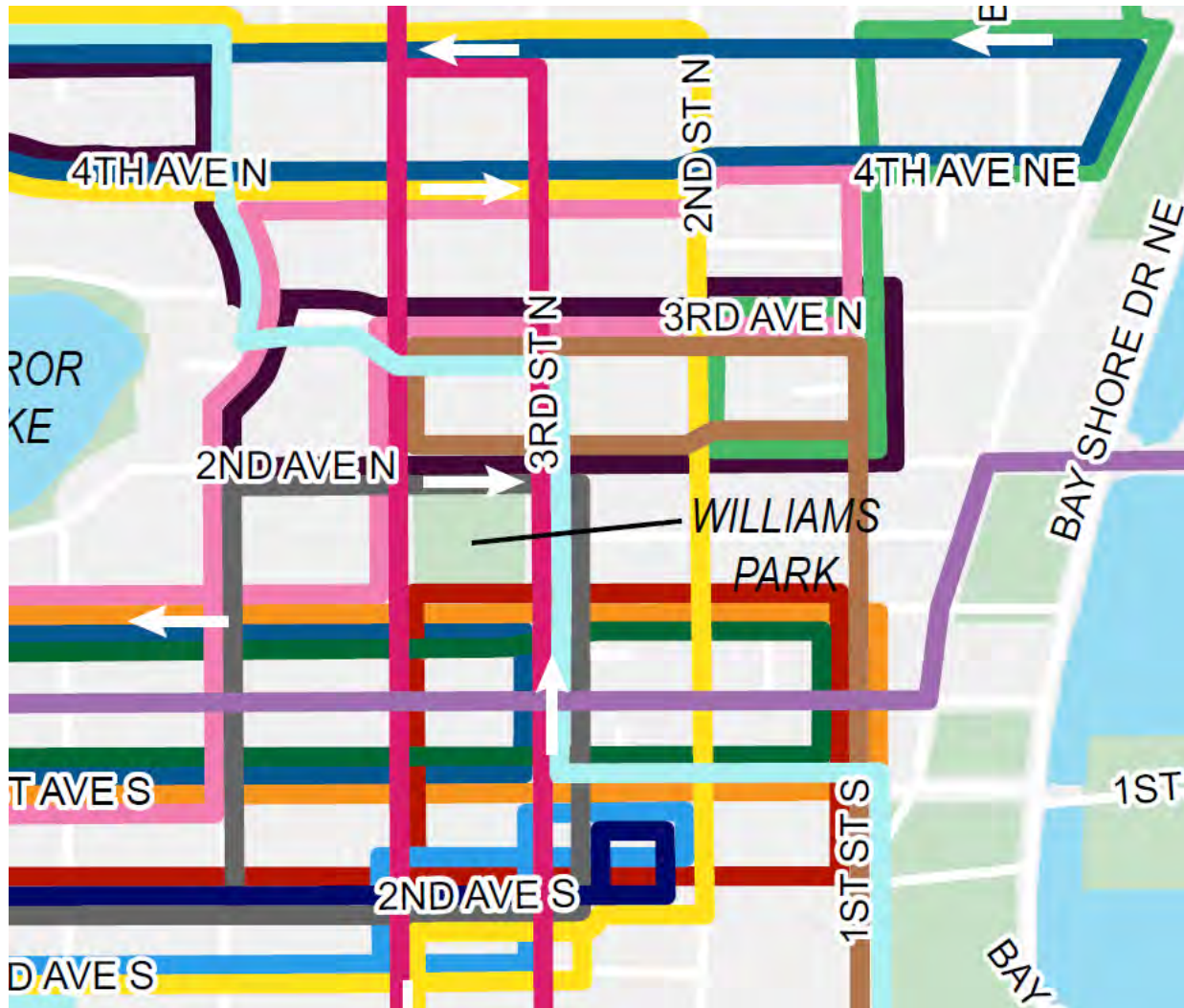
- PSTA Community Bus Plan 2013
 - Transformation from Hub to Grid Network
 - Removing route deviations needed to access hubs improves service efficiency
 - Suggested further review to enhance greater circulation in Downtown St. Petersburg.
- PSTA Path Forward Plan 2015
 - Financial Stewardship – 5 year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



TODAY: Downtown Bus Circulation



PROPOSED: Downtown February 2016



General Schedule 2015 - 2016

October/November	Public Workshops
Nov/Dec 2015	Final City Council and PSTA Endorsements
Jan/Feb 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



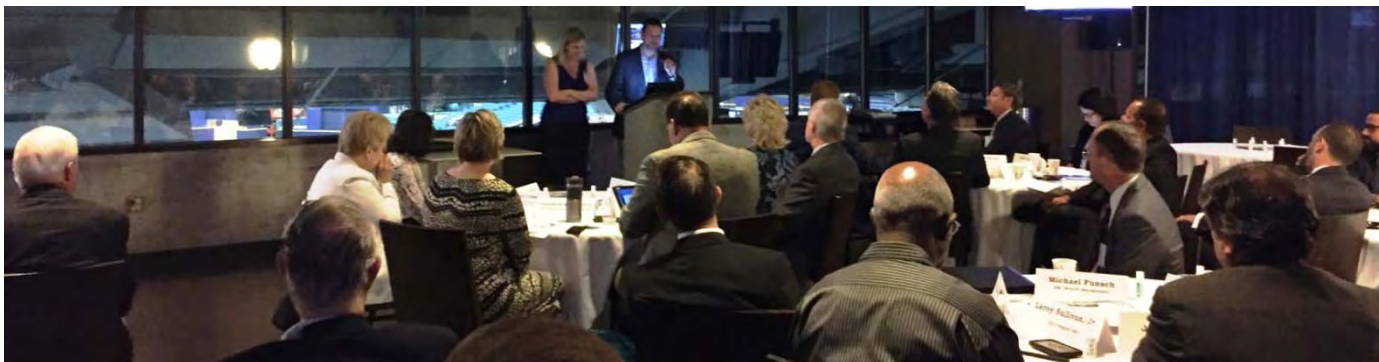
Public Engagement

- 7 Public Workshops
 - More than 60 attendees
- Outreach Partners:
 - Chamber of Commerce
 - Neighborhood Associations
 - Transportation Task Force
 - Office of Urban Affairs
 - City Staff



Other 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
- St. Petersburg Chamber Transportation Task Force – 10/27/15
- Pinellas MPO Technical Coordinating Committee – 10/28/15
- Pinellas MPO Citizens Advisory Committee – 10/29/15
- Central Avenue Council – 11/10/15
- Magnolia Heights Neighborhood Assoc. 11/17/15



Public Engagement Comments

- Positive support from business community
- Rider comments
 - Generally positive/constructive
 - Maintain alignment for Route 32 w/direct access to Publix/CVS
 - More Night and Weekend service needed
 - Route 7 most frequently mentioned
 - Route 5 next most frequently mentioned
 - Downtown Circulation Nights and Weekends
 - Ensure public information is clear for new transfer locations
 - Provide comfortable wait areas (shelters)



Plan for Park Shelters

- PSTA and City staff joint effort
- Planned for over night Saturday, January 30, 2016
 - Least disruption to traffic (bus and vehicular)
 - Allows for additional City Parks and Rec work to be ready for Localtopia



Public Information and Outreach

<p>January 2016</p>	<p>Produce Detailed Brochure Outlining Changes</p> <ul style="list-style-type: none"> • Distribution by in-park “PSTA Ambassadors” • Available at all Customer Service Centers <p>Begin Public Notifications</p> <ul style="list-style-type: none"> • Behind the Driver Notices (on buses) • Web and Social Media • Press Releases and Media Information
<p>Week of January 18</p>	<p>PSTA Ambassador, CSR, and Operator Information Training</p>
<p>January 25 – February 13</p>	<p>PSTA Ambassadors in Williams Park</p> <ul style="list-style-type: none"> • Varying times of day to connect with each route/run • Distribute Brochure and Answer Questions • Minimum 4 Ambassadors for each ‘shift’
<p>February 14, 2016</p>	<p>New Routing Begins</p>
<p>February 14 – 20, 2016</p>	<p>PSTA Ambassadors at Williams Park and Grand Central</p> <ul style="list-style-type: none"> • Minimum 2 Ambassadors for each shift

COMING SOON!

February 14, 2016

- NEW Routing in Downtown
- Service Improvements
 - Route 5: Double Service on Sundays to match Saturday
 - Route 7: Extend evening service (3 more hours of service)
 - Route 22: Extend evening service (coordinate w/mall closing)
- NEW Stops and Bus Access Throughout Downtown
- NEW (Minimized) Bus Recovery Areas



SPRING 2016

- NEW Shelters
- Downtown Circulation Study
- System Redesign On-Board Survey



INFORMATION ITEMS



7A: Reserve Analysis



Action: Information Item

Staff Resource: Debbie Leous, CFO
Brian Scott, Committee Vice-Chair

**FINANCE & PERFORMANCE
MANAGEMENT**

Background:

- Following last month's vote to purchase seven hybrid-electric diesel replacement buses, PSTA Commissioner Dave Eggers requested additional information on PSTA's reserve funds and the impact different bus replacement scenarios would have on PSTA resources.
- PSTA's capital program, including its replacement buses rely on federal transit formula grants and capital reserve funds.
- Other transit systems such as HART in Hillsborough also fund bus replacements and other capital purchases with Federal Surface Transportation Program (STP) funds allocated by their MPO as well as County capital funds.

The Future

- Over the next five years PSTA needs to replace 58 buses to meet its bus replacement plan. This is the revised plan already factoring in reduced needs based on replacing buses at 15-year lifespan, longer than the federal recommended 12-years and with a reduced fleet size due to plans to contract out certain PSTA services.
- This presentation is to provide a review of our reserves and the impacts of various bus procurement decisions on the reserves over the FY 2016-2020.

Fiscal Impact:

- N/A
-

Attachments:

1. PowerPoint



RESERVE ANALYSIS

Board Meeting
December 9, 2015
Deborah Leous

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



Purpose

- Commissioner Eggers requested information on how bus purchase decisions affected PSTA's grants & reserve balances.

Answer

- PSTA's financial management has provided reserves.
- Long-term, grant funds are insufficient for PSTA's operational and capital needs including bus replacements, new bus shelters, and facility upgrades.
- Decisions on bus technology is expected to have an impact on how long PSTA's reserves will last.



PSTA Reserves

- PSTA has designated the following reserves:
 1. Two months of operating reserves
 2. Self Insurance Reserve based on actuarial study
 3. Other Post Employment Benefits (OPEB)
 4. Capital Reserves
- Capital reserves help meet FTA's required fiscally constrained capital plan-meaning we need to strive to live within our means.

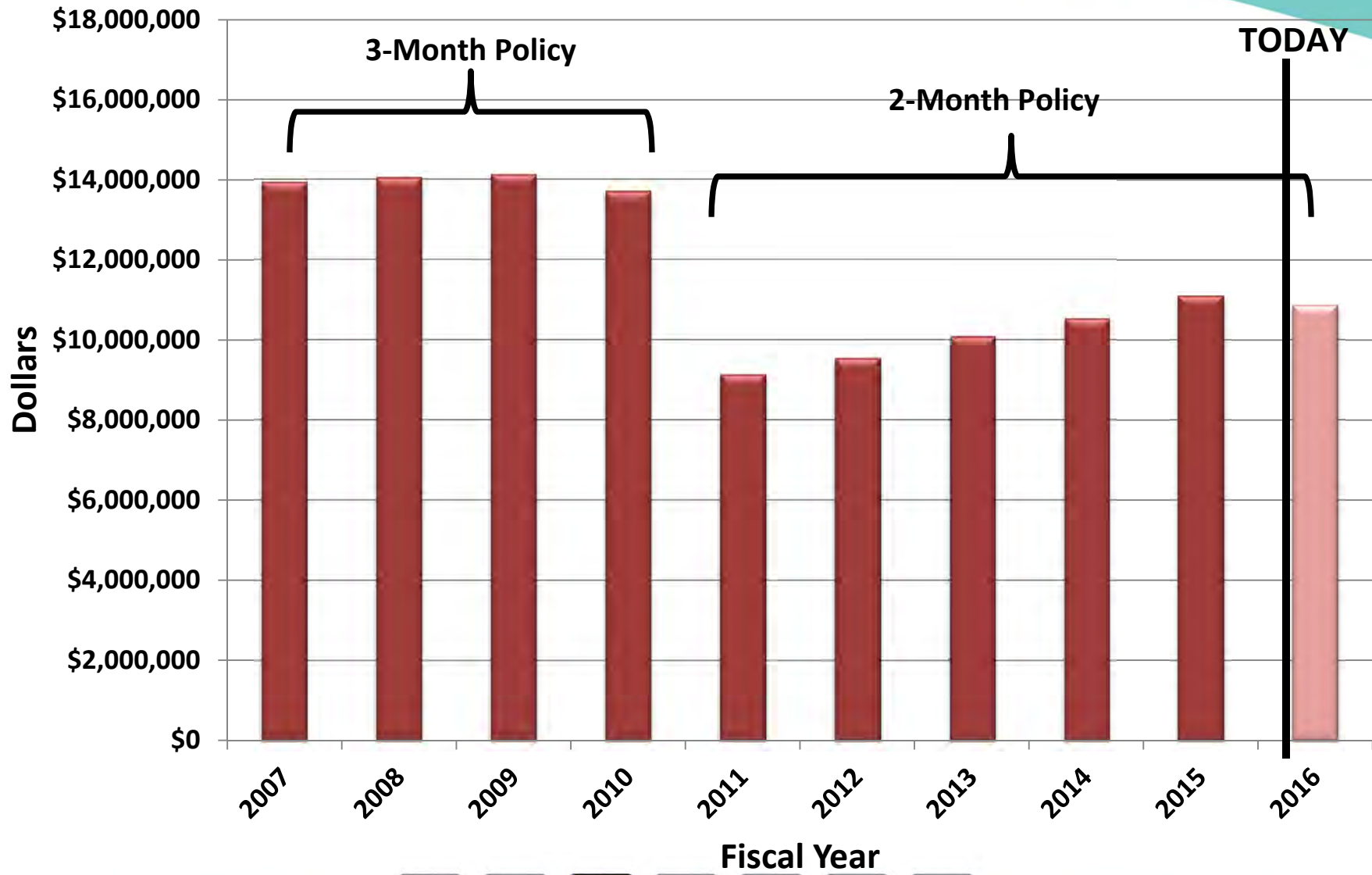


PSTA's Fiscal Efficiency Increase Reserves

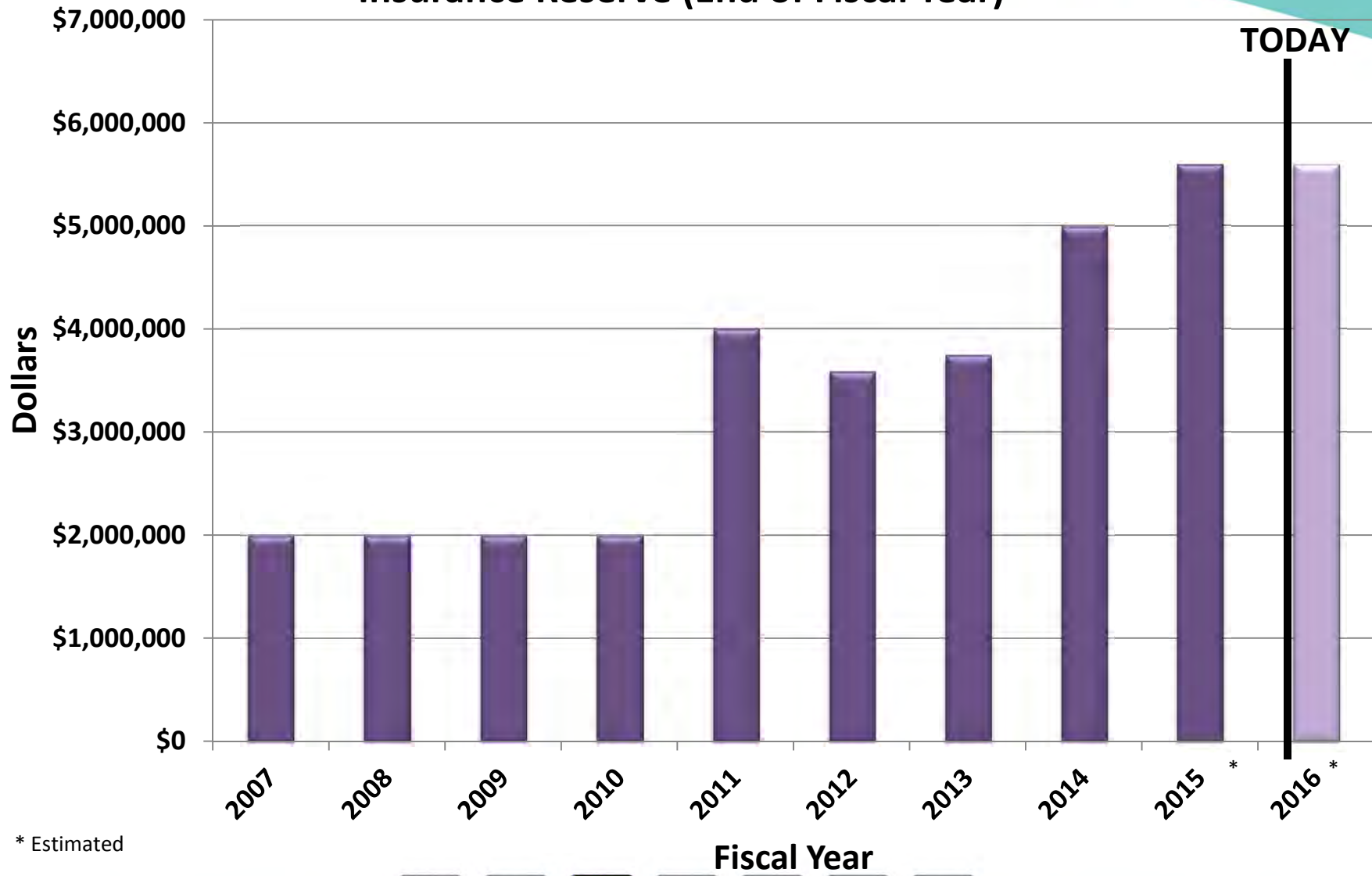
- PSTA's positive fiscal results over the last few years has allowed for increases to reserves.
- It was anticipated that in the FY 2015 budget \$2.2 million would be needed from those reserves to balance the budget.
- Personnel savings, technology improvements and approximately \$100,000 in various service and parts purchase savings reduced FY2015 use of reserves to approximately \$38K.
- As a result, Capital reserves for buses are able to be significantly increased.



Pinellas Suncoast Transit Authority Operating Reserve (End of Fiscal Year)



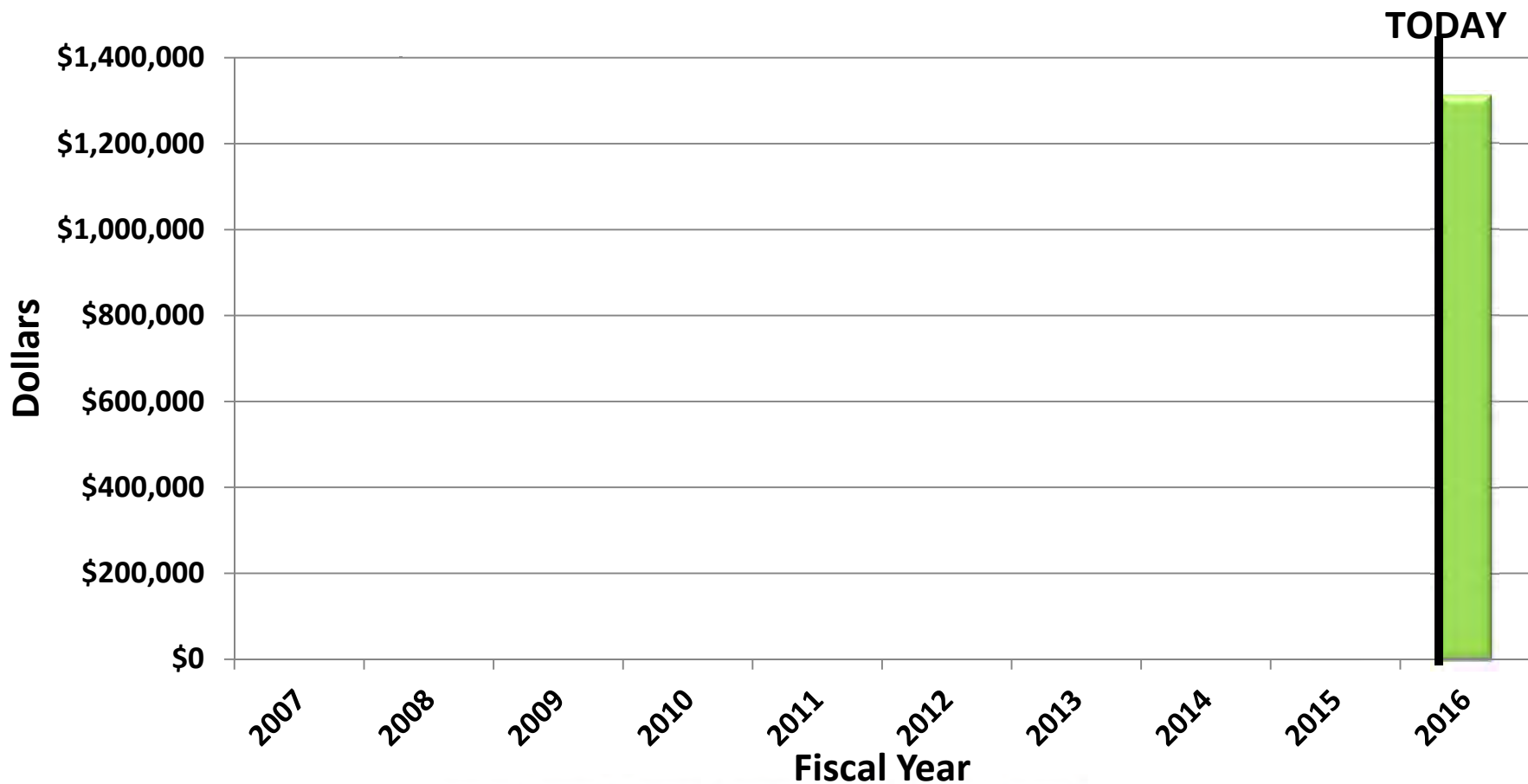
Pinellas Suncoast Transit Authority Insurance Reserve (End of Fiscal Year)



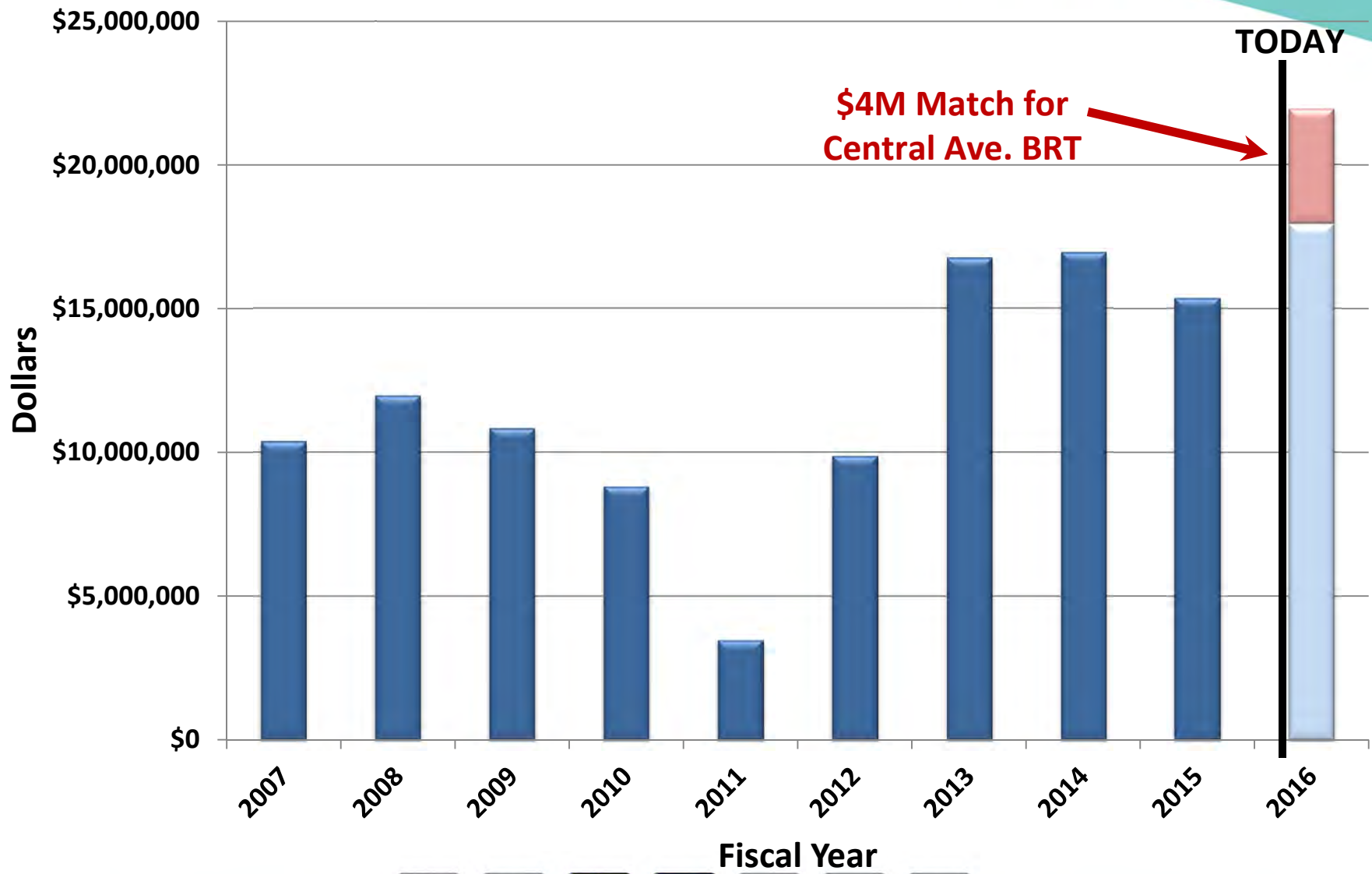
* Estimated



Auditors' Recommended Other Post Employment Benefits (OPEB) Reserve



Pinellas Suncoast Transit Authority Capital Reserve (End of Fiscal Year)



One-Time Capital Reserves

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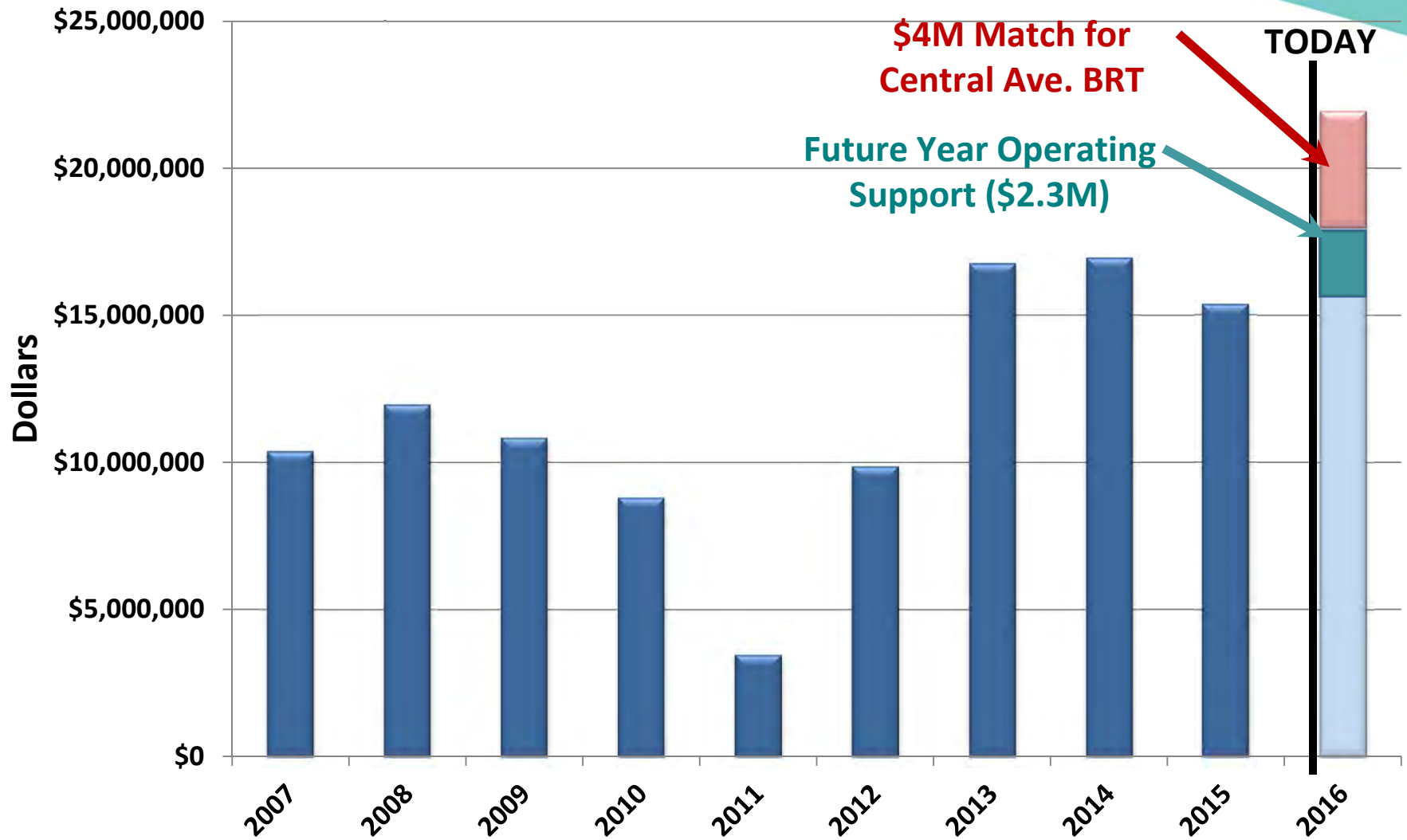
- As discussed, projected operating deficits start in 2018.

	2016	2017	2018	2019	2020
Reserves for Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)

- If operating budget can be balanced, that's more \$\$ for buses.
- **Needed Long-Term Solutions:**
 1. **Balance Future Operating Budgets to Not Require Use of Reserves.**
 2. **Identify Other Capital Funds for Maintaining the 210 Bus Fleet.**



Pinellas Suncoast Transit Authority Capital Reserve (End of Fiscal Year)



Fiscal Year



Other Bus Funding

Increased Fed \$ for Buses:

- Meets Legislative Objective
- Competitive, May Not Be Immediate
- New Mandate to Prove “State of Good Repair.”



MPO Unlikely to Prioritize Bus Replacements

- MPO members indicate willingness to consider “new” transit investment, but not maintenance.
- Concerns of delaying road expansions likely mean no STP funds for buses in 2021.



SCENARIOS



Scenarios

#1: Buy 58 BAE Hybrid Buses

2019

BUY ALL HYBRIDS:

	2016	2017	2018	2019	2020
Total Number of Buses	7	8	12	15	16
Total Cost of Hybrid Buses	\$5,075,000	\$5,886,112	\$9,094,044	\$11,708,580	\$12,863,824
Beginning Reserve Balance	\$17,970,955	\$20,599,401	\$21,312,370	\$18,106,140	\$9,605,704
Change in Reserve due to Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)
Less Use of Reserves for Buses	\$0	\$0	(\$2,797,249)	(\$6,639,771)	(\$9,207,824)
Ending Reserve Balance	\$20,599,401	\$21,312,370	\$18,106,140	\$9,605,704	(\$3,005,136)
Grant Funded Hybrid Buses	\$5,075,000	\$5,886,112	\$6,296,795	\$5,068,809	\$3,656,000



#2: Yes Lo-No Grant (9) + Hybrid (54) 2019

- Grant application for 4 bus replacements and 5 expansion vehicles

LO-NO Grant for Differential between diesel and Electric. Rest are BAE Hybrids. Includes 5 electric expansion buses.

	2016	2017	2018	2019	2020
Total Number of Buses	7	13	8	15	16
		9 Electric			
Total Cost of Electric Buses and Chargers Includes 3 Quick Charges and 1 In-Depot	Hybrid \$5,075,000	4 Hybrid \$12,468,158	Hybrid \$6,062,696	Hybrid \$11,708,580	Hybrid \$12,863,824
	2016	2017	2018	2019	2020
Beginning Reserve Balance	\$17,970,955	\$20,599,401	\$20,574,947	\$19,399,421	\$10,898,985
Change in Reserve due to Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)
Less Use of Reserves for Buses	\$0	(\$737,423)	(\$766,545)	(\$6,639,771)	(\$9,207,824)
Ending Reserve Balance	\$20,599,401	\$20,574,947	\$19,399,421	\$10,898,985	(\$1,711,855)
Grant Funded Buses	\$5,075,000	\$11,730,735	\$5,327,172	\$5,068,809	\$3,656,000



2A: Yes Lo-No Grant (9) + 7 Hybrids + 47 Diesel

2020

Lo-No Grant for Differential between Diesel and Electric. Includes 5 electric expansion buses. Balance are Diesel

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Total Number of Buses	7	13	8	15	16
		9 Electric			
Total Cost of Electric Buses and Chargers	Hybrid	4 Diesel	Diesel	Diesel	Diesel
Includes 3 Quick Charges and 1 In-Depot	\$5,075,000	\$10,248,024	\$4,383,736	\$8,466,090	\$9,301,408

	2016	2017	2018	2019	2020
Beginning Reserve Balance	\$17,970,955	\$20,599,401	\$22,795,081	\$22,355,079	\$18,040,569
Change in Reserve due to Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)
Less Use of Reserves for Buses	\$0	\$1,482,711	(\$31,021)	(\$2,453,845)	(\$5,645,408)
Ending Reserve Balance	\$20,599,401	\$22,795,081	\$22,355,079	\$18,040,569	\$8,992,145
Grant Funded Buses	\$5,075,000	\$11,730,735	\$4,383,736	\$6,012,245	\$3,656,000



#3 – No Lo-No Grant/BYOB Pilot/Hybrids **2019**

BUY 7 HYBRIDS APPROVED BY BOARD PLUS 4 ELECTRIC AS A PILOT PROGRAM

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Total Number of Buses	7	12	8	15	16
		4 Electric			
Total Cost of Electric Buses and Chargers Includes 3 Quick Charges and 1 In-Depot	Hybrid \$5,075,000	8 Hybrid \$11,002,820	Hybrid \$6,062,696	Hybrid \$11,708,580	Hybrid \$12,863,824
	2016	2017	2018	2019	2020
Beginning Reserve Balance	\$17,970,955	\$20,599,401	\$17,165,285	\$15,989,759	\$7,489,323
Change in Reserve due to Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)
Less Use of Reserves for Buses	\$0	(\$4,147,085)	(\$766,545)	(\$6,639,771)	(\$9,207,824)
Ending Reserve Balance	\$20,599,401	\$17,165,285	\$15,989,759	\$7,489,323	(\$5,121,517)
Grant Funded Buses	\$5,075,000	\$6,855,735	\$5,327,172	\$5,068,809	\$3,656,000



#4: No Lo-No Grant/BYOB Pilot/Diesel **2020**

- Seek funding for the differential between diesel and electric and PSTA would match the grant with the value of the diesel buses.

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Total Number of Buses	7	12	8	15	16
		4 Electric			
Total Cost of Electric Buses and Chargers	Hybrid	8 Diesel	Diesel	Diesel	Diesel
Includes 3 Quick Charges and 1 In-Depot	\$5,075,000	\$9,372,756	\$4,383,736	\$8,466,090	\$9,301,408
	2016	2017	2018	2019	2020
Beginning Reserve Balance	\$17,970,955	\$20,599,401	\$18,795,349	\$18,355,347	\$14,040,837
Change in Reserve due to Operations	\$2,628,446	\$712,969	(\$408,981)	(\$1,860,665)	(\$3,403,016)
Less Use of Reserves for Buses	\$0	(\$2,517,021)	(\$31,021)	(\$2,453,845)	(\$5,645,408)
Ending Reserve Balance	\$20,599,401	\$18,795,349	\$18,355,347	\$14,040,837	\$4,992,413
Grant Funded Buses	\$5,075,000	\$6,855,735	\$4,383,736	\$6,012,245	\$3,656,000



Summary of Scenarios Using Reserves

- In all scenarios PSTA is balanced using reserves for capital and operating through 2019.
- When purchasing buses, at the “value of diesel” buses, PSTA is balanced through 2020.
- In 2021 in all cases there will be no reserves available given PSTA’s capital and operating needs.



Continued Staff Efforts

- **Natural Gas Buses**
 - Equipment Requirements
 - Funding Alternatives
 - Currently working with several vendors and TECO utility.
- **Hybrid and Electric**
 - Potential and cost/benefit of leasing batteries and other Innovative Financing Options.
 - Funding Alternatives/Partnerships.
- **Deadline: Detailed Options for 2016 CIP by 4/30/16.**



Questions



1970s German Pilot – Retrofitted Diesel Bus with Battery Trailer



INFORMATION ITEMS



7B: Regional Fare Collection Partnership Agreements



Action: Information Item

Staff Resource: Cassandra Borchers, CDO
Darden Rice, Committee Vice-Chair



Background:

- The Regional Working Group (RWG) includes representatives from each of the transit agencies from eight counties in the Tampa Bay region including Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota plus the Florida Department of Transportation (FDOT) and the Tampa Bay Area Regional Transportation Authority (TBARTA).
- The RWG was established to explore regional solutions to providing connected transit services. The first project of the RWG is to implement a single regional fare media, allowing seamless travel throughout all counties in the region.
- PSTA staff has worked with Hillsborough Transit Authority (HART) and the RWG over the past year develop a scope of services needed to document the regional needs to move forward with a new regional smart card and transit pass mobile application.
- PSTA has also contributed to funding consultant work and applying for capital grants with federal and state agencies. To date, \$2.6 million in FDOT grants have been secured for the total regional project cost of \$12.8 million.

Summary:

- Earlier this year, proposals were received in response to the RWG solicitation, as managed by HART, and a vendor was selected. HART, Manatee County Area Transit (MCAT), and PSTA are currently engaged in negotiating the final scope and contract with the vendor.
- While PSTA staff has contributed a significant amount of time and expertise to ensure the agreement with the vendor includes all PSTA and the regional needs, HART will enter into the formal agreement with the vendor.
- As such, PSTA will engage the contract through a Memorandum of Understanding (MOU) with HART. The agreement will address items such as:
 - Contract Assignment

- Transfer of Assets
 - Funding Availability and Grant Sharing
 - Revenue Sharing
 - Fare Policy
 - Joint Branding and Marketing
- The goal of the MOU will be to allow PSTA to use the HART contract similarly to the regional fuel purchases and consortium bus contracts in which PSTA participates.

Fiscal Impact:

- New fare collection equipment is funded through the PSTA Capital Improvement Program (CIP) and is scheduled to be paid through Federal formula grants. Participation in the RWG has also benefited PSTA financially through the joint application for discretionary grants which will offset the total cost to PSTA. Any additional grants received by the RWG will continue to diminish the amount of formal funding needed for the full implementation of this new system.
-

Attachments: None

INFORMATION ITEMS



7C: Revised CEO Performance Evaluation

Action: Information Item

Staff Resource: Brad Miller, CEO
Bill Jonson, Chairperson



Background:

- The Personnel Committee met on November 17, 2015 to discuss the revised CEO Performance Evaluation.
- The Committee voted to forward the attached revised form for Board approval in January.

Attachments:

1. Revised CEO Evaluation Form



PSTA’s CEO’s Annual Performance Review Criteria

Mission: PSTA Provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.

Evaluation period: _____ to _____

Evaluator’s Name

INSTRUCTIONS

This evaluation form presents ten categories of rating criteria. Each category contains statements describing competencies or strategic goals related to PSTA’s adopted Path Forward Strategic Plan. For each category, use the scale below to indicate your rating of the CEO’s performance.

This evaluation form also contains the option of entering comments related to each of the categories. These comments may include responses to specific questions and any observations you believe appropriate and pertinent to the rating period.

Separately, this evaluation form contains an optional narrative evaluation offering the opportunity to provide additional feedback.

1 = Needs Improvement:

The incumbent does not consistently meet the performance expectations and/or demonstrates only a moderate level of proficiency in the required competency. Additional training or commitment is required. *This rating describes the employee who meets only the very minimum position requirements and whose performance needs improvement through development, experience and/or application.*

2 = Meets Expectations:

The incumbent consistently meets and may occasionally exceed performance expectations while demonstrating proficiency in the required competency. *This rating describes the employee whose overall performance is satisfactory, and consistently meets the expectations of the Board.*

3 = Exceeds Expectations:

The incumbent consistently exceeds performance expectations while demonstrating a high level of proficiency in the required competency. *This rating is used as recognition for extraordinary accomplishments that have significant impact on the organization.*

When completed, please sign and date the form and forward it to the Board Chairperson. The results will be summarized and placed on the agenda at a future meeting. The individual forms, accompanying summary, and other agenda materials will be included in the public record.

For the rater’s convenience, the rating scale appears in the header on each of the following pages.

SECTION 1: CEO'S FUNCTIONAL COMPETENCIES

Considering the competencies listed, please note your score for each category in the space provided to the right of the category heading.

1. Improved Board Member Communication

Score: _____

- Increases opportunity for one-on-one and telephone discussions on issues and agenda review. *(75+ 1-on-1s with all 15 Board members).*
- Provides informative weekly email updates. *(Ongoing).*
- Notifies Board of emerging issues including upcoming media stories. *(Ongoing.)*
- Provides effective and timely responses to Board Member questions/requests *(Ongoing.)*

Comments related to this category. (Optional)

2. Increasing Organizational Accountability

Score: _____

- Implements Path Forward Strategic Plan Goals in PSTA management and departmental goals. *(Completed.)*
- Oversees compliance with PSTA's Legislative Affairs performance objectives by PSTA's contractors. *(Completed)*
- Implements Route Performance Monitoring and American Bus Benchmarking results to advise the Board with data-driven recommendations. *(Completed and Ongoing).*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations

3. **Succession Planning Throughout PSTA Organization**

Score: _____

- Identifies acting CEO during CEO absences. *(Ongoing.)*
- Identifies and develops strong assistant leadership so long-term sustainability of the organization is maintained. *(Chief-level leaders of organization's developmental requirements identified and addressed.)*
- Implements ongoing succession planning activities for PSTA's top management level positions to ensure continuity. *(Underway. Board presentation to be made in Spring, 2016.)*

Comments related to this category. (Optional)

SECTION 2: PSTA PATH FORWARD STRATEGIC PLAN



4. **Focus on Customer-Oriented Public Transit**

Score: _____

- **Improvement** - Develop a plan for improved transportation in Downtown St. Petersburg through a customer-oriented grid-network replacing the Williams Hub Grid. *(St. Pete Council Approved 11/12/15, PSTA 12/9/15, Implementation 2/14/16.)*
- **Outreach** - Maintain a broad Community Outreach effort including development of a strategic communication plan. *(Consultant RFP Issued, Board presentation 1/2016)*
- **Service** - Complete targeted Customer service training program and track progress through regular customer satisfaction surveys. *(Completed – survey completed 11/2015.)*
- **Workforce Development** - Negotiate a new Collective Bargaining Agreement that includes performance-based compensation. *(Negotiations underway, On schedule for January Board consideration.)*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations



Score: _____

5. **Strong PSTA Governance & Effective Public Transportation Leadership**

- Develops and strengthens partnerships with regional partners such as the Pinellas MPO and HART. *(Joint Board meetings with both agencies, substantially increased CEO coordination).*
- Supports the PSTA Board and Advisory Committees in their efforts to assist the PSTA Board. *(Committee attendance up, ongoing.)*
- Recommends and implements board meeting efficiencies that ensure board discussions are policy-oriented with appropriate and insightful public input. *(Board Executive Committee recommended and Board approved 5 specific improvements, new online agenda management solution identified to be implemented in 2016).*
- Supports pilot programs that support PSTA community and PSTA plans such as first-, last-mile transportation alternative partnerships with taxicabs and transportation network companies. *(Pilot program with Uber first in United States.)*
- Ensures new Board Members are welcomed and quickly included in policy discussions and Board leadership transitions are managed smoothly. *(Ongoing.)*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations

6. **Provide Effective, Financially Viable Public Transportation that Supports our Community**



Score _____

- Prepares a balanced budget to provide services at a level intended by the Board and to advance the Board's strategic initiatives. *(Completed.)*
- Exceeds requirements to encourage public and customer input on financial resource decisions. *(Completed.)*
- Demonstrates a commitment to sustainable decision-making (financial, environmental, and social). *(Completed as demonstrated by bus replacement purchase analysis.)*
- Maintains PSTA's industry leadership position in efficiency and strategic cost control measures. *(FY2016 Budget \$2M less than FY2015 Budget, ABBG Draft 2015 Report shows PSTA Lowest Cost.)*

Comments related to this category. (Optional)

7. **Sustainable Capital Program**



Score _____

- Increases advocacy by hiring a federal lobbyist and monitor state and federal performance towards implementing Board priorities through performance metrics. *(Completed.)*
- Initiates discussions with the Pinellas MPO to consider future prioritization of Federal STP Funds for public transit capital investments. *(Completed.)*
- Develops a sustainable capital program prioritizing long-term bus replacement requirements. *(Completed.)*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations

8. Customer-Oriented Service Redesign



Score: _____

- Develops and advances a strategic implementation plan. *(Completed and reduced 10-phase plan to 3 phases at Board request.)*
- Identifies innovative transportation alternatives for all affected routes/corridors. *(Completed.)*
- Uses a well-balanced combination of data-driven and customer sensitive approaches. *(Ongoing.)*

Comments related to this category. (Optional)

9. Incremental Expansion



Score: _____

- Advances the Central Avenue BRT project through federal, state, and local advocacy. *(Completed.)*
- Develops coordinated legislative priorities that garner significant local support so state and federal partnerships can be achieved. *(Completed.)*
- Leverages partnerships with HART (advanced fare payment), MPO, and community partnerships to expand service alternatives. *(Completed.)*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations



Score: _____

10. Visionary Service Design: Increase Public Transit Access

- Supports pilot programs that support PSTA community and PSTA plans such as first-, last-mile transportation alternative partnerships with taxicabs and transportation network companies. *(Pilot program with cabs and TNC's first in United States.)*
- Makes incremental progress towards implementing the Community Bus Plan goals of a customer-oriented, efficient grid network. *(Expanded Services including grid in Downtown St. Pete to be implemented in February, 2016).*
- Seeks out new innovations, advanced technologies, and how PSTA's transit services might benefit from these investments. Develop a plan for piloting electric bus technology. *(Ongoing. Planning technology update as part of annual PSTA Board Workshop.)*

Comments related to this category. (Optional)

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations

NARRATIVE EVALUATION (optional)

What would you identify as the CEO's strength(s), expressed in terms of the principal results achieved during the rating period?

What constructive suggestions or recommendations can you offer the CEO to enhance performance?

Has PSTA'CEO Performance Improved over the past six months?

What comments do you have for the CEO (e.g., priorities, expectations, goals, or objectives for the new rating period)?

Rating Scale: 1 = Needs Improvement, 2 = Meets Expectations, 3 = Exceeds Expectations

Thank you for providing feedback.

Evaluator's Signature

Date



8A: Federal Lo-No Grant



Action: Information Item

Staff Resource: Brad Miller, CEO
Darden Rice, Committee Chair



Background:

- At PSTA’s October 28, 2015 Meeting, the Board unanimously supported submitting an application for Federal Transit Administration’s Low or No Emission, “Lo-No” grant program to invest in a demonstration electric bus program in Pinellas County.
- PSTA Commissioner Ben Diamond, a member of the Legislative Committee, requested the Committee get a chance to review the application prior to its submission by the November 23, 2015 deadline to the Federal government.

Application

- PSTA staff has been developing the application in concert with the Proterra Electric Bus Company and the Center for Transportation and the Environment, an Atlanta-based non-profit organization which has successfully partnered with a number of transit systems to implement their Lo-No grant funded electric bus programs.
- More than 10 letters of support of the application have been requested from congressional delegation members, environmental groups, and St. Petersburg officials.
- Staff will present a PowerPoint outlining the details of the application to the Legislative Committee.

Description of Application and Pilot Electric Bus Program

- Nine Proterra Electric Buses (four replacements of existing diesel buses and five expansion buses).
- To be used on two routes: An expanded Downtown St. Petersburg circulator system and PSTA’s 28th Street route, Route #11.
- Two on-route quick charging stations and five slow-charging stations for PSTA’s facility.
- Total Cost: \$9,525,000 (Lo-No Grant: \$4,875,000 (51%), PSTA Match: \$4,650,000 (49%).

Attachments:

1. PowerPoint
2. Letter of Support from the Metropolitan Planning Organization (MPO)



Sunshine City Electric Bus Project Federal Low or No Emission Grant Application

PSTA Board of Directors Meeting
December 9, 2015

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



Summary of Fed LoNo Program

To deploy the cleanest and most energy efficient U.S.-made transit buses that have been largely proven in testing and demonstrations but are not yet widely deployed in transit fleets.

Eligible Project Elements:

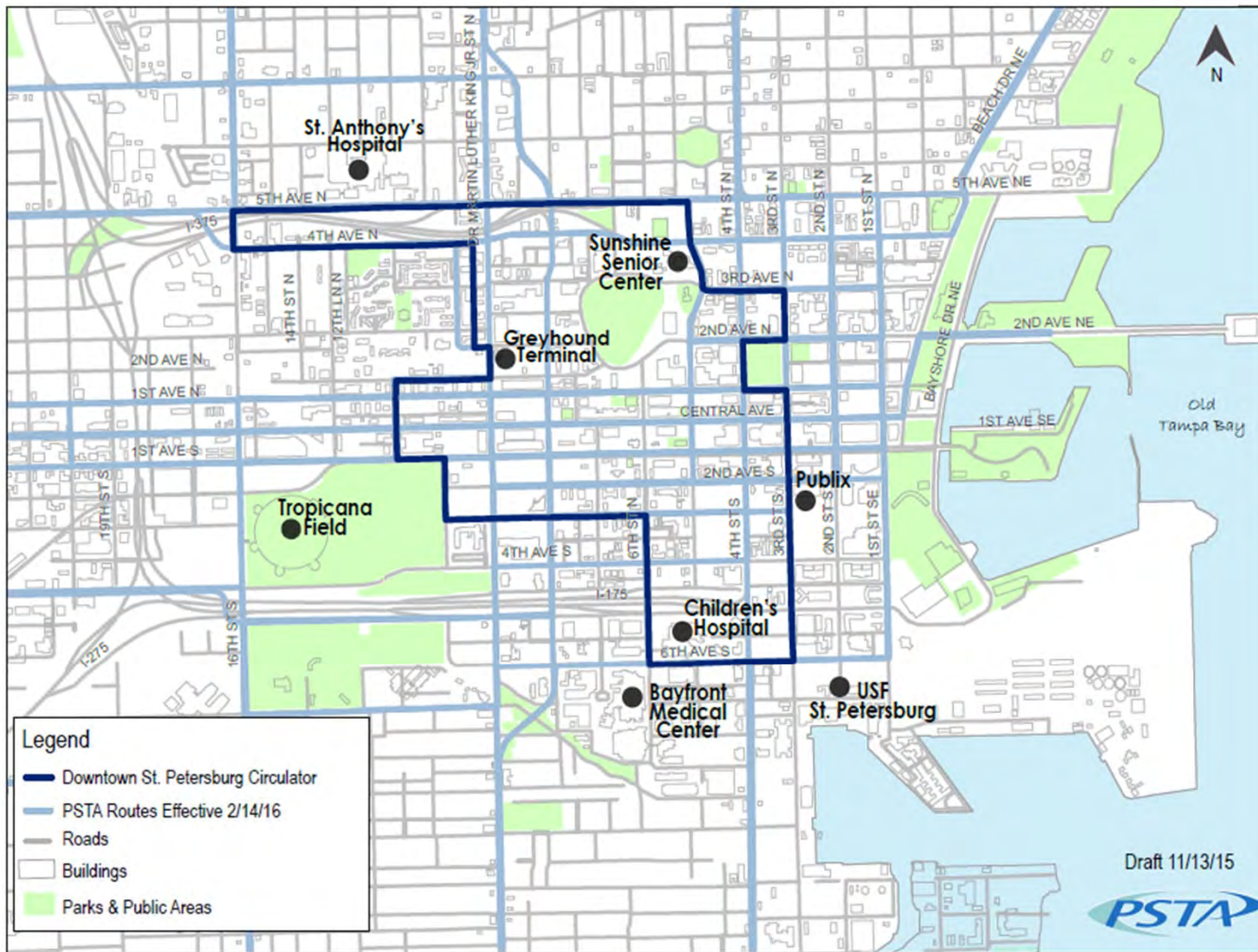
- Acquiring new low or no emission buses
- Constructing or leasing new facilities and equipment
- Improving existing facilities to accommodate LoNo buses
- Project should deploy at least 5 new buses

Funding and Grantee Eligibility

- \$22.5M available nationwide under competitive grant
- Non-attainment or maintenance areas
- Over 200,000 in population
- Federal amount awarded cannot exceed 85% of the total transit bus cost:
 - Fed match of 90% for equipment and facilities (charging stations).
 - Credit for “overmatch” more than 15% local match.

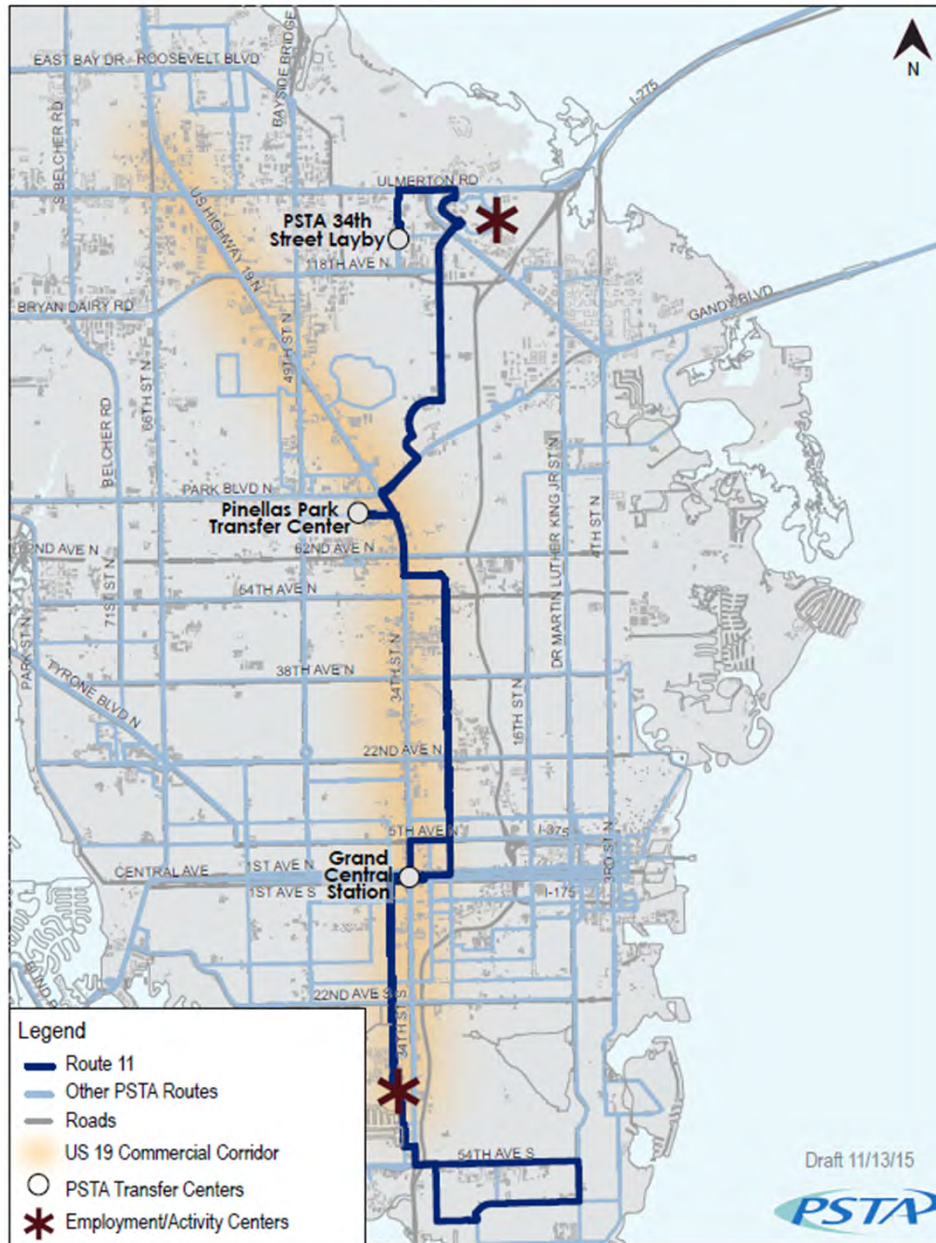
Project Proposal- Part A

- Improvements to downtown St. Petersburg Circulator
 - Pilot Route for Quick-charge buses
 - High density, mixed land uses
 - Connects neighborhoods and senior centers to medical facilities, sporting events, cultural centers, parks and recreation
 - Five 35' Quick Charging Electric Buses
 - Downtown fast charging station.



Project Proposal Part B

- Route 11 (28th Street)
 - Pilot route for extended range buses
 - Connects low income communities to PSTA transfer centers and Carillon employment center
 - Four 40' Electric buses
 - Overnight in-depot charging stations
 - One fast charging station at PSTA Headquarters (Lay-By) – allows for easy system expansion.
 - DOT Priority “Ladders of Opportunity” represented.
 - Shows scalability and commitment to LoNo technology.



Recommended Charging Options

- **Two Fast Charging Stations**
 - Located in Downtown St. Petersburg and PSTA Lay-By
 - Allows for en-route charging and end of day quick charge at main facility
- **Five Facility (slow charging) stations**
 - One for Maintenance for any part of fleet
 - Four for overnight charging Extended Range battery buses

Partnerships

- **Center for Transportation and the Environment (CTE)**
 - Proposal guidance
 - Project management
 - Affiliations with FTA, DOT, and DOE
 - Partner for many previous LoNo grant awardees
- **Proterra (Electric Bus Manufacturer)**
 - Supplies buses, equipment, and marketing materials
- *Future: Duke Energy?*

Local Support Letter Requests

- City of St. Petersburg
- Congressman David Jolly
- Congresswoman Kathy Castor
- Pinellas County Commission
- Pinellas County MPO
- St. Petersburg Chamber of Commerce
- Senator Bill Nelson
- Senator Marco Rubio
- Sierra Club

Proposal Strengths

- Using both fast charge and extended range technologies in Florida operating environment
- Request for only incremental cost of the electric bus over diesel plus charging stations (substantial “over-match”)
- Type of service:
 - Downtown Circulator
 - Route 11

Both provide access to jobs and opportunity for low income areas matching DOT priority.

Summary

Electric Buses

- Four 40' Extended Range Buses
- Five 35' Fast Charge Buses

Charging Stations

- Two On Route Chargers
- On Route Architecture/Engineering Services
- On Route Construction Services
- Four Depot Chargers
- Depot Installation

Project Management

- Project Management Consulting & Technical Assistance (CTE)

Total Cost: \$9,525,000 **PSTA Match: \$4,650,000** (500,000 x 9 buses + 150,000 facilities)





**PINELLAS COUNTY
METROPOLITAN PLANNING ORGANIZATION**

310 Court Street
2nd Floor

Clearwater, Florida 33756

(727) 464-8200 Phone
(727) 464-8201 Fax

November 18, 2015

Ms. Therese W. McMillan, Acting Administrator
Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear Ms. McMillan:

On behalf of the Pinellas County Metropolitan Planning Organization (MPO), I am writing to encourage you to approve the Low or No Emission Vehicle Deployment Program (LoNo) grant request submitted by our county's transit agency, the Pinellas Suncoast Transit Authority (PSTA).

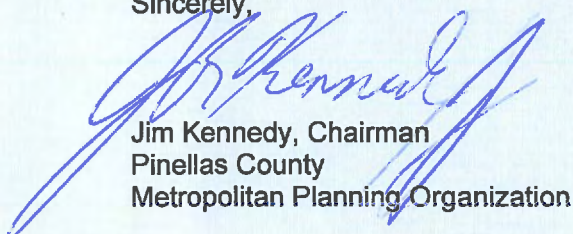
Your approval of this request would be a wise investment of federal and local funds and would help advance improvements consistent with the MPO's priority transportation focus areas, including access to major employment areas and U.S. 19 corridor improvements. PSTA is only asking for the incremental amount needed to make up the difference between the cost of proposed new Protera all-electric buses and the standard Gillig clean-Diesel models, as well as the minimal cost of two quick charging stations for deployment along the routes.

The routes that will be served by the electric buses will help improve job and community access for many senior and low income communities. The Route 32 circulates through downtown St. Petersburg connecting residents to vital medical services, shopping destinations, and community activities. The Route 11 serves two new Community Redevelopment Areas (CRAs) and provides residents with access to more than 33,000 jobs in Pinellas County's largest employment center, the Gateway Area, and along the corridor, which parallels the highly commercial southern portion of U.S. 19. Route 11 also serves two major PSTA transfer facilities, providing riders with access to the rest of the County.

Finally, the deployment of the first electric buses in Pinellas County is consistent with the sustainability goals included in the 2040 Long Range Transportation Plan (LRTP). Pinellas County's local economy is tied to the tourism industry, with millions of people visiting our award-winning beaches each year. Protecting our environment and reducing the demand for crude oil and off-shore drilling are important to preserving one of our most valuable resources. In addition, Pinellas County is particularly vulnerable to extreme weather events and future sea-level rise, making this opportunity to add no-emission electric buses to PSTA's growing low emission fleet is a natural fit.

The Pinellas MPO strongly supports this project and is committed to amending it into the Transportation Improvement Program (TIP). In closing, we hope that you will approve this modest request and help our community improve its economic vitality, and create new opportunities for lower-income residents.

Sincerely,



Jim Kennedy, Chairman
Pinellas County
Metropolitan Planning Organization

cc: Dr. Yvette Taylor, Federal Transit Administration, Region IV
PSTA Board of Directors



8B: PSTA Performance/Updates for the Month of October

Action: Information Item




Staff Resource: Brad Miller, CEO

Total Ridership*	
<p>DOWN</p> <p>7.4%</p> <p>Monthly Compared to Last Year</p>	<p>DOWN</p> <p>7.4%</p> <p>Year-to-Date</p>

* a detailed report is attached

Contract Awards between \$25,000 - \$100,000		
Vendor	Amount	Description
Cummins Power South LLC	\$25,463	Remanufacture Engines – Co-op with HART
Gillig Corporation	\$30,690	Stocked Inventory (Re-order)
Cummins Power South LLC	\$25,855	Remanufacture Engines – Co-op with HART
Total:	\$82,008	

Transportation Disadvantaged (TD)	10/2015	YTD
Number of Telephone Inquiries	1200	13085
Number of Applications Mailed	54	677
Number of TD Discounted Bus Passes	5957	65473

Customer Service	10/2015	YTD
Number of Real Time Text Messages Sent to Riders	208,643	208,643
Number of Times Voice System Provided Info to Riders	136,214	136,214
Number of Times RidePSTA.net was visited	167,370	167,370
Number of InfoLine Calls	40176	491150
Average Call Length	152	135
Average Hold Time	77	95.4

PSTA.net	10/2015	YTD
Number of Website Visits Per Day	5554	5554
Number of Users	52,918	52,918
Total Pages Viewed	314,183	314,183
Percent of First Time Visitors	23%	23%
Number of Online Bus Pass Orders	684	8079

Social Media Statistics (by the end of the month)	10/2015
Number of Twitter Followers	1943
Number of Facebook Fans	8900
Number of LinkedIn Followers (Company Page)	647
Number of People Belonging to PSTA's LinkedIn Group	167
Number of Times Blog Pages were Viewed	492

Attachments:

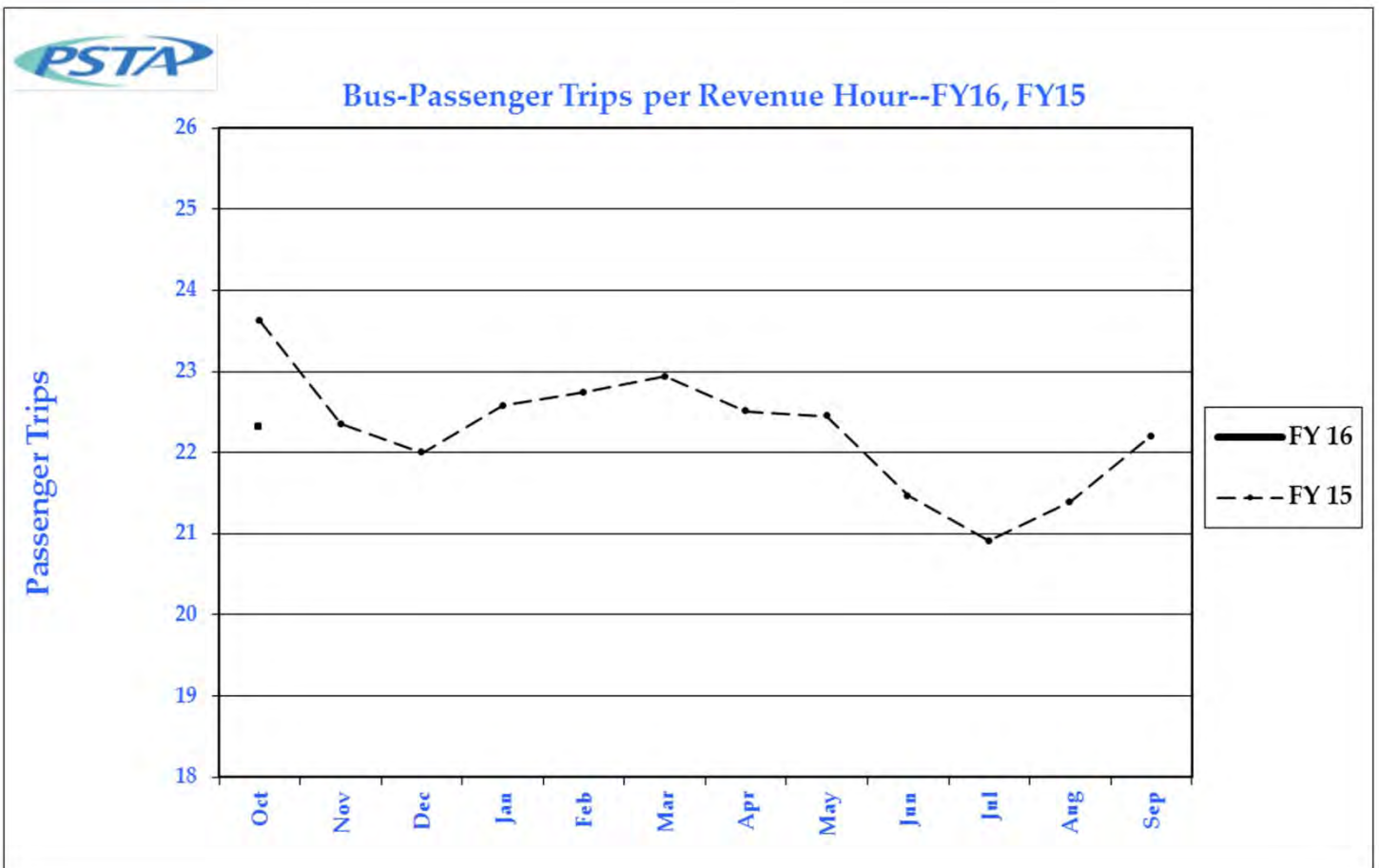
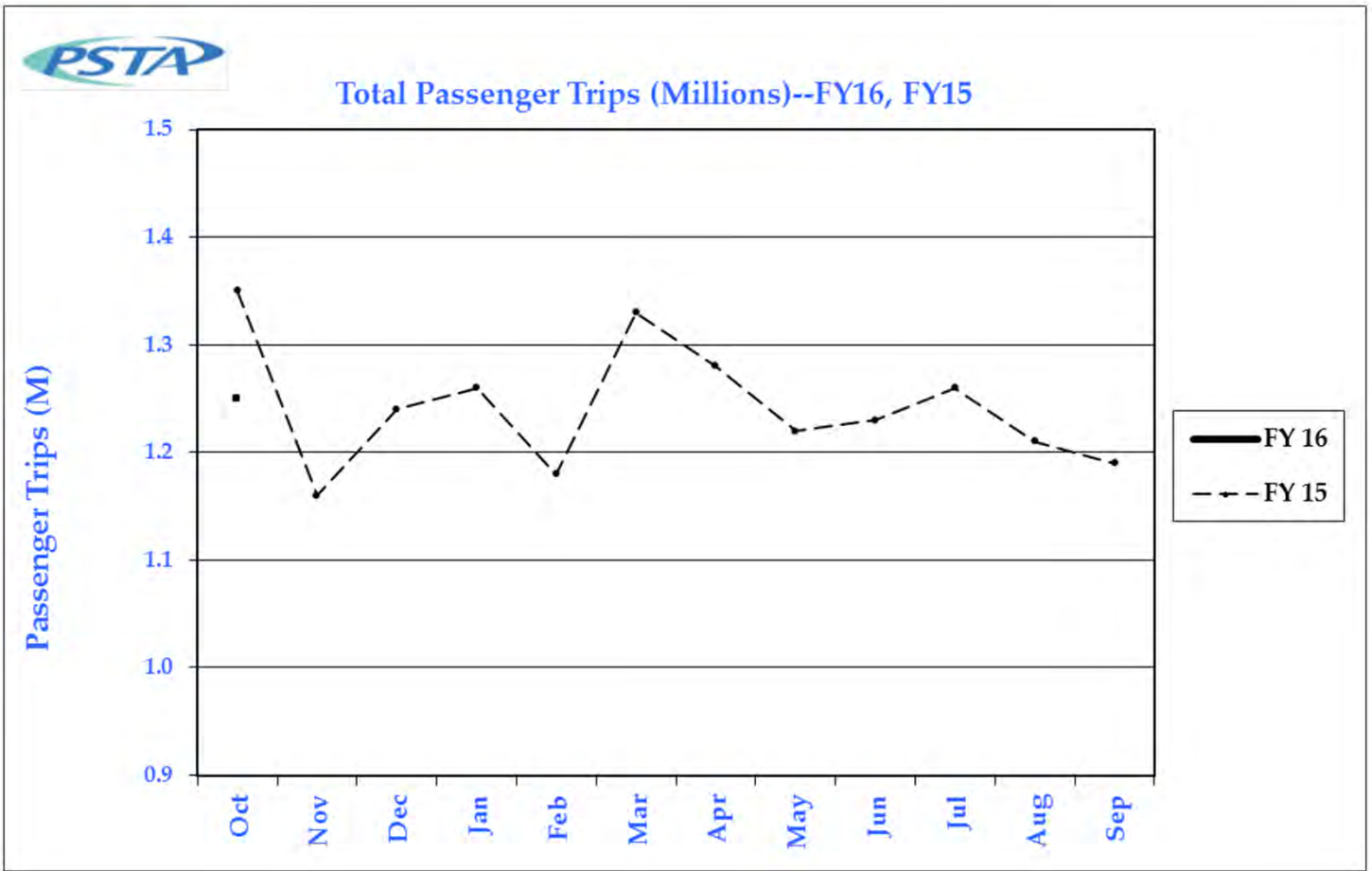
1. Operating Statistics
2. Performance Graphs



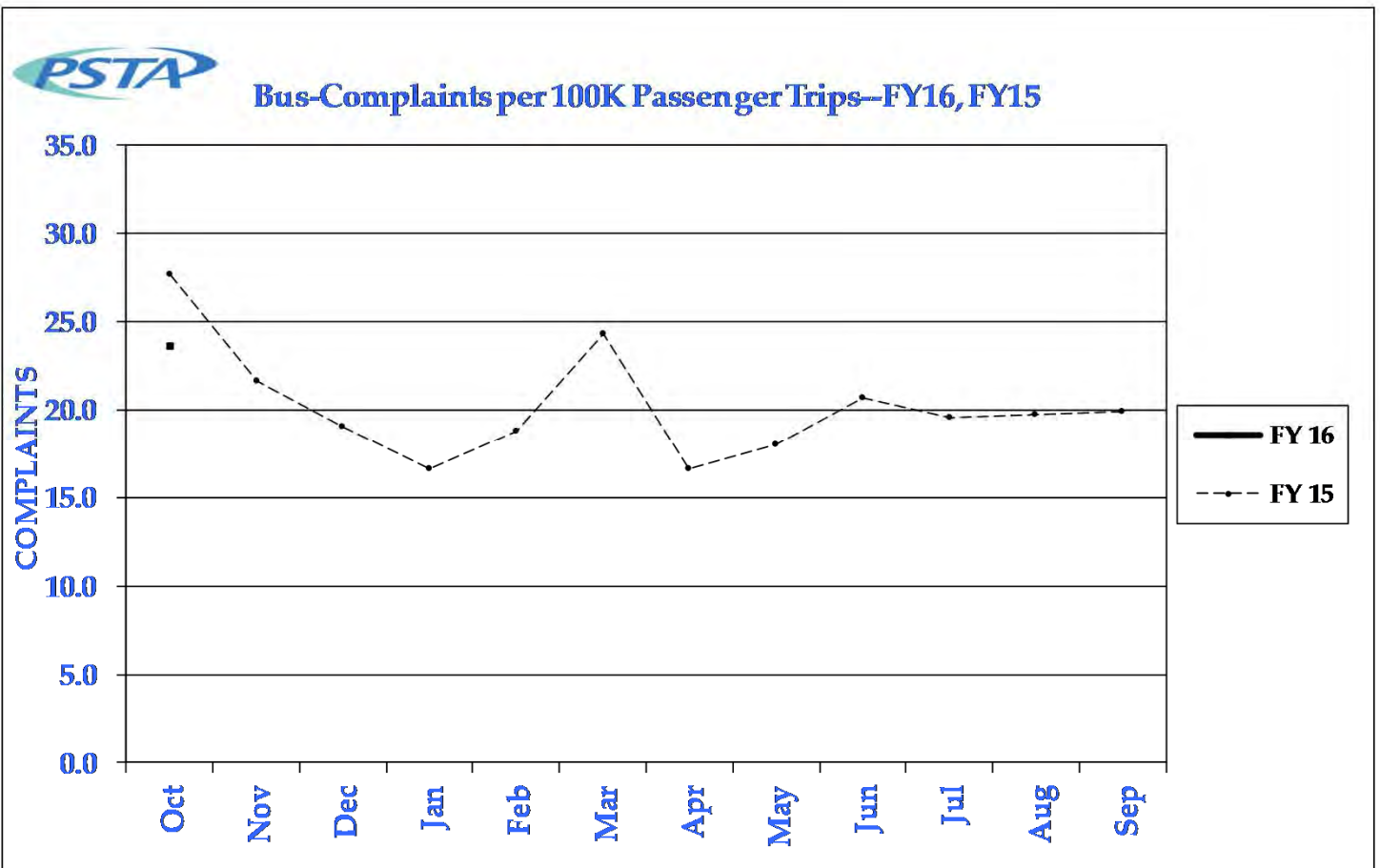
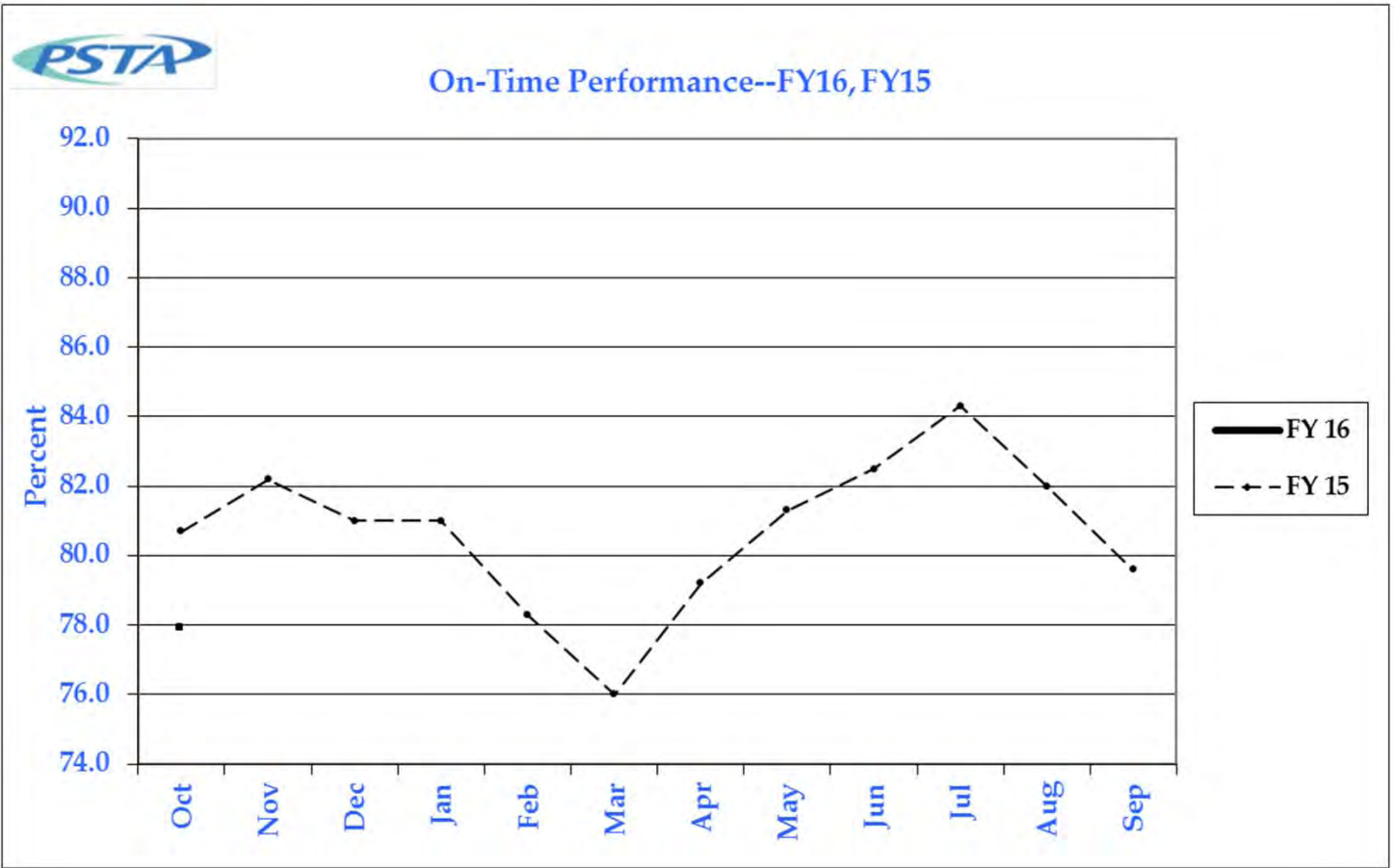
OPERATING STATISTICS
Board Report
OCTOBER 2015

CURRENT MONTH			RIDERSHIP STATISTICS	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
1,134,563	1,222,795	-7.2%	Total Bus Revenue Passenger Trips ⁽¹⁾	1,134,563	1,222,795	-7.2%
42,441	49,452	-14.2%	Other Bus Passenger Trips (includes East Lake) ⁽²⁾	42,441	49,452	-14.2%
4,342	3,512	23.6%	Looper Trolley Passenger Trips ⁽³⁾	4,342	3,512	23.6%
39,969	45,342	-11.8%	Jolley Trolley Passenger Trips ⁽⁴⁾	39,969	45,342	-11.8%
1,221,315	1,321,101	-7.6%	Total Fixed Route Passenger Trips ⁽¹⁻⁴⁾	1,221,315	1,321,101	-7.6%
24,417	24,653	-1.0%	DART Client Trips ⁽⁵⁾	24,417	24,653	-1.0%
363	486	-25.3%	DART TD Trips ⁽⁶⁾	363	486	-25.3%
3,439	3,409	0.9%	DART PCA Trips ⁽⁷⁾	3,439	3,409	0.9%
28,219	28,548	-1.2%	Total DART Passenger Trips ⁽⁵⁻⁷⁾	28,219	28,548	-1.2%
1,249,534	1,349,649	-7.4%	Total Passenger Trips ⁽¹⁻⁷⁾	1,249,534	1,349,649	-7.4%
6,837	6,285	8.8%	Wheelchairs	6,837	6,285	8.8%
36,649	38,018	-3.6%	Bikes on Buses	36,649	38,018	-3.6%
45,632	48,985	-6.8%	Average Weekday Passenger Trips			
29,815	31,804	-6.3%	Average Saturday Passenger Trips			
15,903	17,053	-6.7%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
604	607	-0.5%	Employees-Budgeted-Full-Time			
754,133	770,822	-2.2%	Total Revenue Miles	754,133	770,822	-2.2%
52,756	53,869	-2.1%	Total Revenue Hours	52,756	53,869	-2.1%
77.9	80.7	-3.5%	On-Time Performance	77.9	80.7	-3.5%
23.6	27.7	-14.7%	Complaints/100,000 Passenger Trips-PSTA Bus	23.6	27.7	-14.7%
170.1	N/A	N/A	Complaints/100,000 Passenger Trips-DART (less E	170.1	N/A	N/A
3.81	3.73	2.2%	Accidents--Total-Per 100,000 Miles	3.81	3.73	2.2%
0.69	0.68	2.0%	Accidents--Preventable-Per 100,000 Miles	0.69	0.68	2.0%
9,948	10,673	-6.8%	Miles Per Roadcall	9,948	10,673	-6.8%
8,978	8,759	2.5%	Miles Per Service Interruption	8,978	8,759	2.5%
1.56	1.65	-5.4%	Bus-Total Passenger Trips / Revenue Mile	1.56	1.65	-5.4%
22.31	23.62	-5.5%	Bus-Total Passenger Trips / Revenue Hour	22.31	23.62	-5.5%

PSTA Performance Measures



PSTA Performance Measures





REPORTS

8C: Capital Projects Update



Action: Information Item

Staff Resource: Pam Reitz, Grants Manager

**FINANCE & PERFORMANCE
MANAGEMENT**

-
- Staff will provide a report on the major capital projects.
-

Attachments:

1. Capital Projects Cover Page
2. Capital Projects Full Report (**CLICK TO VIEW/PRINT**)



**PSTA Major Capital/Planning Projects
Monthly Status Update
September 2015**

Project	Capital Project Name	Budget	Invoices Paid (as of 6/30/15)	% Complete (Based on Invoices Paid)	Project Stage	% of Project Complete	Project Manager	Current Status
1	ADA Landing Pad Project	\$1,331,424	\$268,873	20%	In Progress	20%	Mark Knight	On Schedule
2	Shelter Project	\$1,282,650	\$46,446	4%	In Progress	15%	Mark Knight	On Schedule
3	Service Lane Infrastructure	\$245,000	\$6,000	2%	Development	15%	Mark Knight	On Schedule
4	A/C Chillers Replacement	\$500,000	\$0	0%	Development	0%	Mark Knight	On Schedule
5	Reg Rev Coll & Inter-Jurisdictional Mobility Proj.	\$1,143,636	\$161,430	14%	RFP Issued	10%	Walt Lenz	-
6	Clever Works	\$292,431	\$0	0%	PO Issued	10%	Walt Lenz	On Schedule
7	FDOT Park & Ride Lot	\$200,000	\$0	0%	Development	5%	Chris Cochran	-
8	Purchase Replacement Revenue Vehicles	\$20,367,360	\$19,700,177	97%	PO Issued	100%	Henry Lukasik	On Schedule
9	Purchase Support Vehicles	\$772,867	\$667,203	86%	PO Issued	85%	Henry Lukasik	On Schedule
10	Tire Lease	\$865,000	\$452,422	52%	Continuous	52%	Henry Lukasik	On Schedule
11	Rehab/Renovate Maintenance Forklifts	\$25,000	\$0	0%	Development	100%	Henry Lukasik	On Schedule
12	Mobile Column Lifts	\$150,000	\$0	0%	PO Issued	10%	Henry Lukasik	On Schedule
13	FleetNet Software Updates	\$110,075	\$103,575	94%	Final	100%	Debbie Woodward	On Schedule
14	Campus WiFi	\$120,779	\$0	0%	PO Issued	0%	Andy Guertin	-
15	PSTA Campus 10-GIG Ethernet Fiber Upgrade	\$60,000	\$0	0%	Development	0%	Debbie Woodward	-
16	Miscellaneous Projects	\$5,064,490	\$646,635	13%	Continuous	13%	Pam Reitz	-
Capital Project Total		\$27,406,222	\$21,406,126	78%				
Project	Planning Project Name	Budget	Invoices Paid (as of 9/15/14)	% Complete (Based on Invoices Paid)	Project Stage	% of Project Complete	Project Manager	Current Status
1	Long Range Planning-Consultants (2014)	\$200,000	\$0	0%	Development	0%	Cassandra Borchers	On Schedule
2	Short Range Planning - Consultant	\$1,340,620	\$1,024,974	76%	In Progress	76%	Cassandra Borchers	On Schedule
3	AA/Howard Frankland Bridge Study	\$2,191,740	\$1,945,198	89%	In Progress	89%	Heather Sobush	On Schedule
4	Clearwater Downtown Intermodal Terminal	\$1,250,000	\$11,213	1%	Development	15%	Chris Cochran	On Schedule
Planning Project Total		\$4,982,360	\$2,981,384	60%				
Grand Total - Open Projects		\$32,388,582	\$24,387,510	75%				

FUTURE MEETING SUBJECTS



PSTA BOARD MEETINGS	
January 28, 20145	
Action Items	Information Items
<ul style="list-style-type: none"> • HVAC Maintenance • Hybrid Battery Parts • Bus Service Lanes Upgrade • Chiller Replacement • Revised CEO Evaluation Form • Rules & Regulations 	<ul style="list-style-type: none"> • PSTA Contracts
February 25, 2015	
Action Items	Information Items
<ul style="list-style-type: none"> • Banking Services • Largo Commons Settlement 	<ul style="list-style-type: none"> • Service Redesign Phase 3 • Sustainability Plan • Mid-Year Performance Eval. • Strategic Communication Plan
March 25, 2015	
Action Items	Information Items
<ul style="list-style-type: none"> • Service Redesign Phase 3 • Mid-Year Performance Eval. • Strategic Communication Plan 	<ul style="list-style-type: none"> • Capital Projects Update • June Service Changes

<u>KEY MEETINGS/DATES</u>
<p><u>Legislative Committee</u></p> <ul style="list-style-type: none"> • <i>Jan. 6, 2016; 9:30 AM – PSTA</i>
<p><u>Executive Committee</u></p> <ul style="list-style-type: none"> • <i>Jan. 11, 2016; 11:00 AM – PSTA</i>
<p><u>TRAC</u></p> <ul style="list-style-type: none"> • <i>Jan. 12, 2016; 4:00 PM</i>
<p><u>MPO Meeting</u></p> <ul style="list-style-type: none"> • <i>Jan. 13, 2016; 1:00 PM – Clearwater MPO Offices</i>
<p><u>Finance & Performance Mgmt. Committee</u></p> <ul style="list-style-type: none"> • <i>Jan. 15, 2016; 9:00 AM</i>
<p><u>Planning Committee</u></p> <ul style="list-style-type: none"> • <i>Jan. 15, 2016; 10:30 AM</i>
<p><u>Joint PSTA/MPO/PPC</u></p> <ul style="list-style-type: none"> • <i>Jan. 22, 2016; 9:00 AM – PSTA</i>
<p><u>TBARTA Board Meeting</u></p> <ul style="list-style-type: none"> • <i>Jan. 29, 2016; 9:30 AM – FDOT, Tampa</i>