



BOARD OF DIRECTORS MEETING
 AGENDA – JANUARY 27, 2016; 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.	PSTA BOARD OFFICERS 2016	9:30	
	A. Reconsider December 9, 2015 Vote	CHAIR RICE	5
	B. Vote on 2016 Board Officers	IMM. PAST CHAIR JONSON	6
4.	NON-BOARD COMMITTEES	10:00	
	A. Transit Riders Advisory Committee	5 min ELAINE MANN	7
	B. Metropolitan Planning Organization	5 min JULIE BUJALSKI	8
	C. MPO's Local Coordinating Board	5 min PATRICIA JOHNSON	9
5.	CONSENT AGENDA	10:15	
	(Board Members may pull items for discussion)		
	A. Board Meeting Minutes	CHAIRPERSON	10
	B. Hybrid Battery Parts & Equipment	HENRY LUKASIK	19
	C. SMS Texting Service	DEBBIE WOODWARD	21
	D. Rules & Regulations	ALAN ZIMMET	24
	E. TRAC By-Laws Amendment	SANGITA LAND	31
	F. Committee Appointments	BEN DIAMOND	37

6.	ACTION ITEMS			10:25	
	A. Update-2016 Legislative Priorities	10 min	BEN DIAMOND		39
	B. Revised CEO Performance Evaluation Form	20 min	BILL JONSON		58
	C. Strategic Communication Plan	20 min	CYNDI RASKIN-SCHMITT		68
7.	INFORMATION ITEMS			11:15	
	A. Central Ave BRT Action Plan	15 min	HEATHER SOBUSH		126
	B. PSTA/MPO/PPC Joint Workshop Post Report	10 min	CHAIRPERSON		134
8.	REPORTS/CORRESPONDENCE			11:40	
	A. PSTA Performance Report/Updates		BRAD MILLER		135
9.	FUTURE MEETING SUBJECTS			11:50	144
10.	OTHER BUSINESS			12:00	
11.	BOARD MEMBER COMMENTS			12:05	
12.	ADJOURNMENT			12:15	

THE NEXT MEETING IS FEBRUARY 24, 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, January 27, 2016, 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: Darden Rice, 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.



3A: Reconsider December 9, 2015 Vote



Action: Reconsider the December 9th Vote for Board Officers 2016

Staff Resource: Brad Miller, CEO
Alan Zimmet, General Counsel



Background:

- In abundance of caution, and to put PSTA in the strongest position possible in defense of the lawsuit alleging that a Sunshine Law violation was committed in relation to the election of the Board's Officers for 2016, PSTA's General Counsel has recommended that the process of selecting the Board Officers be conducted again.
- He is recommending that the Board vote to reconsider the election of the three Board Officers: Chairperson, Vice-Chairperson, and Secretary/Treasurer; that took place at the December 9, 2015 Board meeting.
- One of the seven Board members who voted for Councilmember Rice to be Chairperson would need to make a motion to reconsider the election of the Board Officers. Any Board member can second such a motion.

Attachments: None



3B: Vote on 2016 Board Officers



Action: Vote on 2016 Board Officers

Staff Resource: Brad Miller, CEO
Alan Zimmet, General Counsel



Background:

- If the Board approves a motion to reconsider, the Board's prior election of Board Officers will be no longer in effect.
- The Board will need to discuss fully the election of the Board Officers for 2016 and vote for each Officer position.
- The Board should have a full discussion concerning the selection of the Board Officers, consider the nominations made by the Nominating Committee at its meeting of December 23, 2015, take nominations from the floor, and vote.
- The General Counsel also has recommended that Councilwoman Johnson and Councilmember Rice state the substance of their conversations with regard to the election of Board Officers for 2016.

Attachments: None

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 January 12, 2016 Transit Riders Advisory Committee (TRAC) meeting.
-

Attachments: None

NON-BOARD COMMITTEES



4B: Metropolitan Planning Organization



Action: Information Item

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



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

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

CONSENT AGENDA



5A: Board Meeting Minutes



Action: Approve Board Meeting Minutes

Staff Resource: Clarissa Keresztes, Administrative Asst

- Staff recommends approval of the minutes of the December 9, 2015 Board Meeting.
-

Attachments:

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**BOARD OF DIRECTORS MEETING
MINUTES – DECEMBER 9, 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
Wengay "Newt" Newton
Darden Rice
Kenneth Welch

Absent

Patricia Johnson
Brian Scott

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.

PUBLIC COMMENT

Vivian Peters, Largo resident, commented on a recent major traffic jam on Ulmerton Road that the Bus Operator had to detour around. She explained that the Bus Operator did not communicate with the riders to let them know what was happening.

[Ms. Long and Mr. Newton entered the meeting at 9:08 AM.]

[Ms. Gerard entered the meeting at 9:09 AM.]

NON-BOARD COMMITTEES

Transit Riders Advisory Committee (TRAC) – Elaine Mann, Committee Chair, reported on the November 17th TRAC meeting. She also reviewed the 2014-2015 TRAC accomplishments.

[Mr. Barkley entered the meeting at 9:13 AM.]

AWARDS/RECOGNITION

Outgoing Board Member – Wengay Newton – Mr. Miller thanked Mr. Newton for his service on the PSTA Board and various Committees and presented him with a plaque and a lifetime bus pass.

NON-BOARD COMMITTEES, continued

Metropolitan Planning Organization (MPO) – Ms. Rice reported on the MPO/Pinellas Planning Council (PPC) Board meeting that took place on November 18th.

MPO's Local Coordinating Board (LCB) – Chairperson Jonson spoke about highlights from the LCB's November 17th meeting.

Year-End PSTA Progress – Mr. Miller reflected on PSTA's progress over the past year indicating that in 2015, PSTA had record ridership, the Board approved the purchase of more environmentally clean buses, staff submitted an application for funds for electric buses, and announced that the Florida Department of Transportation (FDOT) will invest \$500,000 in the Central Avenue BRT project. Mr. Miller also highlighted some items that PSTA will be focusing on in 2016 including the transportation alternatives pilot program, the new advanced technology fare payment system, and the new agenda management system. He indicated that a Strategic Communications Plan will be presented in January which will include a messaging plan for PSTA using the hashtag #PSTAMOVINGFORWARD.

CONSENT AGENDA

Chairperson Jonson pulled consent agenda item 5A and Mr. Welch pulled item 5E. Mr. Barkley made a motion, seconded by Mr. Bevis to approve the remaining consent agenda items. There were no public comments. The Board unanimously approved the remaining consent agenda items which included the outsourced bus shelter installation, Clever Devices software/support, and the automatic vehicle monitoring.

For item 5A, Chairperson Jonson suggested an amendment to the October 28, 2015 Board meeting minutes and Mr. Bevis made a motion, seconded by Ms. Bujalski to approve the amended minutes. There were no public comments. Motion passed unanimously.

For item 5E, Mr. Welch had a few questions regarding the iLegislate agenda management system which Mr. Miller and Debbie Woodward, Director of Information Technology (IT), responded to. Mr. Welch made a motion, seconded by Mr. Newton to approve item 5E. There were no public comments. Motion passed unanimously.

ACTION ITEMS

Board Officers/Committee Appointments – The Board received a list of recommendations by the Nominating Committee for officers and committee appointments. Chairperson Jonson noted that on October 28th, Ms. Rice was nominated for Chairperson. He asked Board members if there were any nominations and Mr. Eggers nominated Ms. Bujalski. Mr. Newton, Committee Chair, said that at the meeting, a motion was made for the Vice-Chairperson to move to the Chairperson’s seat; however, that motion was not seconded. He indicated that a motion was then made for Ms. Rice for Chairperson which was seconded and passed unanimously. Mr. Zimmet added that PSTA’s Rules & Regulations do not establish any specific succession requirements. Mr. Welch mentioned that since Ms. Long wants to remain as Secretary/Treasurer, he suggested moving Ms. Bujalski to Chairperson and Ms. Rice to Vice-Chairperson. After discussion, Chairperson Jonson called for a vote by show of hands. Ms. Rice received seven votes (Ms. Fenger, Ms. Gerard, Mr. Deighton, Ms. Long, Mr. Newton, Ms. Rice, Mr. Diamond) and Ms. Bujalski received six votes (Mr. Bevis, Mr. Barkley, Mr. Welch, Chairperson Jonson, Ms. Bujalski, Mr. Eggers). There were no public comments. Ms. Rice was elected the 2016 Chairperson.

For the remaining nominations, Mr. Welch made a motion, seconded by Mr. Bevis for Ms. Bujalski to remain Vice-Chairperson. There were no public comments. Motion passed unanimously.

Mr. Newton made a motion, seconded by Ms. Gerard for Ms. Long to remain Secretary/Treasurer. There were no public comments. Motion passed unanimously.

Mr. Eggers made a motion, seconded by Mr. Bevis to appoint Mr. Barkley to the Executive Committee. There were no public comments. Motion passed unanimously.

Mr. Eggers made a motion, seconded by Ms. Rice to approve the recommended slate for the Planning Committee. There were no public comments. Motion passed unanimously.

Ms. Rice made a motion, seconded by Mr. Newton to approve the recommended slate for the Finance Committee. There were no public comments. Motion passed unanimously.

Ms. Rice made a motion, seconded by Mr. Barkley to approve the recommended slate for the Legislative Committee. There were no public comments. Motion passed unanimously.

Mr. Eggers made a motion, seconded by Mr. Newton to approve the recommended slate for the Personnel Committee. There were no public comments. Motion passed unanimously.

Chairperson Jonson indicated that he would like to serve on the Nominating Committee. Ms. Bujalski made a motion, seconded by Mr. Bevis to approve the recommended slate with the addition of Chairperson Jonson. There were no public comments. Motion passed unanimously.

Ms. Bujalski stated that she would like to continue to be PSTA's MPO representative. Ms. Gerard made a motion, seconded by Mr. Barkley to re-appoint Ms. Bujalski as PSTA's MPO representative. There were no public comments. Motion passed unanimously.

Mr. Barkley made a motion, seconded by Mr. Welch to re-appoint Ms. Johnson as PSTA's MPO's LCB representative. There were no public comments. Motion passed unanimously.

Mr. Bevis made a motion, seconded by Mr. Diamond to approve the recommended slate for the 2016-2017 Transit Riders Advisory Committee (TRAC). There were no public comments. Motion passed unanimously.

Central Avenue Bus Rapid Transit (BRT) Federal Application – Cassandra Borchers, Chief Development Officer, presented a history on the Central Avenue BRT along with the current status of the project. She indicated that FDOT recently awarded PSTA with a \$500,000 grant to use for this project. Ms. Borchers also outlined a proposed five-year schedule for the BRT project. The Board had questions relating to the public

engagement, the possible creation of an advisory committee, and the regional messaging for this project which Ms. Borchers responded to. Ms. Long made a motion, seconded by Mr. Newton to approve the creation and submittal of an application to the FTA to enter into the PD phase. There were no public comments. Motion passed unanimously.

Transportation Alternatives Pilot Program – Mr. Miller presented information on a six-month pilot program for transportation alternatives which will be offered in the East Lake and Pinellas Park areas utilizing options such as taxicabs and Transportation Network Company (TNC) services.

There was much discussion among the Board members relating to the pilot program regarding the cost and background checks and Mr. Eggers stressed the importance of a strong commitment to the marketing effort for this program in the East Lake area. In response to Chairperson Jonson's call for public comment, Ms. Peters questioned how this service will work for the Americans with Disabilities Act (ADA) riders and Mr. Miller responded that ADA obligations have been considered in the pilot program. Mr. Welch made a motion, seconded by Mr. Newton to approve the transportation alternatives pilot program.

Robin Shaw, Pinellas resident, commented that she rides Route 58 and she is concerned that this pilot program may be moved into her area as well. She said she is very concerned about the cost of Uber and indicated that she had collected almost 100 signatures and comments from other people as well.

There were no further comments. Motion passed unanimously.

Service Redesign Phase 2: Williams Park and Budgeted Service Enhancements – Ms. Borchers discussed the service redesign that will affect Williams Park and the budgeted service enhancements to Routes 5, 7, and 22. PSTA is looking at a new system for Williams Park which will incorporate a county-wide grid system. Ms. Borchers explained that the proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network. She mentioned public outreach efforts as well as agencies that have endorsed the redesign plan. This change is expected to begin on February 14, 2016. Mr. Newton made a motion, seconded by Ms. Rice to approve the service redesign and service enhancements.

In response to Chairperson Jonson's call for public comments, Mitchel McNeally, Pinellas resident, spoke about the routes serving the south side and the timing of those routes. He also mentioned the need for restroom facilities for the Bus Operators on the south side. Mr. McNeally stated his opinion that the new grid system is not serving the whole downtown area. Ms. Borchers followed-up and addressed his concerns.

Mr. Diamond commended staff for the public outreach and several Board members thanked staff for all the hard work. Motion passed unanimously.

[Ms. Long left the meeting at 11:16 and did not return.]

[Mr. Bevis left the meeting at 11:20 and did not return.]

[Ms. Gerard left the meeting at 11:21 and did not return.]

INFORMATION ITEMS

PSTA Reserves Analysis – Debbie Leous, Chief Financial Officer, gave a presentation, per Commissioner Eggers’ request, about how bus purchase decisions affect PSTA’s grants and reserve balances. She presented four different scenarios for bus purchases and summarized the outcome of each using reserves. Mr. Eggers thanked Ms. Leous for the presentation and said that he would like to ensure that all environmental issues are considered when making bus purchases. Mr. Barkley asked if this analysis takes into account not only the initial cost of the electric buses but also the tremendous savings from no fuel consumption. Ms. Leous responded that key assumptions would be updated depending on the decisions of the Board. Mr. Barkley stated that he would like an “apples to apples” analysis. There were questions about the 5307 grant money and the Lo-No grant. Mr. Diamond asked that at the next Legislative Committee meeting, PSTA’s federal lobbyists speak about what the Agency should do to secure some of the newly passed Transportation funds.

Regional Fare Collection Partnership Agreements – Ms. Borchers noted that PSTA has been working with Hillsborough Area Regional Transit Authority (HART) and the Regional Working Group (RWG) for regional fare collection systems for a smart card and mobile app for the eight county Tampa Bay region. Ms. Borchers said this item will be presented to the Committees and the Board in February.

Revised CEO Performance Evaluation – Chairperson Jonson presented a revised draft evaluation that was discussed at the Personnel Committee on November 17th. He indicated that the Committee is recommending the Board approve the form at the January meeting.

REPORTS/CORRESPONDENCE

Federal Lo-No Grant – Mr. Miller explained that the Legislative Committee received a presentation on the Lo-No electric bus grant application, which was submitted on November 24th. He stated that Congress doubled the funding in the transportation bill for the next go around with additional money for the Lo-No electric bus program.

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

Capital Projects Update – The report was supplied in the Board packet.

FUTURE MEETING SUBJECTS

Mr. Miller announced that on December 11th there will be a Tampa Bay Transportation Management Area (TMA) meeting to discuss the CSX rail proposal.

OTHER BUSINESS

No other business was discussed.

BOARD MEMBER COMMENTS

Mr. Newton said that it has been a blast to serve on the Board and a childhood dream come true because he grew up using public transportation. He thanked PSTA for its involvement in the St. Petersburg summer intern program. Mr. Newton read the commendations for the Bus Operators and Customer Service Representatives and thanked them for their hard work. He ended by saying thank you for the memories and all the fun and Merry Christmas and Happy New Year.

Ms. Bujalski commented that it had been a pleasure working with Mr. Newton and wished everyone a happy holiday season.

Ms. Rice remarked that when she first started on the PSTA Board, Mr. Newton was a huge help to her, adding that he is a very compassionate leader and thanked him for his service.

Mr. Eggers wished Mr. Newton the best of luck and said to keep his same spirit and passion. He also thanked Chairperson Jonson for all his work. He spoke about the importance of the marketing effort for the transportation alternatives pilot program in East Lake. He congratulated Ms. Rice on her election to Chairperson and requested a verbatim of the Nominating Committee meeting. He said Merry Christmas and a safe, happy, and fun New Year.

Mr. Diamond thanked Mr. Newton, stating that he is a leader with a tremendous heart and a lot of genuineness. He also congratulated the new leaders for the coming year and thanked Chairperson Jonson for a great year. He wished everyone Happy Holidays.

[Mr. Eggers and Ms. Rice left the meeting at 12:03 and did not return.]

Ms. Fenger thanked Mr. Newton for his great smile and cheer. She said he is an advocate for the community and stands up for the needs of what is right, adding that she appreciates his leadership. She thanked him for continuing to be a leader, with or without the title.

Mr. Barkley said thank you to Mr. Newton for a great job. He believes that the East Lake and Pinellas Park transportation alternatives are an excellent opportunity and he thanked Ms. Leous for the excellent budgetary analysis. He thanked the Board for giving him the vote of confidence to serve on the Executive Committee. He wished everyone a happy holiday season.

Mr. Deighton echoed everyone's sentiments to Mr. Newton, saying that his viewpoint will be missed. He also thanked Chairperson Jonson for a very successful year and wished everyone a very Merry Christmas and Happy Hanukkah.

Mr. Welch thanked Mr. Jonson for his leadership this past year and thanked Mr. Newton for all he has done.

Chairperson Jonson relayed a story about a trip to Tallahassee with Mr. Newton regarding the Central Avenue BRT. He said it has been a pleasure being the Chairperson this post-Greenlight year and said he believes that the Board governance process has been fixed. He mentioned that he is thrilled with the full engagement of all the current Board members and the development of the Path Forward under the CEO. He stated his belief that it is critical that PSTA focus on the strategic community outreach and the communication effort, as well as strengthening the existing bus system. Chairperson Jonson also spoke of a presentation by David Downing, CEO of Visit St. Pete/Clearwater. He said he believes public transit is an important component to the future of the region.

ADJOURNMENT

There being no further business, Chairperson Jonson adjourned the meeting at 12:10 PM. The next meeting is scheduled for January 27, 2016 at 9:00 AM.

Chairperson



5B: Hybrid Battery Parts & Equipment



Action: Approve a One Year Agreement with Two One-Year Options to Purchase Hybrid Battery, Parts, and Equipment From Florida Detroit Diesel-Allison

Staff Resource: Henry Lukasik, Dir. of Maintenance
Lou Emma Cromity, Dir. of Procurement
Joe Barkley, Committee Chair



Background:

- PSTA’s current hybrid bus fleet consists of 61 vehicles which range from model years 2009-2015.
- The hybrid system of a bus consists of three main components:
 - 1) **Energy Storage System (ESS):** NiMH batteries which provide high voltage energy and storage for the electric drive.
 - 2) **Dual Power Inverter Module (DPIM):** Provides AC/DC conversion and motor control for the electric drive.
 - 3) **EV Drive Unit:** The electric motor which provides for vehicle propulsion (aka the transmission).
- As the hybrid fleet ages, the components listed above will require replacement once their expected life cycles are met.
- Typically, the ESS & DPIM unit lifecycles are defined in terms of amp hours while the EV Drive Unit lifecycle is defined in terms of miles, amp hours, or both dependent upon application.

Procurement

- In order to save money through competitive procurement pricing, PSTA released an Invitation For Bid (IFB) for the purchase of these ESS, DPIM, and EV Drive Unit components, as well as related parts and labor rates, should outsourcing be needed. The IFB was sent to various suppliers directly, posted on PSTA’s Procurement webpage, and the Demand Star website.

- Two suppliers responded to the IFB with a bid:

	Florida Detroit Diesel - Allison	ICT Power, LLC
Hybrid Energy Storage System (Batteries)	\$54,242.79	\$66,854.86
	Florida Detroit Diesel - Allison	ICT Power, LLC
Dual Power Inverter	\$52,088.00	No Bid
EV40 Transmission	\$139,902.56	No Bid
Percentage Off List for additional parts and equipment	15%	No Bid
Standard Labor Rates/Per Hour	\$115.00	\$110.00
Overtime and Holiday Labor Rates/Per Hour	\$172.50	\$165.00

- Florida Detroit Diesel-Allison is the sole distributor in Florida for Allison products, parts, and service, as well as the only Allison Hybrid distributor. ICT Power, LLC purchases from Florida Detroit Diesel Allison.
- Currently PSTA uses its own labor, but contracted labor rates were secured should the need arise.

Fiscal Impact:

- Replacement parts purchased off this contract are accounted for in PSTA’s adopted operating budget.
- Purchases will be conducted on an as needed basis within the operating budget.

Recommendation:

- Approve a one year agreement with two one-year options to purchase hybrid batter, parts, and equipment from Florida Detroit Diesel-Allison.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Hybrid Component Lifecycle Analysis (**[CLICK TO VIEW/PRINT ANALYSIS](#)**)
2. Contract (**[CLICK TO VIEW/PRINT CONTRACT](#)**)

CONSENT AGENDA



5C: SMS Texting Service



Action: Approve a One Year Service Agreement with the Option for Two One-Year Renewals with TextMarks, Inc., for a Total Three Year Agreement Not to Exceed \$150,000.

Staff Resource: Debbie Woodward, Dir. of Information Technology (IT)
Lou Emma Cromity, Dir. of Procurement
Joe Barkley, Committee Chair

FINANCE & PERFORMANCE
MANAGEMENT

Background:

- In September 2012, PSTA entered into an agreement with Clever Devices to provide a Real-Time Bus Information System.
- The Real-Time System has been highly successful utilizing SMS Texting Service to provide bus information messages for real time bus arrival to customers.
- The cost of the service is per message with estimated usages paid per month.

Fiscal Impact:

- Approximately \$50,000 per fiscal year, which is funded under the IT annual operating budget.

Recommendation:

- Approve the SMS Texting Services agreement with TextMarks, Inc., at a cost of not to exceed \$150,000 for all three years.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Clever Devices Sole Source Letter
2. TextMarks Sole Source Letter
3. Contract ([CLICK TO VIEW/PRINT CONTRACT](#))

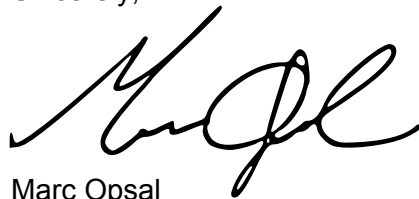
To Whom It May Concern,

This letter is to acknowledge the existing partnership between TextMarks and Clever Devices. At present, Clever Devices utilizes TextMarks' open API to provide SMS message functionality to riders who use a variety of transit systems throughout the United States.

Clever Devices utilizes TextMarks' service in conjunction with their BusTime product currently. As far as we know, ours is the only SMS service that Clever Devices uses to add SMS functionality to their BusTime product. That said, we do not have an exclusivity contract in place with Clever Devices, nor does Clever Devices with TextMarks.

Clever Devices has chosen to utilize TextMarks over other SMS functionality providers for reasons that are known only to them. For more information on why Clever Devices has chosen to utilize TextMarks' service for rider SMS functionality, please contact their office.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Opsal', written in a cursive style.

Marc Opsal
Transit Account Manager
TextMarks
415.692.0015



300 Crossways Park Drive
Woodbury, NY 11797
Phone: 516-433-6100

November 5, 2015

Mr. John Samarkas
Purchasing Agent II
Pinellas Suncoast Transit Authority (PSTA)
Via email: jsamarkas@psta.net

Re : Justification for Sole Source Procurement of TextMarks

Dear Mr. Samarkas,

Clever Devices is the designer, manufacturer and provider of your current BusTime® RTPI system supporting PSTA's bus RTPI service/equipment, including text service. Clever Devices' BusTime includes heavy integration with the TextMarks gateway service API, which supports user SMS subscription requests, query responses, alert notifications, and more. To utilize another text messaging service would require significant Clever Devices development effort to duplicate this integration, which would result in a significantly higher overall cost to PSTA. As a result Clever Devices only supports TextMarks.

Please contact me directly at (516) 967-3498 if I can be of further assistance to you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Walter Weichselbaumer", with a stylized flourish at the end.

Walter Weichselbaumer
Strategic Account Manager
Clever Devices Ltd.



5D: PSTA Board's Rules & Regulations



Action: Approve the Revisions to the Rules & Regulations

Staff Resource: Brad Miller, CEO
Alan Zimmet, General Counsel
Darden Rice, Committee Chair



Background:

- The following are the proposed revisions to the Rules & Regulations:
 - Require public comment at Board meetings be related to PSTA;
 - Require any questions or comments by Board members in response to public comment be directed at the Chairperson or CEO;
 - Provide for additional methods of voting at meetings;
 - Clarify the Rules & Regulations to provide that the Personnel Committee shall be comprised of the Board officers and two additional board members appointed by the Board;
 - Declaring Robert's Rules of Order as the official guide for parliamentary procedure of the Board, to the extent they do not conflict with the Rules & Regulations, as they may be amended from time to time.
- The Executive Committee met on January 11th and suggested two additional minor revisions as shown in the attached Resolution document.

Recommendation:

- Approve the Revisions to the Rules & Regulations.
- The Executive Committee reviewed this item and is recommending approval.

Attachments:

1. Resolution #16:01
2. Robert's Rules Summary

RESOLUTION # 16-01

A RESOLUTION OF THE PINELLAS SUNCOAST TRANSIT AUTHORITY BOARD OF DIRECTORS AMENDING THE RULES AND REGULATIONS AS ADOPTED BY RESOLUTION 12-07, AS AMENDED, BY AMENDING SECTION 2.05.E. REVISING THE PROCEDURE RELATING TO PUBLIC COMMENT AT BOARD MEETINGS; BY AMENDING SECTION 2.05.F.2. TO PROVIDE FOR ADDITIONAL METHODS OF VOTING; BY AMENDING SECTION 2.09.B TO CLARIFY THE MEMBERSHIP OF THE PERSONNEL COMMITTEE; BY CREATING SECTION 2.11 TO PROVIDE FOR THE USE OF ROBERT'S RULES OF ORDER; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Pinellas Suncoast Transit Authority (PSTA) Board of Directors has adopted rules and regulations as set forth in Resolution 12-07, as amended (Rules and Regulations); and

WHEREAS, the PSTA Board of Directors desires to amend the Rules and Regulations to require public comment at Board meetings be related to PSTA; and

WHEREAS, the PSTA Board of Directors desires to amend the Rules and Regulations to require any questions or comments by Board members in response to public comment be directed at the Chairperson or CEO; and

WHEREAS, the PSTA Board of Directors desires to amend the Rules and Regulations to provide for additional methods of voting at meetings; and

WHEREAS, the PSTA Board of Directors recently revised the Rules and Regulations changing the membership of the Executive Committee to add two members; and

WHEREAS, the PSTA Board of Directors did not intend when it expanded the Executive Committee that the two additional members also would serve on the Personnel Committee; and

WHEREAS, the PSTA Board of Directors desires to clarify the Rules and Regulations to provide that the Personnel Committee shall be comprised of the Board

officers and two additional board members appointed by the Board; and

WHEREAS, the PSTA Board of Directors desires to amend the Rules and Regulations by declaring Robert's Rules of Order as the official guide for parliamentary procedure of the Board, to the extent they do not conflict with the Rules and Regulations, as they may be amended from time to time.

NOW, THEREFORE, BE IT RESOLVED BY THE PINELLAS SUNCOAST TRANSIT AUTHORITY BOARD OF DIRECTORS THAT:

1. Section 2.05.E. of the PSTA Rules and Regulations is hereby amended to read as follows:

Section 2.05 Rules of Procedure of Board of Directors.

E. Public Comment

1. Public Comment. Public comment will be accepted on all Action Items and any other items on which the Board takes action, excluding ceremonial and ministerial items. The Chairperson will ask for public comment after PSTA staff has concluded its presentation. After public comment, the Chairperson shall receive comments, direction, or a motion from the Board of Directors. Public comment on items on the consent agenda, other than ceremonial and ministerial items, such as the approval of the Board's minutes, will be accepted under the Public Comment portion of the agenda.

2. Members of the public shall have the opportunity to comment on items relating to PSTA and which do not appear on the Agenda under the Public Comment section of the Agenda.

3. Each speaker who wishes to speak under Public Comment or in a Public Hearing under Section 2.10.E shall complete and present a public comment card to PSTA staff. The card will include the individual's name and address. PSTA staff shall give the public comment cards to the Chairperson and speakers will be recognized in the order the comment cards are received by PSTA staff. The public

comment cards may be presented to PSTA staff before or during the item. Speakers should wait to be recognized by the Chairperson. If speaking on an item referenced in Paragraph E.1 above, comments must be limited to the agenda item.

4. Each member of the public who addresses the Board under Public Comment, in a Public Hearing under Section 2.10.E, or on an agenda item shall be limited to three (3) minutes, ~~unless the Board grants additional time.~~ A spokesperson may speak on behalf of a group; however, before presenting any item to the Board, the group shall first designate the spokesperson by completing the appropriate documentation. A spokesperson for a group may address the Board for three (3) minutes. However, for each member of the group present in the audience who waives their right to speak, the spokesperson will be given an additional three (3) minutes up to a maximum of ten (10) minutes. Each person addressing the Board shall approach the podium and give his/her name in an audible tone of voice. Each person 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. All speakers, including Board members shall be recognized by the Chairperson. Any questions or comments of Board members in response to public comment shall be directed to the Chairperson or CEO. ~~No person, other than members of the Board and the person having the floor shall be permitted to enter into any discussion.~~ No questions shall 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. The Chairperson shall preserve order at all meetings.

2. Section 2.05.F.2. of the PSTA Rules and Regulations is hereby amended to read as follows:

Section 2.05 Rules of Procedure of Board of Directors

F. Motions and Voting

2. Voting ~~shall~~ will typically be conducted by voice vote and ~~shall~~ be recorded by individual "Aye" or "Nay." The Chairperson, in his/her discretion, may request a vote by roll call or show of hands. The results of every vote shall be reflected in the minutes, specifically identifying the Board members who are present at the time of the vote and those that vote "nay". In the event that there is a tie vote, the matter shall be considered an equivoque and shall be placed on the next regular meeting for reconsideration. The Chairperson may not make a motion or second any motion.

3. Section 2.09.B. of the PSTA Rules and Regulations is hereby amended to read as follows:

Section 2.09 Committees

B. A Personnel Committee, made up of the Board officers ~~Executive Committee~~ and two (2) additional Board members appointed by the Board, will conduct a performance review of the Agency's CEO/ED at the time provided for in the contract with the CEO/ED. Each Board member shall be provided an opportunity to offer their evaluation of the CEO/ED. All evaluations completed by Board members shall be considered by the Personnel Committee in conducting the CEO/ED's annual performance review and in making its recommendation to the Board for any salary adjustment. The Personnel Committee will also establish with the CEO/ED a set of mutually acceptable strategic plans for the next year. The Personnel Committee will develop an annual performance review and evaluation process based on the implementation of the Agency's agreed upon strategic direction, demonstrated evidence of leadership skills and attitude, and any other areas of performance as designated by the Personnel Committee.

4. Section 2.11 of the PSTA Rules and Regulations is hereby adopted to read as follows:

Section 2.11 Use of Robert's Rules

The newest edition of Robert's Rules shall be used as a guideline for the meetings of the Board to the extent that Robert's Rules are not inconsistent with these Rules and Regulations.

5. This Resolution shall take effect immediately upon its adoption.

Dated this 27th day of January, 2016.

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA

Janet C. Long
Secretary-Treasurer

Chairperson

DATE: January 27, 2016

APPROVED AS TO FORM:

Alan S. Zimmet
PSTA General Counsel

Robert's Rules Quick Reference Guide

The Guide is a summary of the most common aspects of Robert's Rules. This guide references both Robert's Rules and the applicable provisions of the PSTA Rules and Regulations when they control.

Quorum

A quorum is a majority (8) of all the members of the Board and is necessary to take action.

Duties of the Chairperson

The Chairperson shall preside over all meetings and ensure all parliamentary rules are followed. The Chairperson is not allowed to make a motion or second any motion.

Motions

A motion is a request that the Board take certain action, discuss a certain topic, vote on a particular issue, or make recommendations. There are four types of basic motions: main motions, which introduce a subject matter for consideration; subsidiary motions, such as a motion to postpone an item, take precedence over a main motion and often times amend the main motion; privileged motions, such as a motion to recess or adjourn, take precedence over all other motions and typically relate to matters outside the pending business; and incidental motions, which typically raise questions of procedure, such as a point of order.

Debating a Motion

The Board member who makes a motion has the first opportunity to speak during debate. The Board member should outline what they are asking the Board to do. Other Board members are allowed to request the floor in order to speak on the item, or to ask questions relevant to the motion up for debate. Once all Board members have had the opportunity to speak, if they so desire, the Board member who made the motion has a final opportunity to speak on the motion. Once debate is completed, the motion shall move to a vote.

Calling the Question

During debate on a motion, if any Board member desires to bring the pending motion to an immediate vote, thus immediately ending the debate, the Board member shall make a motion to "call the question," also known as a motion to "order the previous question." This motion, if passed by a two-thirds majority of the board, immediately brings the item pending before the Board to a vote. If there is no objection to immediately voting on the pending item, no formal vote on "calling the question" is required, and the Board may proceed directly to a vote on the item. However, if one Board member objects to ending debate, a second is required. If the vote passes by a two-thirds vote, the Board must then vote on the pending motion.

Amending a Motion

Any main motion may be amended by making a subsidiary motion to amend. The desired amendment must be related to the main motion sought to be amended. It may not raise a new issue that is unrelated to the subject of the main motion. Once made, the motion does not automatically amend the main motion. Rather, the motion to amend must either be 1) adopted by a majority vote of the Board or 2) accepted by both the maker and seconder of the main motion. Once a motion to amend is either accepted or rejected, the main motion is still up for consideration before the Board in a form consistent with the results of the vote on the motion to amend.

Voting

All motions must be set forth in the affirmative, i.e., the Board can vote to "deny" or "table" an action, but it cannot vote to "not take action." All motions must be seconded before they are placed to a vote. Votes typically are taken by voice and recorded by individual aye or nay. If a vote results in a tie, the matter shall be placed on the agenda for the next regular meeting for reconsideration. A majority of those present is needed in order to pass most motions.



5E: TRAC By-Laws Adjustment



Action: Approve Changes to By-Laws

Staff Resource: Elaine Mann, TRAC Chair



Background:

- The PSTA Board adopted Transit Riders Advisory Committee (TRAC) By-Laws in April of 2014.
- Article 3 – Membership: included an item stating: **“Committee members may be removed for misfeasance, malfeasance, nonfeasance, or misconduct, by a two-thirds vote of the TRAC members.”**

This sentence was removed due to a scrivener’s error when making revisions to the By-Laws in January of 2015.

Recommendation:

- Approve the reinstatement of the missing item.
- TRAC reviewed this item and is recommending approval.

Attachments:

1. By-Laws



BYLAWS OF THE
TRANSIT RIDERS ADVISORY COMMITTEE

ARTICLE 1 - NAME

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

ARTICLE 2 - PURPOSE

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

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

ARTICLE 3 - MEMBERSHIP

The representation should consist of the following:

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

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

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

ATTENDANCE

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

ALTERNATES

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

TERMS

- The Committee member terms will be staggered with a mix of 2 and 3 year terms for the initial appointments and 2 year terms for subsequent appointments to ensure member and Committee continuity. Terms will be selected at the first meeting of the second year of the committee's existence. Two year terms will terminate at the last scheduled TRAC meeting in 2015. Three year terms will terminate at the last scheduled TRAC meeting in 2016. Members whose terms have expired are eligible to reapply for the TRAC during the open application process in the fall of each year.
- Members will not serve more than two consecutive terms.

CONTACT INFORMATION

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

QUORUM NOTICE

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

ARTICLE 4 – OFFICERS AND DUTIES

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

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

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

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

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

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

ARTICLE 5 - MEETINGS

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

The Chairperson may call special meetings when deemed necessary.

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

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

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

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

ARTICLE 6 – AMENDMENTS

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

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

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



5F: Committee Appointments



Action: Approve Committee Appointments

Staff Resource: Brad Miller, CEO
Ben Diamond, Committee Chair



Background:

- The Nominating Committee met on January 8, 2016 to discuss and nominate Board members to two open committee positions: Legislative Committee and an alternate on the Finance & Performance Management Committee.
- The Committee nominated newly appointed Councilmember Lisa Wheeler-Brown to serve on the two committees.

Recommendation:

- Approve committee appointments.
- The Nominating Committee reviewed this item and is recommending approval.

Attachments:

1. Committee Roster

PSTA Board Committee Assignment Roster
 & Other PSTA Related Committee Appointments
 As of December 9, 2015



PSTA COMMITTEES													
Pos.	Name	Representing	Appointment	Planning	Finance & Perform Mgmt	Legislative	Executive	Personnel	Nominating	MPO	TBARTA	MPO's LCB	MPO's School Safety
1	Darden Rice, Chair	St. Petersburg	1/2014	X			XXX	XXX					
2	Julie Bujalski, V-Chair	Dunedin	4/2008				X	X		X			Y
3	Janet Long, Sec/Treas	Pinellas County	12/2012			X	X	X	X				
4	Ken Welch	Pinellas County	10/2007	XXX					X				
5	Bill Jonson	Clearwater	4/2010		X		X		X				
6	Mark Deighton	Beach Cities	10/2011	X	X								X
7	Patricia Johnson	Pinellas Park	3/2012	Alt.		X			X			X	
8	Brian Scott	County Non-Elect	10/2012		X							Y	
9	Joseph Barkley	South Cities	11/2012		XXX		X	X					
10	Ben Diamond	St. Pete Non-Elect	2/2014			XXX			XXX				
11	Doug Bevis	North Cities	10/2014			X							
12	Pat Gerard	Pinellas County	12/2014	X				X					
13	Dave Eggers	Pinellas County	12/2014		X								
14	Samantha Fenger	Largo	10/2015	X									
15	Lisa Wheeler-Brown	St. Petersburg	1/2016		Alt.	X							

X –Member Appointed by PSTA

XXX – Chair of Committee

Y- Member Appointed by Other Body

ACTION ITEM



6A: Update to the 2016 Legislative Priorities



Action: Approve Update to the 2016 Legislative Priorities

Staff Resource: Brad Miller, CEO
Ben Diamond, Committee Chair



Background:

- The Legislative Committee met on January 6, 2016 to discuss 2016 Legislative Priorities.
- The attached are draft priorities for your approval.

Recommendation:

- Approve the update to the 2016 Legislative priorities.
- The Legislative Committee reviewed this item and is recommending approval.

Attachments:

1. 2016 Legislative Priorities



2015 Federal Legislative Achievements and Activities

- 6/24/2015 – PSTA Board approves contract with Van Scoyoc Associates to provide federal advocacy services
- 7/10/2010 – Harry Glenn and Steve Palmer meet with Brad Miller at PSTA headquarters to begin the development of PSTA’s federal legislative agenda for the remainder of 2015
- 7/31/2015 – VSA drafts and circulates a letter for signature by the bipartisan Tampa Bay area Congressional delegation to the Chairman of the House Transportation Committee in support of PSTA’s federal funding priorities (copy attached)
- 8/5/2015 – Harry Glenn attends PSTA Legislative Committee meeting, which includes a legislative update from Congressman David Jolly via conference call
- 8/11/2015 – VSA submits a draft 2015 federal agenda for consideration by the Legislative Committee and the PSTA Board of Directors
- 8/26/2015 – Harry Glenn attends PSTA Board Meeting at which the board approves the federal legislative agenda
- 8/31/2015 – VSA submits revised federal legislative agenda to the Legislative Committee to add support for funding for Low and No Emission Bus Grant program
- 9/2/2015 – Harry Glenn attends PSTA Legislative Committee meeting at which the revised federal legislative agenda is approved
- 9/30/2015 – PSTA Board approves the revised federal legislative agenda
- 10/7-8/2015 – PSTA Washington fly-in (agenda attached)
- 10/15/2015 – Harry Glenn attends a meeting with Brad Miller and PSTA staff to review results of the Washington trip and to discuss applications to the Federal Transit Administration for the Central Avenue BRT route and a Low No Bus Grant (Steve Palmer joins by phone)

11/17/2015 – Steve Palmer joins the PSTA Legislative Committee by phone to provide an update on federal transportation and appropriations legislation

11/20/2015 – PSTA submits Low and No Emissions Bus Grant application to Federal Transportation Administration. The application includes individual bipartisan letters of support drafted by VSA and signed by Senator Bill Nelson and members of the Pinellas County Congressional delegation. VSA further assisted in securing letters of support from the Pinellas County Board of County Commissioners and the St. Petersburg Chamber of Commerce. VSA also was asked to assist PSTA in securing documentation from the Florida Department of Environmental Protection certifying the air quality status of Pinellas County as a condition of eligibility for the grant application.

Regular VSA legislative activities in support of PSTA throughout 2015

- VSA provides Brad Miller, the PSTA Board, and the PSTA Legislative Committee with weekly updates on legislative actions by Congress. These included regular updates on congressional action on the FAST Act, the five-year \$305 billion transportation bill.
- VSA provided support to PSTA staff during the drafting of the application for Low and No Emission bus grants.
- VSA continues to support PSTA staff with the development of the application for federal funding for the Central Avenue BRT project.
- VSA provides support to PSTA staff with efforts to release surplus federal funds from a completed federal highway project along U.S. 19/Enterprise Road for alternate use by PSTA.
- VSA has provided updates and analysis of proposed FTA rulemakings that could impact PSTA.



PSTA 2016 Federal Legislative Agenda

1. Support funding for Small Starts Projects under the Federal Transit Administration (FTA) Capital Investment Grant program

Discretionary funding is included in the annual federal Transportation Appropriations Bill for Small Starts Projects. Grants under this program are for capital costs associated with new fixed guide way systems, extensions, and bus corridor improvements, such as bus rapid transit (BRT) routes. Consistent with President Obama's proposed FY 2016 budget request, the final Fiscal Year 2016 Omnibus Appropriations Bill, which was signed into law last month, included \$353,000,000 to fully fund all nine of the Small Starts projects as proposed by the Federal Transit Administration (FTA). The President will not release his Fiscal Year 2017 budget request, and small starts funding recommendations, until early February. If, as he has done in the past, the President recommends funding for all eligible small starts projects as proposed by FTA, this will help PSTA and the Central Avenue BRT Project as it will clear out all currently eligible projects to make room for new Fiscal Year 2018 projects, the first year PSTA could be eligible for project funding. The PSTA legislative team will work to support the highest level of funding possible for small starts projects. This will include working directly with the House and Senate Transportation Appropriations Subcommittee leadership, members and staff. Pinellas County Congressman David Jolly is a member of the subcommittee and PSTA Board Members Rice and Long and CEO Miller met with Congressman Jolly and his Chairman, Florida Congressman Mario Diaz Balart on this issue last October.

2. Support funding for the federal TIGER grant program

The purpose of the Transportation Investment Generating Economic Recovery (TIGER) grant program is to make transformative surface transportation investments by focusing on capital projects that generate economic development and improve access to reliable, safe and affordable transportation and that improve connections to employment, education, services and other opportunities, workforce development, or community revitalization. The final Fiscal Year 2016 Omnibus Appropriations Bill, which was signed into law last month, included \$500 million for the TIGER grant program. President Obama will not submit his Fiscal Year 2017 budget to Congress until February, but he has always included a robust request for TIGER grant funding and the PSTA legislative team will encourage the House and Senate Appropriations Committees to support the President's request. As with small starts funding, this will require working directly with the House and Senate Transportation Appropriations Subcommittee

leadership, members and staff. Pinellas County Congressman David Jolly is a member of the subcommittee and PSTA Board Members Rice and Long and CEO Miller met with Congressman Jolly and his Chairman, Florida Congressman Mario Diaz Balart on this issue last October.

PSTA and HART submitted a joint TIGER grant application last year to utilize smart card technology to create a joint fare box that would allow PSTA and HART riders to use the same fare cards. The project, which was not selected for funding last year, would have extended smart card technology to riders from other neighboring transit authorities. This was one of 625 applications for TIGER grant funding last year, of which only 39 were selected for funding.

3. Monitor Implementation of the FAST Act

Late in 2015 Congress approved a five year surface transportation bill, called “Fixing America’s Surface Transportation (FAST) Act, authorizing funds and providing policy direction to the Department of Transportation on transit and other transportation issues. Implementation of the new law will take place over the coming months and years. The PSTA legislative team will monitor and advise the Board of initiatives that would affect PSTA and its operations and will develop proposed responses to DOT and FTA as issues arise.

2016 PSTA Federal Affairs Strategy and Timeline

January 6, 2016 – Harry Glenn and Steve Palmer meet with the PSTA Legislative Committee to discuss 2015 legislative activity and to begin development of a 2016 federal legislative plan and schedule.

February 2016 – President Obama submits his Fiscal Year 2017 budget request to Congress. This usually occurs during the first week of the month and kicks off the Congressional appropriations cycle. House and Senate leadership have indicated a desire to complete as much appropriations work as possible prior to the beginning of the new fiscal year on October 1, 2016. Because of the truncated legislative session this year, the appropriations process is expected to begin as much as six weeks earlier than normal.

February/March 2016 – With completion of a five year transportation bill by Congress last year, the primary focus of attention for transit agencies in 2016 will be on the Fiscal Year 2017 appropriations process. If the board plans another Washington trip this year, VSA would recommend scheduling it for late February or early March. This would allow Board members to share their support of funding for key transit accounts and to update the Congressional delegation on the status of the Central Avenue BRT small start application. Note that the annual Washington APTA conference is in March. VSA would recommend not scheduling the Board visit to Washington at the same time, if possible.

February/March 2016 – VSA, on behalf of PSTA, will help generate letters from the Tampa Bay area Congressional Delegation to the House and Senate Appropriations Committees, requesting full funding of the FTA Capital Investment Grants program in the FY 2017 bills, with an emphasis on full funding of the proposed Small Starts projects.

Spring 2016 – PSTA will begin the application process for its Small Starts project to enter Project Development, which is the first phase of the FTA Small Starts evaluation process for funding the Central Avenue BRT route. The initial application is filed with the FTA Region 4 office in Atlanta. It is important that PSTA initiate this process as soon as possible with the hope that the application process could be completed in time for FTA to include the BRT project in its budget request for Fiscal Year 2018, which goes to Congress in February 2017, and which provides funding for the fiscal year beginning on October 1, 2017.

Late Spring 2016 – Following submission of the BRT application to FTA, the VSA team will work with PSTA to begin securing letters of support for the project from the St. Petersburg and Pinellas County community, including businesses and other supportive stakeholders. The letters will be sent to the Congressional Delegation and FTA. VSA and PSTA will use these letters to encourage the members of the Congressional Delegation to send letters of support to DOT and FTA urging project approval.

March-July 2016 – VSA will monitor Congressional committee markups of the FY 2017 Transportation Appropriations bills and provide timely updates to the PSTA board and staff. If necessary, VSA will secure calls from the Tampa Bay area Congressional Delegation to the Chairmen of the House and Senate Appropriations Subcommittee seeking full funding of the proposed FTA Small Starts budget and the listing of the Central Avenue BRT project in their respective appropriations bills.

The VSA team will provide the PSTA Board and staff with regular updates about the progress of the Transportation Appropriations bills, and other transportation-related legislation and regulations that may be of interest. The VSA team also is available to attend your Legislative Committee and Board meetings when your Board members and staff think it would be helpful.

Finally, your VSA team will work with the PSTA Board and staff to continue to find ways in which PSTA can partner with HART, the Florida Transit Association, the American Public Transportation Association, the Bus Coalition, and other national, state, and local organizations in sharing a unified message with senior Congressional leaders and the Florida Delegation on key appropriations and legislative measures. We also are available to engage with national transit associations when appropriate.



PSTA Legislative Committee Summary of the “FAST Act”



Overview

- Signed into law on Friday, December 4, 2015. Strong bipartisan vote
- First long-term bill since 2005 – SAFETEA-LU
- \$305 billion policy and funding authorization bill for FY 2016 – 2020
- Federal gas tax revenues and \$70 billion General Fund transfers
- Authorizes funding for transit, highways, passenger rail, auto safety, and research programs
- New grant program to demonstrate the next financing mechanism

Key Initiatives

- Increased local control for highway/bridge funding and funding for bike/pedestrian/recreation trails programs
- Two freight grant programs totaling \$10.8 billion over 5 years
- TIGER grant program not affected

PSTA Legislative Committee

Key Provisions for PSTA

Transit Programs

- \$61.1 billion authorized over five years for transit
 - 10.2 percent increase in 2016 and 17.7 percent by FY 2020
- Formula Programs will increase with inflation
- Small Starts program continued, with programs under \$300 million eligible
- Increases domestic content requirements from 60% to 70% by 2020

Bus and Bus Facilities Grant Program

- Major new initiative for transit is reinstating competitive grant program eliminated in MAP-21. Cut was more than \$500 million/year
- Grant program is set at \$213 million in FY 2016 increasing to \$289 million in FY 2020. \$1.245 billion over five years
- Continues \$55 million annual grant program for Low and No Emission buses and charging facilities. \$275 million over five years

PSTA Legislative Committee

FY 2016 Omnibus Appropriations

Department of Transportation

- TIGER Grant program is provided \$500 million
- Federal Transit Administration
 - Provides the full FAST Act authorized amount of \$11.8 billion for FTA, an increase of \$870 million over the FY 2015 levels
 - \$9.35 billion is provided for all formula grant programs
 - \$2.18 billion for Capital Investment Grants, \$57 million above FY 2015 levels
 - Provides \$353 million for Small Starts – Full Funding

Tax Extenders

- Parking and Transit benefits are now equal at \$255/month
 - These benefits are excluded from payroll taxes and from gross income.
 - They are permanent and will be indexed to inflation.



PSTA State Legislative Priorities 2016

PSTA Priority

1. Clearwater Beach to Tampa International Airport Express Service

Connecting award-winning beaches to airport

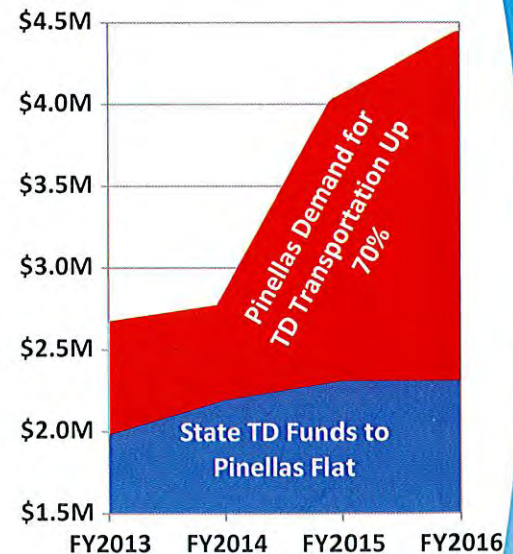
Funding Request: **Annual Operating Costs of \$2.1M**

- Service every 30 minutes, 7 days a week, 5am to midnight
- 40' Diesel Vehicles with luggage racks and 25 passenger capacity
- Proposed to be contracted to a private operator
- Express service can begin as early as 2017
- Coordinated with Aviation Authority and Tourism Industry



2. State Support for Transportation Disadvantaged (TD) programs in urban areas.

- PSTA urges the legislature to increase transportation disadvantaged grants to urban counties like Pinellas so the most needy can get to the jobs and services they need to be productive members of our community.
- Low-income residents have few options to access employment, medical appointments, shopping and education.
- PSTA proudly provides eligible low-income Pinellas Residents with a monthly bus pass good for all their transportation needs for the low price of \$11.00. (Regular price is \$70/month).
- While the demand for these low-income discounted bus passes has skyrocketed, **the state funding to support these services has remained flat.**



Regional Priority

3. Tampa Bay Regional Transit Fare Collection

- **\$10.4M Seven-County Capital Request**
- Advanced smartphone and proximity card payment makes it easier to ride transit.
- Saves taxpayer dollars on fare collection administration.



Brad Miller
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2016 PSTA Supported Positions

- A. PSTA Bus Replacement Funds - \$8M ANNUALLY**
- B. Increased "Urban Corridor Funds" (Regional Routes) to FDOT District 7**
- C. Express Lanes Extend to Downtown St. Petersburg or Shoulders for Buses**
- D. Statewide Regulations to Encourage Uber/Lyft-type transportation options to be available in Pinellas County**
- E. Permit Community College Student Fees for Transportation**
- F. Multi-Modal Howard Frankland Bridge/SR60 Interchange Funding**
- G. Increase State Transit Block Grant Funding**

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Clearwater Beach to Tampa International Airport Express Service

Connecting Pinellas County's award-winning beaches and Tampa International Airport (TIA) is essential for our region's economic development and job growth. PSTA proposes to connect these key destinations with an enticing new express route designed to please visitors, the tourism industry and the traveling public.

The **goal of the Clearwater Beach to TIA Express is to implement a successful new regional service** which will:

- Provide regional connectivity between Pinellas County beaches and TIA as well as major employment centers including downtown Clearwater, the Westshore area, and downtown Tampa
- Support regional economic strength and development
- Encourage cooperation among local municipalities in providing an exciting new transportation service that benefits residents, tourists and businesses



The Clearwater Beach to TIA Express will complement local service provided by the existing, and highly successful Route 60, which is the most productive local route in the PSTA System. **The Express will supplement the local service with expedited, limited stop travel between TIA and the beaches, seven days a week.**

Funding: Annual Operating Costs of \$2.1M

- Service every 30 minutes, 7 days a week, 5am to midnight
- 40' Diesel Vehicles with luggage racks and 25 passenger capacity (\$3M)
- Proposed to be contracted to a private operator
- Express service can begin as early as 2017

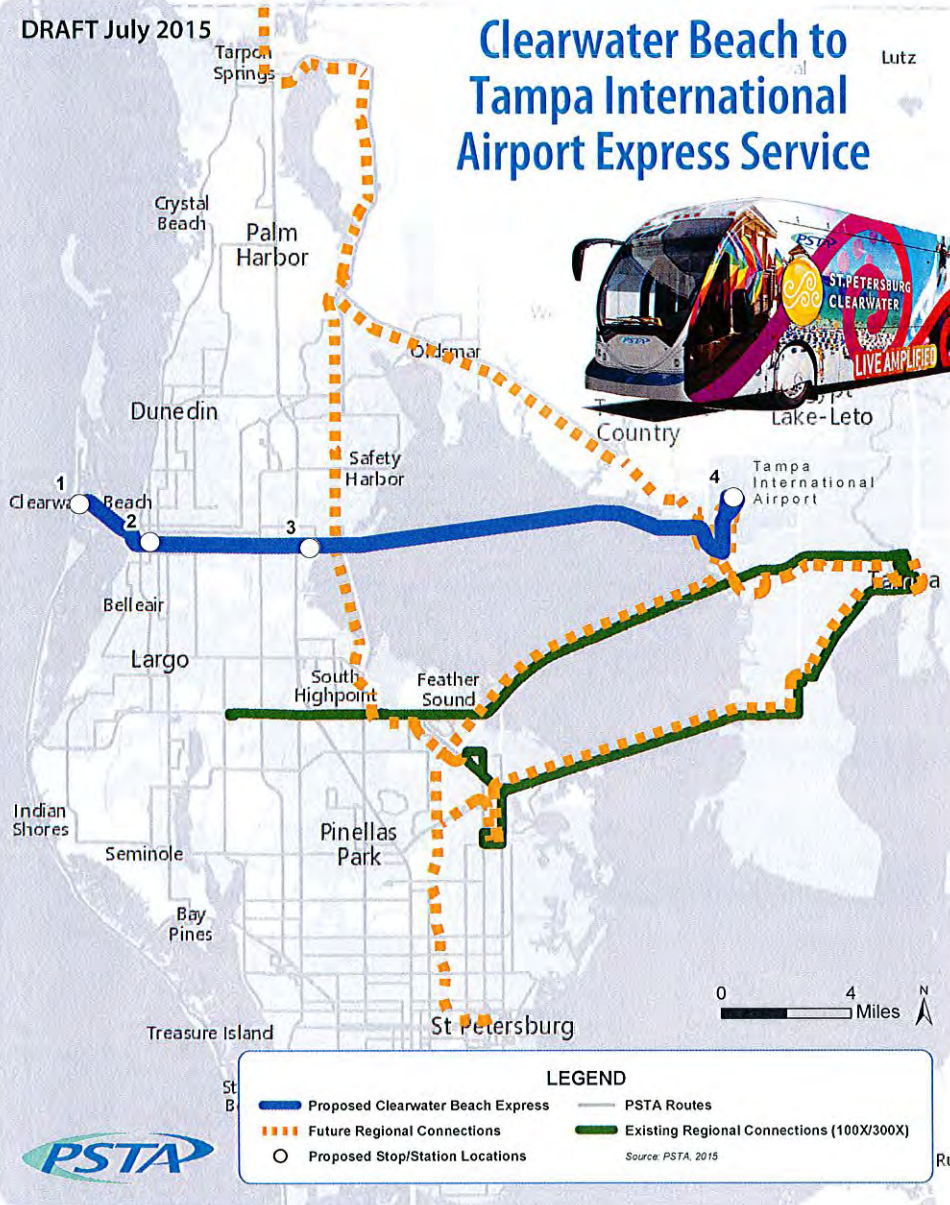
2016 Session Legislative Request

- FDOT grant funding support for \$2.1M annual operating requirement
- \$3M capital for needed buses



DRAFT July 2015

Clearwater Beach to Tampa International Airport Express Service



Serves Major Employers, Destinations, and Residential Areas:

- Tampa International Airport
- Clearwater Mall with connections to frequent local Routes 19 and 60
- Downtown Clearwater with connections to 12 additional local routes
- Tourist/work destinations in downtown Clearwater and on Clearwater Beach
- Special events in downtown Clearwater and on the Beaches
- Quick transfer to the Suncoast Beach TrolleySM and easy access to other world-renowned beaches

Supports Community Plans and Investments:

- Beach by Design
- Downtown Clearwater to Clearwater Beach Transit Corridor Evaluation
- Downtown Clearwater Redevelopment Plan
- Proposed Clearwater Intermodal Center

Service Facts:

- Length of Route: 20 miles
- Proposed Stops: 4 in each direction
- Proposed Frequency: Bus every 30 minutes
- Proposed Service Span: 5am – midnight
- Total Number of Vehicles: 5 branded, diesel buses with luggage racks
- Total Capital Cost: \$3M
- Annual Operating Cost: \$2.1M
- # of Jobs within 1/2 mile of Proposed Stops: 37,000
- # of Residents within 1/2 mile of Proposed Stops: 20,000
- # of Hotel Rooms within 1/2 mile of Proposed Stops: Over 2,600

Supported By:

- Pinellas Suncoast Transit Authority
- City of Clearwater*
- Pinellas County*
- Greater Clearwater Chamber of Commerce*
- Visit St. Pete/Clearwater
- Hillsborough Transit Authority (HART)
- Tampa Bay Area Regional Transportation Authority (TBARTA)
- Hillsborough County Aviation Authority/Tampa International Airport
- Tampa Bay Beaches Chamber of Commerce*
- Clearwater Beach Chamber of Commerce*

* Pending

PROPOSED STOP/STATION LOCATION PROFILE (WITHIN 1/2 MILE)

Source: Pinellas MPO, Hillsborough County MPO

STOP LOCATION	TOTAL EMPLOYMENT	TOTAL POPULATION
1. Clearwater Beach Marina	1912	3308
2. Court/Chestnut Street & Myrtle Avenue, Downtown Clearwater	19096	8505
3. Clearwater Mall	8953	7694
4. Tampa International Airport	6620	0

Brad Miller, PSTA Chief Executive Officer

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Regional Revenue (Fare) Collection and Inter-Jurisdictional Mobility Project

This project demonstrates the commitment of all transit agencies in the Tampa Bay Region to provide the best possible service for our community. It focuses on seamless transit connections between each of the eight counties using a single fare media, replacing and enhancing current farebox technology.

The **goals of the Regional Revenue (Fare) Collection Project** are to implement successful regional fare collection system that:

- Implements a single fare medium for use across all counties in the Tampa Bay region using smart card and mobile application technologies
- Achieves regional interoperability through improved and coordinated management of transit services for the entire region
- Considers equipment and technology needs along with the development of fare policies and structure
- Systematically upgrades existing functionally obsolete fare collection systems for each transit service provider in the Tampa Bay region

The Regional Working Group 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).

Project Funding

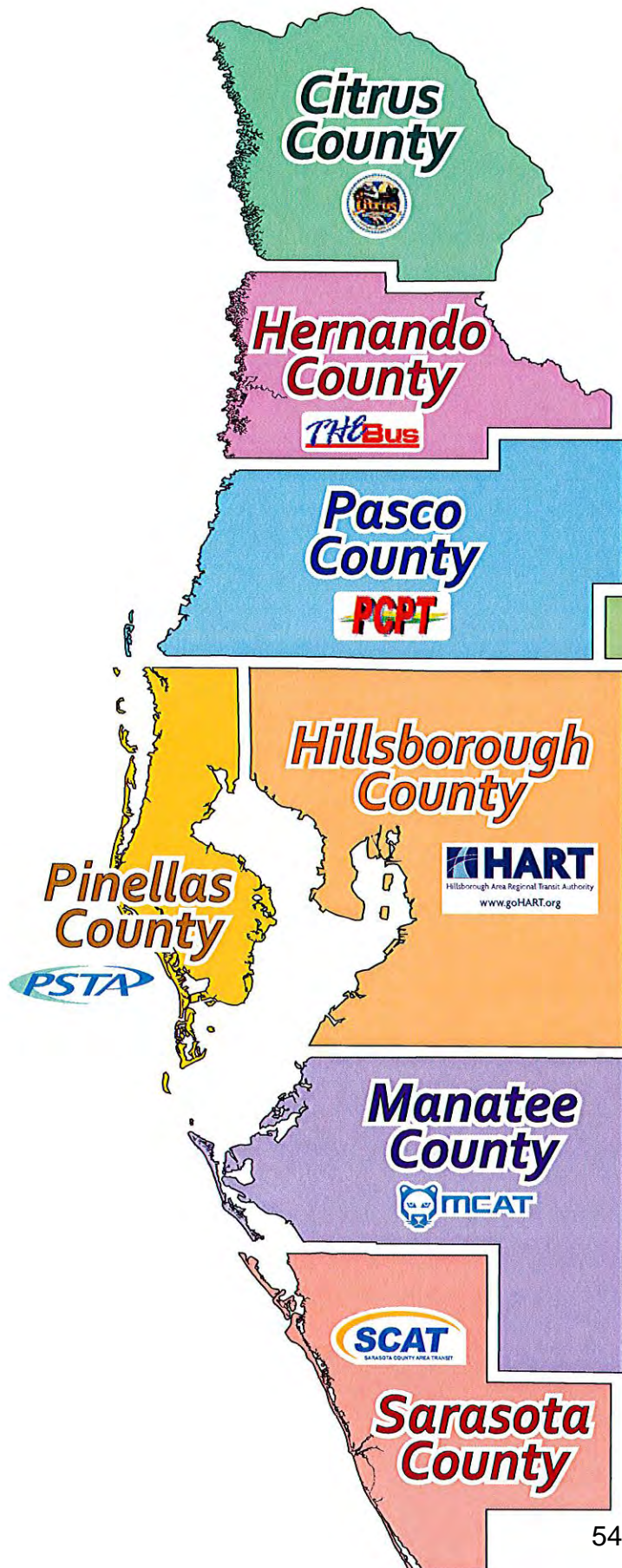
Through the Regional Working Group partnership, the project has already secured \$2.5M of the \$12.8M needed to complete the project.

2016 Session Legislative Request

On behalf of the Regional Working Group, HART and PSTA request one-time capital funding of **\$6.8M**.

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Brad Miller, CEO
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bmiller@psta.net

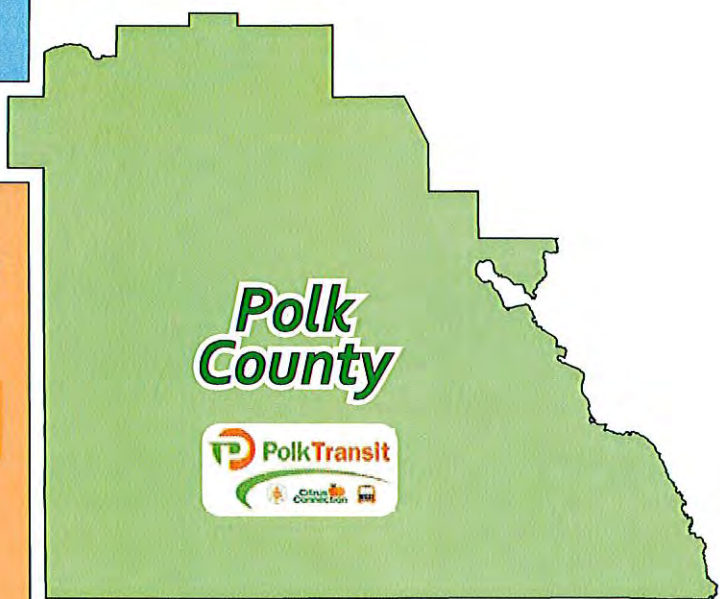
Hillsborough Area Regional Transit Authority
Katharine Eagan, AICP, CEO
Office: (813) 384-6550
Mobile: (813) 442-9892
eagank@ghart.org



Regional Revenue Collection and Inter-Jurisdictional Mobility Project



Connecting the region through "smart" technology



Project Serves:

- 2 FDOT Districts
- 8 counties
- 104 Bus Routes
- 507 Vehicles
- 33M annual trips

Supported By:

- Florida Department of Transportation
- Tampa Bay Area Regional Transportation Authority
- Hillsborough County MPO



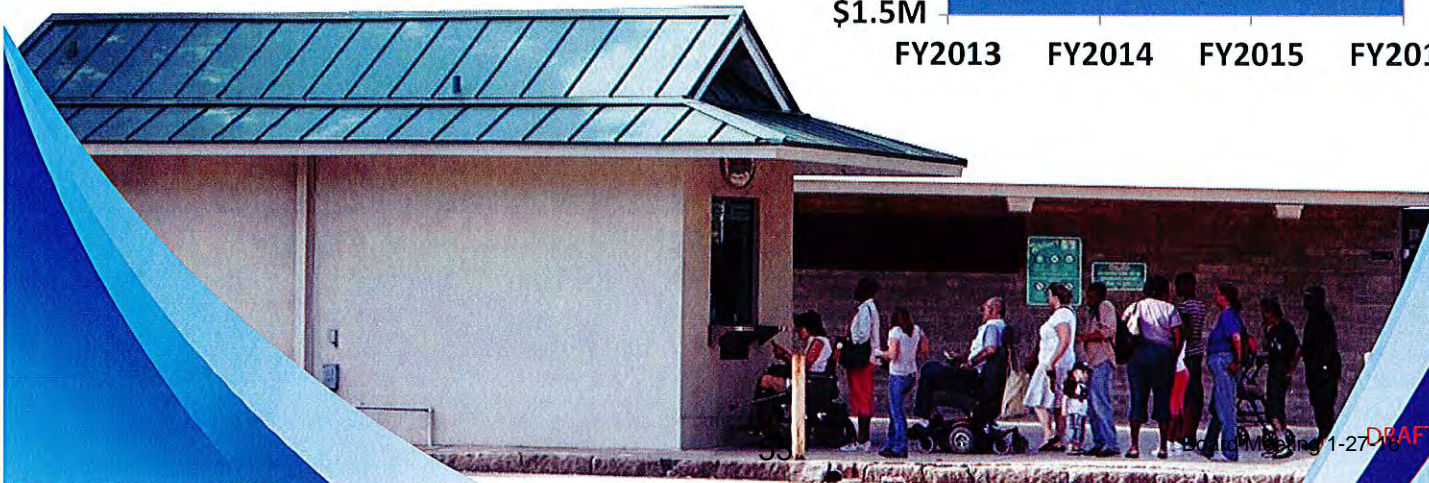
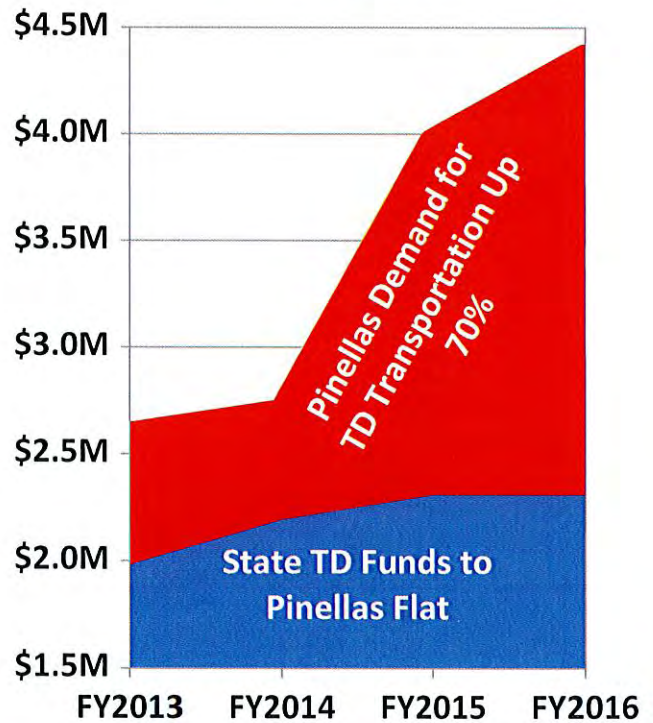
2016 Request: Increased Transportation Disadvantaged (TD) Funding

PSTA is committed to providing transportation solutions to ALL members of our growing community, especially those who have few other options to lead a quality life by accessing employment, medical appointments, shopping and education.

PSTA proudly provides eligible low-income Pinellas residents with a monthly bus pass good for all their transportation needs for the low price of 37¢ per day.

While reducing red tape, and coordinating with dozens of non-profit organizations in Pinellas, the demand for these low-income discounted bus passes has skyrocketed, **YET THE STATE TRANSPORTATION DISADVANTAGED (TD) FUNDING TO SUPPORT THESE SERVICES HAS REMAINED FLAT.**

PSTA urges the Legislature to increase Transportation Disadvantaged grants to urban counties like Pinellas so the most needy can get to the jobs and services they need to be productive members of our Pinellas community.



MEMORANDUM

TO: Mr. Brad Miller, PSTA Chief Executive Officer

FROM: Chris Carmody
Robert Stuart
Chris Dawson

DATE: December 11, 2015

SUBJECT: November Lobbyist Activity Report for December Billing

November saw the legislature kick into overdrive on policy initiatives as the third, and final, special session came to a close on November 6th. During that special session, which convened in order to redraw maps for Florida Senate districts as required by a settlement agreement with the League of Women Voters, the legislature was unsuccessful in promulgating a new set of maps for Senate districts, kicking the matter back to the courts. The legislature had more success on the policy front, however, hosting two committee weeks during the month of November and advancing a significant number of bills through the process. The Governor's office was also busy during November, releasing its FY 16-17 budget proposal shortly before the Thanksgiving holiday. Two headlines from this announcement were a \$1 billion tax cut proposal largely focusing on the manufacturing and retail sectors and a request for \$250 million in economic development incentive funding for Enterprise Florida, Inc.

Throughout November, our team continued to be regularly and substantively engaged with the PSTA team on 2016 legislative and budgetary priorities, investing time and effort to make sure that we are properly postured when regular session kicks off in January. With near-constant communication, we engaged PSTA staff throughout the month as relevant issues arose and as we continued to position PSTA's 2016 priorities for success. Our team engaged numerous Members on behalf of PSTA, including the Senators Brandes and Latvala and Representative Peters. We also continued our participation with industry groups such as Floridians for Better Transportation (FBT) and Florida Public Transit Association (FPTA) to make sure that overall industry priorities are being positioned for success in the regular session.

Several occurrences relevant to PSTA took place in November, including the aforementioned introduction of the Governor's FY 16-17 budget proposal. Notably, the Governor's budget continues to prioritize transportation issues with full funding for the FDOT work plan. This commitment to current and future transportation funding was echoed in a presentation made by FDOT to the House Transportation & Ports Subcommittee on November 3, a copy of which is attached. Further, PSTA received great news from FDOT related to the BRT project in the form of a grant being awarded by

December 11, 2015

Page 2

FDOT to jump start the project. It was a great win for the entire PSTA team, and we look forward to continued engagement with the executive and legislative branches to promote further collaboration. Another notable occurrence in November took place on the national level. Though years in the making, Congress was finally able to pass a long-term transportation funding bill, which is set to support the maintenance and growth of the nation's transportation infrastructure for the next five years. The state of Florida is set to receive a boost in transportation funding from the federal government under the bill. Attached as an addendum hereto is a presentation on this landmark legislation.

Looking ahead, we anticipate that December will be a relatively quiet month with the holidays. However, due to an early session in 2016, the "break" will be very short lived. The 2016 Regular Session will commence on January 12, 2016. We look forward to continuing the positive momentum for PSTA now and throughout the 2016 session.

ACTION ITEM



6B: Revised CEO Performance Evaluation Form



Action: Approve Revised Evaluation Form

Staff Resource: Brad Miller, CEO

PERSONNEL

Summary:

- At the December 2015 Board meeting, members received (as an information item) a performance evaluation for Mr. Miller, which was revised by the Personnel Committee at their November 2015 meeting.
- The Committee is recommending that the Board approve the form which will then be distributed to the Board to complete and return by the end of February/beginning of March.
- Final action on Mr. Miller's performance and compensation will take place at the March 30th Board meeting.

Recommendation:

- Approve revised CEO Performance Evaluation.
- The Personnel Committee reviewed this item and is recommending approval.

Attachments:

1. Revised Performance 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. *(100+ 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 with high rate of success so far).*
- 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 scheduled for May, 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, Presentation to the PSTA Board in February, 2016.)*
- **Workforce Development** - Negotiate a new Collective Bargaining Agreement that includes performance-based compensation. *(Negotiations underway, On schedule for Spring 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 8 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. New more detailed orientation & tour process implemented).*

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. Record number of public workshops on route and fare adjustments in Fall, 2015. Strengthened TRAC Rider Committee membership, & initiated rider Town Halls in Spring, 2016).*
- 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 with significant Year 1 success. A presentation on this success is scheduled for the February, 2016 Board meeting.)*
- 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. Final phase (October, 2016 under development now))*
- 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



10. Visionary Service Design: Increase Public Transit Access

Score: _____

- 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

ACTION ITEM



6C: Strategic Communication Plan



Action: Approve the Implementation of the Strategic Communications Plan

Staff Resource: Cyndi Raskin-Schmitt, Dir.
of Communications



Background:

- As an important part of PSTA’s Path Forward Strategic Plan, staff has developed a strategic communications, marketing, and public relations plan.
- This comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating our messaging with the public, and describe new and ongoing initiatives and activities.

Recommendation:

- Approve the Implementation of the Strategic Communications Plan.
- The TRAC, Finance, and Planning Committees reviewed this item and recommend approval.

Attachments:

1. PowerPoint
2. Communications, Marketing & Public Relations Plan



Path Forward

Strategic Communications & Public Relations Plan

#PSTAMOVINGFORWARD

PSTA Board Meeting
January 27, 2016

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



Why create a communications plan?

- Consider the situation and goals
- Identify target audiences and key messaging
- Outline tools and techniques for communicating our messaging with the public
- Describe new and ongoing initiatives and activities



#PSTAMOVINGFORWARD



Situation

- PSTA is **Moving Forward** and we must show the public that our agency is **delivering value**.
- We transport people to work and school, allow youth and seniors a measure of **independence**, and give tourists transportation **options**.
- We must make service changes while still maintaining, and expanding our **customer-oriented** focus.
- We must reassure the public that PSTA has **strong leadership** in place that is making sound decisions.

#PSTAMOVINGFORWARD



Target Audience

- The strategic communications plan will raise awareness about the outstanding **value** PSTA delivers to:
 - Customers
 - Pinellas County Taxpayers
 - Community Leaders and Stakeholders

#PSTAMOVINGFORWARD



Key Message

- PSTA **delivers value** to our customers, our taxpayers, and our community.

#PSTAMOVINGFORWARD



CUSTOMER



GOVERNANCE



FINANCIALLY
SUSTAINABLE



CAPITAL



SERVICE



EXPANSION



VISIONARY

Key Initiatives: Delivering Value to Customers

- “Town Hall” Meetings at Transit Centers
- Customer Satisfaction Performance Reporting
- Operation Customer Service
- Williams Park Transfer Hub Re-Routing
- Incremental Service Expansion
- Fall North County Service Changes

#PSTAMOVINGFORWARD



Key Initiatives: Delivering Value to Taxpayers

- Central Avenue BRT Project Advisory Team
- Benchmarking Results
- Partnerships with Alternate Transportation Providers

#PSTAMOVINGFORWARD



Key Initiative:

Delivering Value to Community Stakeholders

- Job Fair
- Corporate UPASS Program
- Coordination with MPO Priorities
- Bus Stop Amenity Partnership Program

#PSTAMOVINGFORWARD



Techniques and Strategies

- Market Research
- Brand Audit and Plan
- Content Development
- Digital Media
- Pro-active News Media
- Events
- New Programs
- Stakeholder Engagement



#PSTAMOVINGFORWARD



Technique #1: Market Research

- Conduct market research of non-riders in Pinellas County to gauge PSTA's public image
- Conduct internal market research of employees to measure employee morale and satisfaction



Target Audiences: Taxpayers, Community Stakeholders



#2: Brand Audit and Plan

- Conduct a “brand audit” to ensure our brand is effective and uniformly applied throughout PSTA services and communications
- Develop a comprehensive brand identity plan



Target Audiences: Taxpayers, Community Stakeholders



#3: Content Development

- Use strong storytelling to make transit more interesting, appealing, and personal to the public by finding riders who embody the personal transit story message and are interested in sharing their stories

“Stories have to be told or they die, and when they die, we can't remember who we are or why we're here.”

— Sue Monk Kidd, *The Secret Life of Bees*

Target Audiences: All



#4: Digital Media

- Maximize use of digital media to reach and engage with our target markets
- Strong cross-platform social media effort that improves connections and relationships
- Redesign PSTA.net to improve content delivery
- Theme-based, digital content calendar



Target Audiences: All



#5: Pro-Active News Media

- Approach media with highly developed stories
- Create and implement a formal media policy
- Develop partnerships with public information officers, USF St. Pete School of Communications, and others
- Expand joint-releases with other transit systems (HART)

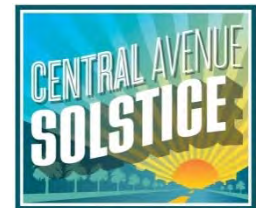


Target Audiences: All



#6: Community Event Cross Promotion

- Partner with event organizers to promote public transit to those events
- Work with event planners to identify parking needs, and potential parking lot locations
- Identify services to the events, and where additional buses may be need to be added to an existing route to handle increased traffic
- Coordinate social marketing efforts



Target audiences: Riders, Community Stakeholders



#7: Corporate U-Pass Program

- Expand public transit image and use value by developing a corporate U-Pass program
- Develop standard pricing model
- Design printed and online promotional materials
- Partner with Chambers of Commerce to promote to members
- Meet with local businesses to promote the U-Pass program



Target Audiences: Riders, Community Stakeholders



#8: Stakeholder Engagement

- Employees
 - Improve communications with employees
 - Introduce new quarterly employee newsletter
 - Develop graphics and materials
- Board/Community Leaders
 - Weekly updates from the CEO
 - Bi-weekly news clips from the Media Liaison
 - National news



Target audiences: Community Stakeholders



#9: Passenger & Public Information

- Develop and produce creative, high quality marketing and communications materials
 - Brochures
 - Maps
 - Bus Schedules
 - Posters
 - Flyers



Target Audiences: All



#PSTAMOVINGFORWARD



CUSTOMER



GOVERNANCE



FINANCIALLY
SUSTAINABLE



CAPITAL



SERVICE



EXPANSION



VISIONARY



Communications, Marketing & Public Relations Plan 2016

Pinellas Suncoast Transit Authority

Staff Resource

Cyndi Raskin-Schmitt, Director of Communications (Marketing)

Background

As the public transportation provider in Pinellas County, PSTA has a very important role in our community. We transport people to work and school, allow youth and seniors a measure of independence, and give tourists options for visiting our many entertainment venues and attractions.

- In order to maintain financial stability and sustainability, PSTA must make changes to the service we provide while still maintaining, and expanding our customer-oriented focus.
- We must demonstrate that PSTA has strong leadership in place that is making sound decisions.
- Project-based public engagement is managed by Planning Department staff.
- Marketing staff will work with Planning staff to **Listen, Discuss, and Respond** to issues and concerns that may shape this plan in the future
- Marketing Staff is working with the Procurement team to develop and publish an RFP for Marketing services, to include market research, branding, creative development, digital and web services, and other marketing/communications support
- This plan is intended to be a "*living document*" in that it is a guidebook that can change depending on future research, input, initiatives, and activities.
- Individual initiatives and activities will have separate marketing plans to detail background, targets, goals, activities, elements, etc.

Communications Goals

- Demonstrate that PSTA is Moving Forward
- Show the public that PSTA is delivering value
- Create and maintain a public dialogue
- Publicize clear, concise communications to riders, stakeholders, and other members of the community about the value of public transportation in our community.
- Demonstrate that PSTA is a well-run, honorable organization.

Target Market Segments

1. Riders/Customers
2. Taxpayers
3. Community and Community Stakeholders

Primary Messaging

PSTA delivers value to our customers, our taxpayers, and our community.

Key Initiatives

- Delivering Value to Customers
 - “Town Hall” meetings at transit centers
 - Customer Satisfaction reporting
 - Customer service improvement
 - Williams Park re-routing
 - Incremental service expansion
 - North County service changes (Oct 2016)
- Delivering Value to Taxpayers
 - Central Avenue BRT project team
 - Benchmarking results
 - Partner with alternative transportation providers
 - Business advisory team
- Delivering Value to Community
 - Job fair
 - Corporate U-Pass Program
 - Coordination with MPO Priorities
 - Bus Stop partnership program

Tools & Tactics

Market Research – PSTA’s public image

Conduct market research of non-riders in Pinellas County to gauge PSTA’s public image

- The results of the survey will help in form the brand audit and assist PSTA in developing targeted messaging
- PSTA is working to procure an advertising agency of record
- Details of the market research project will be fleshed out with input from the management team and in cooperation with the consultant

Market Research – Employee morale

Conduct market research of employees to measure morale and satisfaction

- The results of the survey will help shape employee engagement efforts with a goal of improving communications and employee morale

Brand Audit and Plan

Conduct a “brand audit” to ensure our brand is effective and uniformly applied throughout PSTA services and communications

- Identify and recommend brand evolution, if necessary.
- Determine strategies for improving the brand position.
- Develop a comprehensive brand identity plan, which includes metrics for measuring effectiveness.
- Develop brand standards manual.
- Develop appropriate strategies and tactics for educating staff and stakeholders about the brand, and what their roles are in supporting the brand.
- The branding work will be conducted by the consultant in coordination with staff.

Content Development

Use strong storytelling to make transit more interesting and appealing to the public

- Personalize the transit story
- Identify and develop relationships riders who embody the personal transit story message and are interested in sharing their stories with the public
- Stories will be shared via social media: Facebook, YouTube, RidePSTA blog, and email subscribers; and also be shared with media as part of the Pro-Active News Media Plan
- **Video Marketing Plan (Tim’s Story) in Appendix A**

Pro-Active News Media Plan

Approach media with highly developed stories

- Continue to build relationships with local and trade media
- Coordinate with digital and social media efforts
- Develop content and media alerts with high SEO, focusing on the theme calendar
- Publish bi-weekly clips report to PSTA employees and Board members
- **Sample press releases in Appendix B**

Create and implement a formal media policy

- Conduct media training for PSTA staff, management, and board members
- Create default PSTA messaging templates for response to various scenarios
- Establish guidelines for communicating with the media, including prohibition of sharing confidential information
- Implement proper protocol for referring all media inquiries to marketing department
- Develop two additional members of management to fulfil interview requests, other than spokesperson.

Develop partnerships with county departmental public information officers

- Hold regular PIO summits at PSTA for information sharing and networking
- Establish procedures for distributing emergency information to county and city PIO's
- Build and maintain relationships with county and city PIO's

Develop partnership with USF St. Pete School of Communications

- Identify appropriate contact persons and schedule meet and greet
- Develop a teaching role and educational impact as an academic partner
- Engage with students through reoccurring guest lectures and on-campus visits
- Work with journalism students for practice on interviewing and reporting skills

Digital Media Plan

Maximize use of digital media to reach and engage with our target markets

- Shift PSTA's blog to a platform for new, creative content, coordinated with PSTA home page
- Produce interesting, relevant videos that tell the stories of our riders and our community using compelling storytelling
- Ongoing research to identify and take advantage of digital promotional opportunities
- **Sample Digital Advertising Marketing Plan in Appendix C**

Strong cross-platform social media effort that improves connections and relationships

- Focused on monthly theme calendar and route of the month feature
- Integrate social media into traditional media and marketing efforts
- Continue developing the @PSTAalerts Twitter feed with CSRs
- Increase followers and engagement
- Identify and implement specialized, relevant social media promotions
- **Social Media marketing plan in Appendix D**
- **Sample social partnership marketing plan in Appendix E**

Redesign PSTA.net to focus on better content delivery

- Develop PSTA.net home page as a hub for content delivery
Maintain easy access to information that the public wants and needs
- Dynamic pages that adjust for mobile devices
- Highlight and cross-promote special events accessible by PSTA services

Theme-based, digital content calendar

- Develop a theme for each month around which outside content will be focused. For example, if the theme is "jobs" articles from around the country about how public transit improves access to jobs would be featured.

Passenger and Public Information Materials

Develop and produce high quality marketing and communications materials

- Provide graphical support to all departments
- Develop and produce printed brochures, timetables, departure boards, signs, flyers, etc. in support of PSTA's services

Community Event Cross Promotion

Partner with event organizers to promote public transit to those events

- Work with event planners to identify parking needs, and potential parking lot locations
- Identify services to the events, and where additional buses may be need to be added to an existing route
- Negotiate cross-promotional opportunities with event planners, i.e. free ride with an event ticket
- Coordinate social marketing efforts
- **Sample marketing plan in Appendix F**

Introduce Corporate U-Pass Program

Expand public transit image and use value by developing a corporate U-Pass program

- Work with Finance and Planning to develop standard pricing model
- Design printed and online promotional materials
- Meet with local businesses to promote the U-Pass program
- Partner with chambers of commerce to promote to members

Employee Engagement

Improve communications with employees

- Introduce new quarterly employee newsletter
- Develop graphics and materials for employee bulletin boards
- Develop graphics and messaging for upcoming break room video screens

Board of Directors Engagement

Improve communications with Board members

- Weekly updates from the CEO
- Bi-weekly news clips from the Media Liaison
- **Sample news clips in Appendix G**

Appendix A: Video Storytelling Marketing Plan

DRAFT



Video Marketing Plan

Objective

Create compelling content that will co-exist with PSTA's values to connect, captivate, and inform audiences through audio and visual storytelling.

Background

Historically, PSTA has used video as a medium to relay valuable information to the public. With the consistent growth of PSTA's social media platforms as well as the advancement of audio and video equipment, it was clear that video can not only be a useful tool to distribute information to a mass audience but also to engage audiences through real-life storytelling.

Target Market

The target audience will greatly vary depending on the purpose and content of each video. Because the videos will be uploaded on YouTube, each video has the potential for global viewership. PSTA's local audience will greatly benefit from informational videos, while most narrative videos will have a much wider market.

Video Elements

- Real-life characters
- Emotion
- Visual appeal
- Action & movement
- Effective audio / scripts
- Focus on PSTA's core values

Storytelling opportunities

- Local events
- PSTA employee storytelling
- PSTA rider storytelling
- Local-angle of national events
- Newsworthy trends
- Community partners
- Transit community awareness
- National events
- Commemorative months / dates

Example: Tim's video

Pitch

Each year, The Americans with Disabilities Act (ADA) is remembered as a landmark day for equal rights. As an ADA-compliant transit agency, PSTA would like to find a rider to share his/her story about how PSTA and ADA has changed their life.

Story

Tim Kimball has been a rider with PSTA for many years. After suffering many health-related hardships, Tim was confined to a wheelchair. Shortly thereafter, Tim's independence was compromised when he willingly sold his van in order to prevent any unavoidable accidents. Thanks to PSTA and ADA, Tim was able to use the DART program to gain his independence back. Tim has now mastered the PSTA system and is a frequent DART user. Tim is a real rider with PSTA and has a very compelling story about how PSTA and ADA has added value to his life.

Project Staff

Ashlie – film & edit

Jordan – assist

Schedule

Day #1

Location: Tim's house / interior room

Timeframe: Late-morning; early-afternoon; approx. 11:20 a.m.

Audio: Mute

Video: Single shot of Tim w/ cards to tell story

Day #2

Editing

Final product

<https://www.youtube.com/watch?v=0Ki7xpPvHDw>

Appendix B: Sample Press Releases

DRAFT



Media Contacts:

Ashlie Handy, PSTA (727) 488-8237

Ben Kirby, St. Petersburg (727) 501-4837

****WILLIAMS PARK PRESS CONFERENCE EVENT PLAN****

Thursday, November 12, 2015

10:00 a.m. (15 minutes)

Location: Steps of City Hall, St. Petersburg, 175 Fifth Street North

Tentative Schedule

8:30 a.m. -- PSTA staffers / St. Petersburg Communications arrive
City Council meeting begins

8:45 a.m. – Final media calls made by Ashlie & Ben

9:00 a.m. – Check-in with City Council for timing

9:45 a.m. Greet media and set-up cameras

10:00 a.m. – Press Conference begins

Speakers:

Mayor Rick Kriseman

Councilmember Darden Rice

Councilmember Wengay Newton

Brad Miller, PSTA CEO

*Brad opens media Q & A (5 min.)

10:15 a.m.—Press Conference ends

Supplies:

PSTA Video cameras (two angles)

Talking points

Media Kit (press release, packet on Phase II)

City will provide podium & audio setup

**Media inquiries regarding bus plans will be directed to Brad Miller*

**Media inquiries regarding Williams Park in general will be directed to Mayor Kriseman*



****MEDIA ADVISORY****

FOR IMMEDIATE RELEASE: January 8, 2016

Pinellas Technical College Students Now Ride PSTA Buses FREE

Media Invitation to Official Announcement of Partnership

St. Petersburg, Fla. — Pinellas Technical College (PTC) and the Pinellas Suncoast Transit Authority (PSTA) are pleased to announce a partnership to bring free bus rides to students and staff.

The partnership, which officially began January 1, allows any PTC student or staff member to ride PSTA buses free by simply showing their ID. The new program could benefit more than 3,000 PTC students attending classes in St. Petersburg and Clearwater.

Please join PTC and PSTA in celebration of the announcement of this new partnership.

When: Monday, January 11, 2016 ---- 9:00 a.m. – 9:30 a.m.

Where: Pinellas Technical College- Clearwater Campus
6100 154th Ave N.
Clearwater, FL 33760

Speakers:

Mark Hunt, Executive Director – Career Technical Adult Education
Boe Norwood, Director – Pinellas Technical College, St. Petersburg
Darden Rice, St. Petersburg City Council
Brad Miller, PSTA CEO
Sarah Crofoot, PTC student
AC Lindsey, PTC student

To attend:

Dr. Michael Grego, Superintendent
Pinellas County School Board members, PSTA Board members, and city officials.

MEDIA CONTACT:

Ashlie Handy
727-488-8237
ahandy@psta.net



FOR IMMEDIATE RELEASE: December 2, 2015

PSTA's Longest-Serving Bus Operator to Retire After 38 Years of Safe Driving

St. Petersburg, Fla. – Before power steering and air conditioning—there was Dave Beck. The year was 1975. The hourly wage for a bus operator at the St. Petersburg Municipal Transit System (SPMTS) was just over \$2, and a ride across town would cost you 10 cents.

Forty years later, Dave Beck will retire from the Pinellas Suncoast Transit Authority (PSTA) as the agency's longest-serving bus operator—ever.

"It's been a long journey," said Beck. "In a way, I am ready to see it go, but it is like a second home to me. There are people I met on the bus who are still friends of mine fifteen years later." Born and raised in St. Petersburg, Beck said he always wanted to be a bus driver. "My first word was bus," said Beck. "It wasn't mommy or daddy-- it was bus."

He said it was preordained for him to drive a bus and never looked back. The son of a Greyhound bus mechanic, Beck remembers a time when transit meant more than just getting from one place to another. "It was a way of life back then; people wanted to ride the bus," he said. "I remember riding the scenic cruises on the Greyhound and thinking it was the coolest thing."



Being a bus operator forty years ago had its own quirks. "You had to hand-crank your sign, then the side sign, and then the sign in the back," said Beck. The buses also did not have power steering. "We all looked like Popeye," said Beck. "And it wasn't the spinach."

It would be nearly another decade before PSTA would even come into existence. Beck's greatest accomplishment at PSTA is his 38-year safe driving streak—the longest in the history of the agency.

"Dave is a reminder of the timeless impression we have on our community," said PSTA Chief Executive Officer Brad Miller. "His hard-work and dedication will not be forgotten."

PSTA appreciates the dedication of its nearly 600 employees and is thankful to Mr. Beck for his four decades of service to our community.

Beck currently lives with his wife in St. Petersburg and has one daughter. He looks forward to spending time with his family and grand-cats.



FOR IMMEDIATE RELEASE: November 25, 2015

Bus Pass Helps Riders to See the Light
Holiday Lights in the Gardens event opens Friday, Nov. 27.

St. Petersburg, Fla. – Pinellas County bus riders can see this year’s holiday lights display in multiple dimensions—three-dimensions, to be exact.

The Pinellas Suncoast Transit Authority (PSTA) and the **Florida Botanical Gardens Foundation** are partnering to encourage guests to ride the bus to this year’s Holiday Lights in the Gardens display by offering a free pair of 3-D glasses to guests who show their PSTA bus pass.

“Our gardens are part of a vast ecosystem and a big part of keeping that system in balance is being aware of our carbon footprint,” said **Terry Berube**, President of the Florida Botanical Gardens Foundation. “Riding public transportation is one of the most effective actions individuals can take to conserve energy.”

To receive a free pair of 3-D glasses, guests must present a current PSTA bus pass to the holiday gift cart attendant located at McKay Creek Plaza. Glasses are limited to one per guest and will also be available for purchase for \$2 each.

The promotion will go on throughout the entirety of the holiday lights display, Nov. 27 through Dec. 31, from 5:30 p.m. to 9:30 p.m.

A donation of \$4 per person, 13 years and older, is suggested to enter the gardens.

Riders can take PSTA Route 59 to the Florida Botanical Gardens, located at 12520 Ulmerton Road in Largo.

For trip planning information visit www.PSTA.net or call the InfoLine at (727) 540-1900.



MEDIA CONTACT:

Ashlie Handy
727-488-8237

ahandy@psta.net

Appendix C: Digital Advertising Marketing Plan

DRAFT



Digital Advertising Marketing Plan

Background

The Pinellas Suncoast Transit Authority (PSTA) seeks to increase public engagement through the use of targeted digital and social media advertising. Through a modest digital advertising campaign, PSTA can solicit feedback and deliver PSTA information through digital and social media channels to the Pinellas County community and stakeholders.

Outside Consultant Assistance

Franco Ripple, Vice President, Kevin Cate Communications

Elements

CREATIVE CONTENT: CateComm will immediately begin concepting and drafting both written content and visual creative for use in the digital advertising campaign. This will include a review of PSTA's existing messaging and stock imagery, new message development and imagery creation, and delivery of content for advertising execution. CateComm will work with marketing and media staff to ensure consistent messaging, to include in-person and telephone meetings.

SOCIAL MEDIA ADVERTISING: CateComm will oversee advertising placement and targeting of the aforementioned advertising content on the most relevant social media platforms. This will include using geographic, demographic and interest targeting to define the best universe to which PSTA advertising flights will be served. CateComm will provide (at minimum) weekly reporting of social media advertising performance and metrics.

LOCAL DIGITAL PROPERTIES ADVERTISING: CateComm will oversee advertising placement and targeting of the aforementioned advertising content on local digital news media properties. This will include a review of local digital outlets' readership and potential impact to reach PSTA ridership, stakeholders and the Pinellas County community, and active management of advertising flights.

Creative / Timeline

Facebook ads will each link to a page that details each person's story. Round One features four PSTA employees. Round Two will feature well-known local stakeholders.

Digital ads highlighting PSTA's priority legislative projects will run on Tampa Bay Times and SaintPetersBlog.

Ads to run October 2015 through February 2016.

Facebook



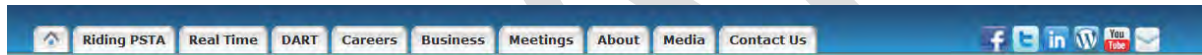
Pinellas Suncoast Transit Authority
October 15, 2015 · 🌐

I'm Debbie. As PSTA's financial watchdog, I make sure we spend your money right. Learn how I keep #PSTAMovingForward.



Debbie Keeps #PSTAMovingForward
PSTA is Pinellas County's award-winning transit agency. We provide nearly 15 million safe, efficient rides a year with transparency and accountability. Meet the people who keep #PSTAMovingForward.

WWW.PSTA.NET [Learn More](#)



PSTA would like to introduce you to Debbie...



I'm Debbie. Something I'm passionate about is making sure that the public's money is spent right. After all, you work hard for it. So, the money that keeps the Pinellas Suncoast Transit Authority working for you comes from the most important people anywhere: you, our taxpayers and riders.

I'm not just the Chief Financial Officer for PSTA. I'm a financial watchdog. It's my job to be accountable for every dollar we spend. And on my watch, we manage more than \$66 million a year in grants, property taxes and revenue from the farebox on your bus - that's a whole lot of change.

So how are we doing? Just recently, PSTA earned the highest possible international award for government accounting and financial reporting. For the second year in a row. And PSTA is making tough, smart choices, like evaluating every bus route's financial viability. But I'm always looking for ways we can improve.

I'm one of 600 professional PSTA employees focused on our mission. Job number one is ensuring more than 14.5 million safe, efficient rides a year, on the road over 9 million miles annually around Pinellas County.

PSTA is one of America's best-run public transit agencies, according to the American Bus Benchmarking Group. But we can do better. So we're lowering maintenance costs, cutting administrative overhead, driving more environmentally-friendly hybrid and clean diesel vehicles, training our employees more, listening to our community, and planning smarter for the future. And we're doing it all with total financial transparency and accountability - because it's your money.

Pinellas County's residents, tourists, and workers have a choice of how to get around. We're grateful that so many of you choose to ride with PSTA. We're committed to getting you to home, work, and play, so you can keep moving forward. And we're learning from you. That's how we keep #PSTAMovingForward along with you.

www.PSTA.net

Facebook

Pinellas Suncoast Transit Authority
October 15, 2015

I'm Joe. I come from a family of Boston transit workers. Now I keep PSTA buses on the road. Learn how I keep #PSTAMovingForward.

Joe Keeps #PSTAMovingForward
PSTA is Pinellas County's award-winning transit agency. We provide nearly 15 million safe, efficient rides a year with transparency and accountability. Meet the people who keep #PSTAMovingForward.

WWW.PSTA.NET [Learn More](#)

[Riding PSTA](#) [Real Time](#) [DART](#) [Careers](#) [Business](#) [Meetings](#) [About](#) [Media](#) [Contact Us](#)



PSTA would like to introduce you to Joe...



I'm Joe. I come from three generations of Boston public transit workers. My dad, grandfather and I all helped keep the buses and trains moving for 75 years, collectively - that's a lot of Red Sox fans to get to Fenway and back.

Now, I help oversee maintenance for the Pinellas Suncoast Transit Authority. I make sure that everyone turning a wrench, changing the oil or rotating the tires on a PSTA vehicle does so with one goal in mind - total dedication to our riders' safety. Nothing matters to me more. That's why I'm proud that PSTA is 99.7% on time for preventative maintenance inspections.

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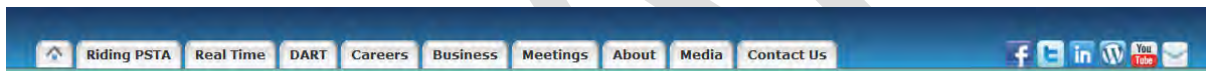


Pinellas Suncoast Transit Authority
October 15, 2015 · 🌐

I'm Marcus. I drove Army trucks in the Gulf War. Now I drive people for PSTA. Learn how I keep #PSTAMovingForward.

Marcus keeps #PSTAMovingForward
PSTA is Pinellas County's award-winning transit agency. We provide nearly 15 million safe, efficient rides a year with transparency and accountability. Meet the people who keep #PSTAMovingForward.

WWW.PSTA.NET [Learn More](#)



PSTA would like to introduce you to Marcus...



I'm Marcus. For me, driving is a labor of love. It's what I was born to do. As a Soldier in the U.S. Army, I drove trucks for the 82nd Airborne Division in Saudi Arabia during Operation Desert Storm. It was the experience of a lifetime.

Now, I drive people for the Pinellas Suncoast Transit Authority. And I have for the last 16 years. One Army lesson I keep with me on the job is respect. Treating our riders with respect is a given, but the culture of respect at PSTA starts at the top and extends through every employee. Another lesson is dependability. Our riders can trust that I'll be there for them, on time, every time.

Last year, I was honored to be named PSTA's Driver of the Year. But for me, being a PSTA Bus Operator and helping people get where they need to be is just another way I'm serving my country.

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www.PSTA.net

Facebook

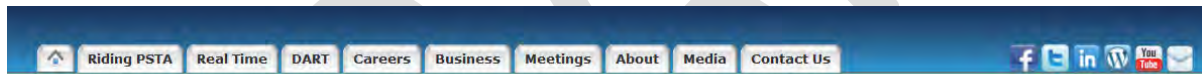


Pinellas Suncoast Transit Authority
October 15, 2015 · 🌐

I'm Rosalyn. In PSTA Customer Service, I help you get around Pinellas County faster. Learn how I keep #PSTAMovingForward.

Rosalyn Keeps #PSTAMovingForward
PSTA is Pinellas County's award-winning transit agency. We provide nearly 15 million safe, efficient rides a year with transparency and accountability. Meet the people who keep #PSTAMovingForward.

WWW.PSTA.NET [Learn More](#)



PSTA would like to introduce you to Rosalyn...



I'm Rosalyn. I've loved working with people and solving problems for as long as I can remember. For years, I worked in customer service in the medical industry. Then, a friend who is a PSTA Bus Operator told me how much she loved working for PSTA. So I made the switch - and it was the best career move I've ever made.

Today, I'm one of the friendly Customer Service Representatives you'll meet when you call the PSTA InfoLine. I can help you plan a safe, quick, efficient PSTA trip around Pinellas County. We have nearly 40 bus routes, from beach trolleys to commuter service that crosses the bay. And I know them all. I can help riders with disabilities plan a DART trip too. And the happiness I get from helping another satisfied PSTA rider get where they're going? It's why I wouldn't want to work anywhere else.

I'm one of 600 professional PSTA employees focused on our mission. Job number one is ensuring more than 14.5 million safe, efficient rides a year, on the road over 9 million miles annually around Pinellas County.

PSTA is one of America's best-run public transit agencies, according to the American Bus Benchmarking Group. But we can do better. So we're lowering maintenance costs, cutting administrative overhead, driving more environmentally-friendly hybrid and clean diesel vehicles, training our employees more, listening to our community, and planning smarter for the future. And we're doing it all with total financial transparency and accountability - because it's your money.

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www.PSTA.net

Tampa Bay Times



The image displays three vertical banners for the PSTA 2016 Legislative Priorities. Each banner features a photograph of a white bus with a bicycle rack at the rear, set against a background of trees. The banners are arranged side-by-side and are connected by a large, light gray arrow pointing downwards from the top banner to the bottom banner.

PSTA 2016 LEGISLATIVE PRIORITIES
CLICK TO LEARN MORE

CENTRAL AVENUE BUS RAPID TRANSIT
FASTER SERVICE FOR PINELLAS COUNTY

PSTA 2016 LEGISLATIVE PRIORITIES
CLICK TO LEARN MORE

CLEARWATER BEACH TO TAMPA INTERNATIONAL AIRPORT EXPRESS SERVICE

PSTA 2016 LEGISLATIVE PRIORITIES
CLICK TO LEARN MORE

REGIONAL REVENUE COLLECTION
SMART, MODERN, EFFICIENT FARE COLLECTION



**CENTRAL AVENUE
BUS RAPID TRANSIT**
FASTER SERVICE FOR
PINELLAS COUNTY

**PSTA 2016
LEGISLATIVE
PRIORITIES**

[CLICK TO LEARN MORE](#)



**CLEARWATER BEACH TO
TAMPA INT'L AIRPORT
EXPRESS SERVICE**

**PSTA 2016
LEGISLATIVE
PRIORITIES**

[CLICK TO LEARN MORE](#)



**REGIONAL REVENUE
COLLECTION**
SMART, MODERN, EFFICIENT
FARE COLLECTION

**PSTA 2016
LEGISLATIVE
PRIORITIES**

[CLICK TO LEARN MORE](#)



PSTA 2016 LEGISLATIVE PRIORITIES

CENTRAL AVENUE BUS RAPID TRANSIT
FASTER SERVICES FOR
PINELLAS COUNTY

[CLICK TO LEARN MORE](#)



PSTA 2016 LEGISLATIVE PRIORITIES

**CLEARWATER BEACH TO
TAMPA INTERNATIONAL AIRPORT**
EXPRESS SERVICE

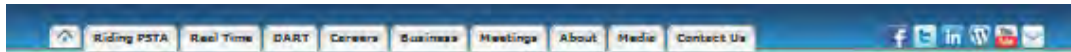
[CLICK TO LEARN MORE](#)



PSTA 2016 LEGISLATIVE PRIORITIES

REGIONAL REVENUE COLLECTION
SMART, MODERN, EFFICIENT
FARE COLLECTION

[CLICK TO LEARN MORE](#)



PSTA's Legislative Priorities

The Pinellas Suncoast Transit Authority is more than just Pinellas County's public transit agency. We're part of daily life for millions of Pinellas County residents, tourists, and workers. We provide more than 14.5 million safe, efficient rides a year. Our hybrid and clean diesel buses travel 9 million miles a year on nearly 40 routes.

We are 600 professional employees strong, all focused on one mission: job number one is ensuring the safety of our riders with exceptional service and efficient operations.

At PSTA, we're equally dedicated to managing our \$66.7 million annual budget with total efficiency, transparency, and accountability. We're lowering maintenance costs, cutting administrative overhead, making smarter capital investments, and planning better for the future. These efforts have made PSTA one of America's best-run public transit agencies, according to the American Bus Benchmarking Group. And we've earned the highest possible international award for government accounting and financial reporting.

As responsible stewards of taxpayer funds, PSTA has the experience and confidence to manage the public's money right. These same expectations extend to PSTA's requests for legislative funding. For the 2016 Florida Legislative session, PSTA has identified three top legislative priorities:

Central Avenue Bus Rapid Transit

Express Bus Rapid Transit (BRT) service in St. Petersburg's Central Avenue corridor is the most "shovel-ready" project of the six potential corridors recommended in past studies, making it an ideal BRT pilot project for Pinellas County.

The Central Ave BRT will complement local service provided by the existing, highly successful Central Avenue Trolley by providing expedited, limited stop travel from downtown St. Petersburg to the beaches, seven days a week on 1st Ave N (westbound) and 1st Ave S (eastbound).

Funding: Total Project Cost \$18.5 Million, Phased Over 3 Years

2016 Legislative Request

- FDOT support for Project Development & Environment (PDM) and design work (\$1M).
- Seek balance of construction funding in DOT work program in 2017-2019
- Express service begins 2019



Clearwater Beach to Tampa International Airport Express Service

Connecting Pinellas County's award-winning beaches and Tampa International Airport (TIA) is essential for our region's economic development and job growth. PSTA proposes to connect these key destinations with an ongoing new express route designed to please visitors, the tourism industry and the traveling public.

The Clearwater Beach to TIA express will complement local service provided by the existing, and highly successful Route 80, which is the most productive local route in the PSTA system. The route will supplement the local service with expedited, limited stop travel between TIA and the beaches, seven days a week.

Funding: Annual Operating Costs of \$2.1M

- Service every 30 minutes, 7 days a week, 8am to midnight
- 40' Diesel Vehicles with luggage racks and 25 passenger capacity (\$3M)
- Proposed to be contracted to a private operator
- Express service can begin as early as 2017

2016 Session Legislative Request:

- FDOT grant funding support for \$2.1M annual operating requirement
- \$3M capital for needed buses



Regional Revenue Collection

This project demonstrates the commitment of all transit agencies in the Tampa Bay Region to provide the best possible service for our community. It focuses on seamless transit connections between each of the eight counties using a single fare media, replacing and enhancing current farebox technology.

The goals of the Regional Revenue (Fare) Collection Project are to create a successful regional fare collection system that implements a single fare medium for use across all counties in the Tampa Bay region using smart card and mobile application technologies, achieves regional interoperability through improved and coordinated management of transit services for the entire region, and systematically upgrades existing functionally obsolete fare collection systems.

Project Funding

Through the Regional Working Group partnerships, the project has already secured \$2.8M of the \$12.8M needed to complete the project.

2016 Session Legislative Request

On behalf of the Regional Working Group, HART and PSTA request one-time capital funding of \$6.8M.

www.psta.net

###

About PSTA: The Pinellas Suncoast Transit Authority is the public transit provider for Pinellas County, providing more than 14.5 million rides per year. PSTA operates nearly 40 bus and trolley routes with a fleet of 203 vehicles. To learn more about the services offered by PSTA, or for schedule and fare information, passengers are invited to call the PSTA InfoLine at (727) 540-1900, or visit www.psta.net. PSTA is an equal opportunity employer.



Appendix D: Social Media Marketing Plan

DRAFT



2016 Social Media Plan

Background

In this age of the empowered customer, a deliberate and planned approach to social media helps PSTA stay on top of what's important to their customers. PSTA embraces social media as a central part of our strategy and sees it as more than pushing out promotional materials. It's about having collaborative interactions with customers, taxpayers, and the community - allowing us to gain valuable insights, solidify long-lasting relationships and cultivate customer advocates.

By incorporating social media into all marketing and communications activities, we are able to engage with customers quickly and robustly and build communications plans that are flexible to accommodate and embrace customer change in near-real time.

Social Media Goals

- Increase followers on all social media platforms
- Expand and improve engagement

Platforms

Facebook

- Implement original photo content to exact social specifications.
- Post more video content to attract a younger audience.
- Use "post boost" as needed to improve audience reach.

Twitter

- Increase interaction with PSTA Board Members.
- Original photo and video content fit to Twitter specifications.
- Engage more with local businesses to create community partnerships.
- Engage with other transit agencies.

Instagram

- Work with transit advocates in the community to obtain ambassadors that can post about us and transit on a regular basis.
- Incorporate quarterly insta-meets throughout the county that will showcase where PSTA can take you.

YouTube

- Move PSTA Board and committee meetings to a separate “PSTA Meetings” channel to differentiate meetings from informational and storytelling videos
- Produce videos that are short and easily sharable via social

Linked In

- Cross-post stories and articles to PSTA’s Linked In company page

New Platforms

- Continually investigate new platforms to determine suitability for reaching our riders, taxpayers, and/or the community.
- Consider Periscope as a new platform to reach our followers.

E-mail Campaigns

- Expand social media messaging to include PSTA’s email list members (self-subscribers)

DRAFT

Appendix E: Sample Social Media Partnership Marketing Plan

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Florida Botanical Gardens Holiday Lights

Background

Each year the Florida Botanical Gardens (Largo, FL) and their foundation put on a Holiday Lights display in the Gardens. The tradition includes an array of light-lines paths with nightly free entertainment and visits from Santa Claus.

The event is the largest fundraiser for the gardens and depends on volunteers, sponsors and donations to reduce the cost of offering this holiday tradition in Pinellas County. More than 450 volunteers and generous sponsor donations make the Holiday Lights a success.

In 2015, the Gardens and PSTA will partner to cross-promote riding the bus to the event where riders will get free 3D glasses when showing a bus pass at the gate.

Timeline

November 27 - December 31, 2015

Florida Botanical Gardens Contact

Eileen Newsome- Event Assistant

Eileen@sugarsandfestival.com

Promotion

PSTA will

- Tweet out event info and how to use PSTA to get to the event.
- Posted the event info on our Facebook page and Twitter account.
- Create a banner on our PSTA.net with info on which routes to take to the event.

Holiday Lights will

- Retweet our tweets with their Holiday Lights account and liking content on Facebook.
- Advertise our services on their Facebook page to almost 5000 Likes.
- Have PSTA route maps and system maps on site for customers to take from their advertising rack.
- Provide free 3D glasses to all those who show their PSTA bus pass at point of entry. Glasses normally cost \$2.

Appendix F: Sample Event Cross-Promo Marketing Plan

DRAFT



Central Avenue Trolley Free Ride Weekend

Objective

To give people who haven't used public transit an easy, convenient way to try it for the first time, by riding to/from a Tampa Bay Rays baseball game at Tropicana Field.

Target Market

Tampa Bay Rays game attendees

Background

Through partnership with the Tampa Bay Rays, PSTA will offer free rides on the Central Avenue Trolley on July 24, 25, and 26, 2015 to Rays game attendees who show a game ticket for the weekend-long series with the Baltimore Orioles. As strong public transit supporters, the Tampa Bay Rays see the value of introducing transit to their fans. The cross-promotional effort will largely be advertised via social media, and in-game announcements.

Advertising/Promotional Elements - PSTA

- Social media posts (lead up)
- Social media posts (game weekend)
- Webpage banner
- Joint press release with the Rays

Advertising/Promotional Elements - Rays

- In-game teaser announcements via video screens in the stadium the weekend of July 10-12 (during the Houston series).
- Social media posts (lead up and game weekend)
 - 683,000+ Facebook fans
 - 252,000+ Twitter followers
 - 125,000+ Instagram followers
- DJ Kitty and Recycles McGee Twitter takeover
- Joint press release with PSTA
- Promo info shared with the Tradewinds (corporate sponsor) to share with their game weekend guests

DJ Kitty and Recycles McGee Twitter takeover

- Team mascots DJ Kitty and Recycles McGee will ride the Central Avenue Trolley at 10:30 on Tuesday, July 21 to pre-promote the free ride weekend.
- The mascots will live tweet about using public transit and the benefits.
- DJ Kitty has 6000 Twitter followers, and the takeover will be cross-posted to the Rays main social feeds
- PSTA and Rays staff will accompany the mascots and document the ride with photos and video

Project Staff

Cyndi Raskin-Schmitt, PSTA marketing campaign manager
Alissa Kostyk, PSTA social media
Ashlie Handy, PSTA traditional news media
Josh Momberg, Rays corporate partnerships
Razi Amador, Rays corporate communications
Joshua White, Rays Advertising Senior Coordinator

Results

The trolley ride left the Tradewinds Resort at 10:30am this morning with myself, Ashlie & Jordan. We were accompanied by Josh White from the Rays along with DJ Kitty and Recycles McGee. Trolley riders were excited to see them board and take pictures during the ride. We took the trolley to Ferg's. While riding the bus, DJ Kitty was tweeting about the pros of taking the bus to the Rays games.

Our interaction on social media included media outlets, the Rays, TradeWinds Resort and the general public.

Social Media Stats

July 20- 2 Mentions
July 21- 3 Mentions
July 22- 2 Rt's

Engagement: Up 1.6% from previous weeks
15,200 Impressions over a 7 day period
139 FREE rides on the Trolley July 24-26









Appendix G: Sample News Clips

DRAFT

01/01/2016 – 01/19/2016 Media Coverage

Positive

Pinellas Technical College Students Can Ride PSTA Buses for Free

By: Staff, Tampa Bay Reporter

January 17, 2016

<http://www.tbreporter.com/local-news/pinellas/pinellas-technical-college-students-ride-psta-buses-free/>

Students are getting taken for a ‘free’ ride

By: Raven Joy Shonel, The Weekly Challenger

January 14, 2016

<http://theweeklychallenger.com/students-are-getting-taken-for-a-free-ride/>

Pinellas Technical College students, staff can now ride PSTA buses for free

By: Colleen Wright, Tampa Bay Times

January 13, 2016

http://www.tampabay.com/blogs/gradebook/pinellas-technical-college-students-staff-can-now-ride-psta-buses-for-free/2261121?utm_source=twitterfeed&utm_medium=twitter

PSTA offers more free rides for students

By: Devon Crumpacker, Saint Petersblog

January 12, 2016

<http://www.saintpetersblog.com/archives/249525>

Pinellas Technical College Students Ride PSTA Free

By: Staff, Mass Transit Magazine

January 11, 2016

http://www.masstransitmag.com/press_release/12156686/pinellas-technical-college-students-ride-psta-free

PSTA Ends Year with Act of Kindness

By: Staff, Mass Transit Magazine

January 4, 2016

http://www.masstransitmag.com/press_release/12154056/psta-ends-year-with-act-of-kindness

Neutral

St. Petersburg mayor asks for support for ferry service

By: Suzette Porter, Tampa Bay Newspapers

January 18, 2016

http://www.tbnweekly.com/pinellas_county/content_articles/011816_pco-01.txt

What happens to the homeless in Williams Park when the buses go away?

By: Janelle Irwin, Saint Petersburg

January 13, 2016

<http://www.saintpetersblog.com/archives/249747>

Negative

PSTA had no negative articles during this time.

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INFORMATION ITEMS



7A: Central Avenue BRT Action Plan



Action: Information Item

Staff Resource: Cassandra Borchers, CDO
Heather Sobush, Planning Manager

FINANCE & PERFORMANCE
MANAGEMENT

PLANNING

Background:

- In December, the PSTA Board approved the Central Avenue Bus Rapid Transit (BRT) project to apply for entry into Project Development under the Federal Transit Administration (FTA) Small Starts Program.
- The Project Development phase including environmental clearance and design engineering will be approximately \$700,000 to complete with assistance from one of PSTA's General Services Contractors. Florida Department of Transportation (FDOT) will be providing \$500,000 and PSTA will contribute the remaining \$200,000 as planned in the FY 2016 adopted budget.

Summary:

- PSTA staff has drafted an Action Plan for the project including entry into project development, public outreach, and project development phase requirements.
- A draft scope is being developed by the consultant team including Jacobs Engineering and Parsons Brinkerhoff. The scope will be reviewed by PSTA and City of St. Petersburg staff with recommendations from that review to be incorporated as appropriate.
- Staff is also preparing for a meeting with FTA Region IV in early February to review the documentation required to formally ask permission to enter into the Project Development phase.

Fiscal Impact:

- 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).

Attachments:

1. PowerPoint



Central Avenue Bus Rapid Transit

PSTA Board Meeting

January 27, 2016

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



Accomplishments

- #1 Priority of PSTA Path Forward Incremental Expansion
- Local Capital Funding committed in PSTA budget
- FDOT Commitment of \$500k Project Development Funds
- City of St. Petersburg Letter of Intent on Dedication of Lanes for BRT
- MPO Support and intent to include in fiscally constrained LRTP

Supported by:

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

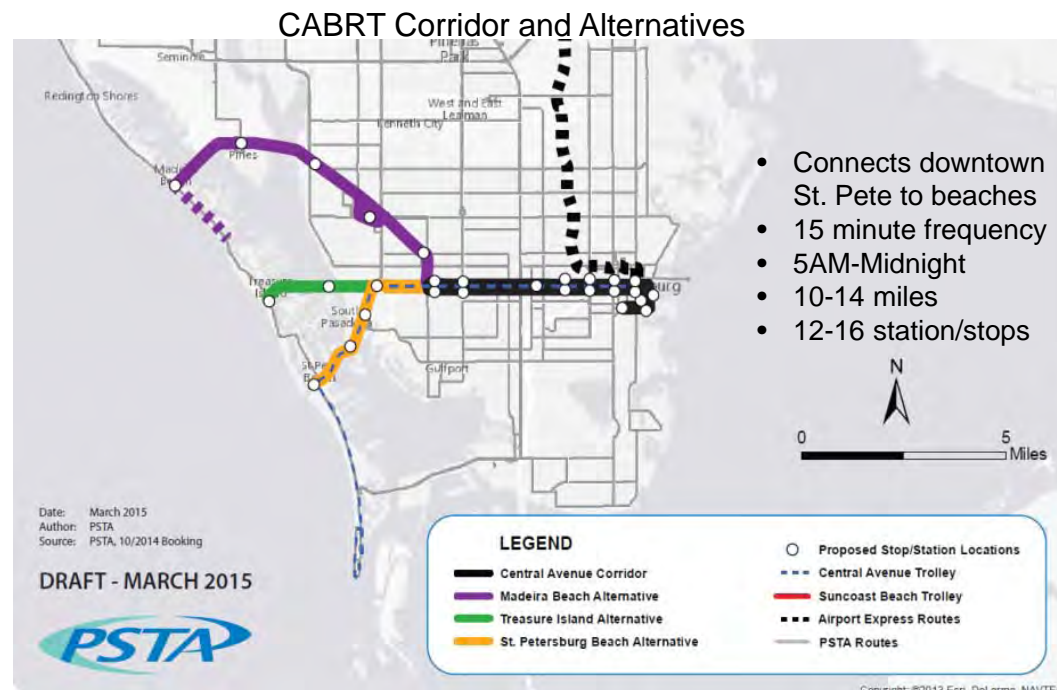
Current Activities

- LRTP Cost Feasible Plan Amendment
 - MPO Committees and Board in January
- Draft letter requesting entry into Project Development for review by Van Scoyoc Associates and FTA
- Meeting with FTA Region IV in Early February
- Consultant Scope of Work
- Refine Public Outreach Plan

Upcoming Tasks (Consultant & Staff)

Spring 2016 - Enter Project Development

- Receive FTA concurrence to begin SSPD
- Select alternatives for environmental review
- PUBLIC ENGAGEMENT/ AGENCY COORDINATION



Upcoming Tasks (Consultant & Staff)

Summer 2016 – Refine Project

- Environmental Analysis
 - Identify preliminary project effects
 - FDOT coordination to determine level of effort required
- Develop Design Concepts and Define Project Elements
 - Station locations and access
 - Roadway configuration, traffic, ITS, parking
 - Operating plans and ridership forecasts (STOPS model)
 - Vehicles, stops, branding
- PUBLIC ENGAGEMENT/ AGENCY COORDINATION



Upcoming Tasks (Consultant & Staff)

Early 2017 – Finalize Impact Analysis

- Finalize environmental documentation
- Select preferred alternative
- PUBLIC ENGAGEMENT/ AGENCY COORDINATION

Summer 2017 – Finalize Project Development

- Refine Financial Plan
- Complete Small Starts Evaluation and Justifications Package
- Request to FTA for Grant Inclusion in Federal Budget for FY 2018/2019

Public Engagement Plan

- One-on-one stakeholder meetings
- Agency/City coordination
- Public forums
- Stakeholder working group
- Engage business owners
- Digital and print communication
 - Social media
 - Project website
 - Informational handouts
 - Press releases
 - Email/mail



INFORMATION ITEMS



7B: PSTA/MPO Joint Workshop Post Report



Action: Information Item

Staff Resource: Chairperson

- Staff will give a recap of the joint PSTA/MPO/PPC meeting that took place on January 22, 2016.
-

Attachments: None



8A:	PSTA Performance/Updates for the Month of November/December
Action:	Information Item

Staff Resource: Brad Miller, CEO

November Total Ridership*	
DOWN 4.4% Monthly Compared to Last Year	DOWN 6.0% Year-to-Date
December Total Ridership*	
DOWN 7.0% Monthly Compared to Last Year	DOWN 6.4% Year-to-Date

* a detailed report is attached

November/December Contract Awards between \$25,000 - \$100,000		
Vendor	Amount	Description
Cummins Power South LLC	\$30,254	Remanufacture Engines – Co-op with HART
Text Marks	\$45,000	Bus Information Messages
Cummins Power South LLC	\$85,420	Remanufacture Engines – Co-op with HART
Gulf Coast Thermo King	\$41,682	Bus Part (Compressor A/C)
Motorola Solutions, Inc.	\$50,500	Radio Equipment Maintenance
Cummins Power South LLC	\$30,482	Remanufacture Engines – Co-op with HART
Hahn Engineering, Inc.	\$48,420	HVAC Replacement Assessment
Midwest Bus Parts Corp	\$36,251	Bus Part (Re-Order Report)
United Data Technologies	\$28,261	Cisco UCS M3 Blade Upgrade
Cummins Power South LLC	\$74,200	Remanufacture Engines – Co-op with HART
Gillig Corporations	\$36,251	Bus Part (Re-Order Report)
Total:	\$506,721	

November Transportation Disadvantaged (TD)	11/2015	YTD
Number of Telephone Inquiries	1446	14531
Number of Applications Mailed	43	720
Number of TD Discounted Bus Passes	5798	11756

December Transportation Disadvantaged (TD)	12/2015	YTD
Number of Telephone Inquiries	1157	15688
Number of Applications Mailed	52	772
Number of TD Discounted Bus Passes	5714	17470

November Customer Service	11/2015	YTD
Number of Real Time Text Messages Sent to Riders	189,074	397,717
Number of Times Voice System Provided Info to Riders	121,028	257,242
Number of Sessions on RidePSTA.net	63,346	130,846
Number of InfoLine Calls	33276	524426
Average Call Length-Minute.Seconds	1.45	2.04
Average Hold Time-Minute.Seconds	1.03	1.30

December Customer Service	12/2015	YTD
Number of Real Time Text Messages Sent to Riders	196,763	594,480
Number of Times Voice System Provided Info to Riders	127,707	384,949
Number of Sessions on RidePSTA.net	66,043	196,889
Number of InfoLine Calls	35661	560087
Average Call Length-Minute.Seconds	.55	1.58
Average Hold Time-Minute.Seconds	1.46	1.31

November PSTA.net	11/2015	YTD
Number of Website Visits Per Day	5247	5324
Number of Users	49,129	90,667
Total Pages Viewed	280,450	586,088
Percent of First Time Visitors	23%	23%
Number of Online Bus Pass Orders	212	8291

December PSTA.net	12/2015	YTD
Number of Website Visits Per Day	4888	5118
Number of Users	45,832	124,159
Total Pages Viewed	271,225	847,691
Percent of First Time Visitors	22%	23%
Number of Online Bus Pass Orders	198	8487

November Social Media Statistics (by the end of the month)	11/2015
Number of Twitter Followers	1988
Number of Facebook Fans	8920
Number of LinkedIn Followers (Company Page)	674
Number of People Belonging to PSTA's LinkedIn Group	167
Number of Times Blog Pages were Viewed	634

December Social Media Statistics (by the end of the month)	12/2015
Number of Twitter Followers	2001
Number of Facebook Fans	8936
Number of LinkedIn Followers (Company Page)	681
Number of People Belonging to PSTA's LinkedIn Group	545
Number of Times Blog Pages were Viewed	2001

Attachments:

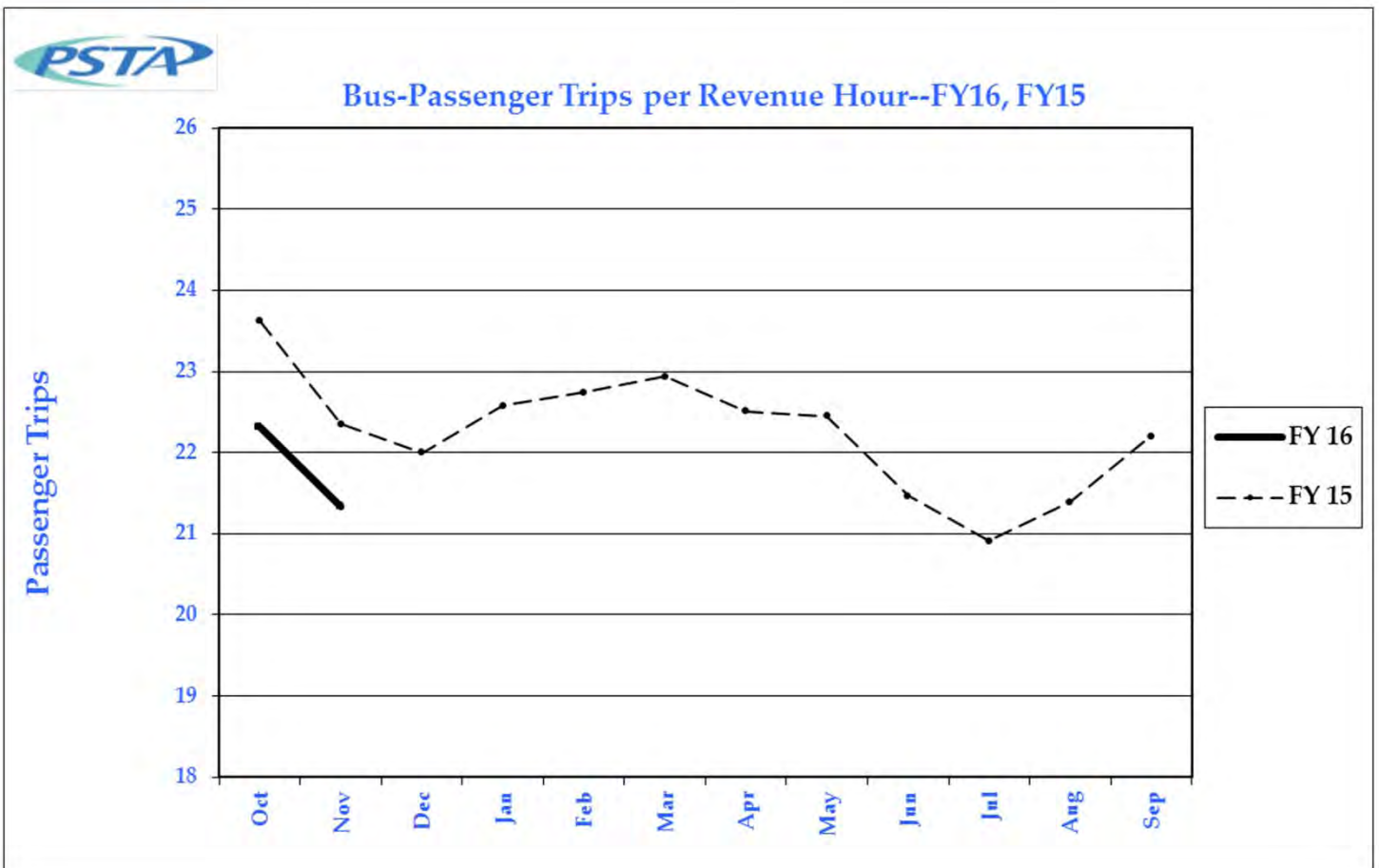
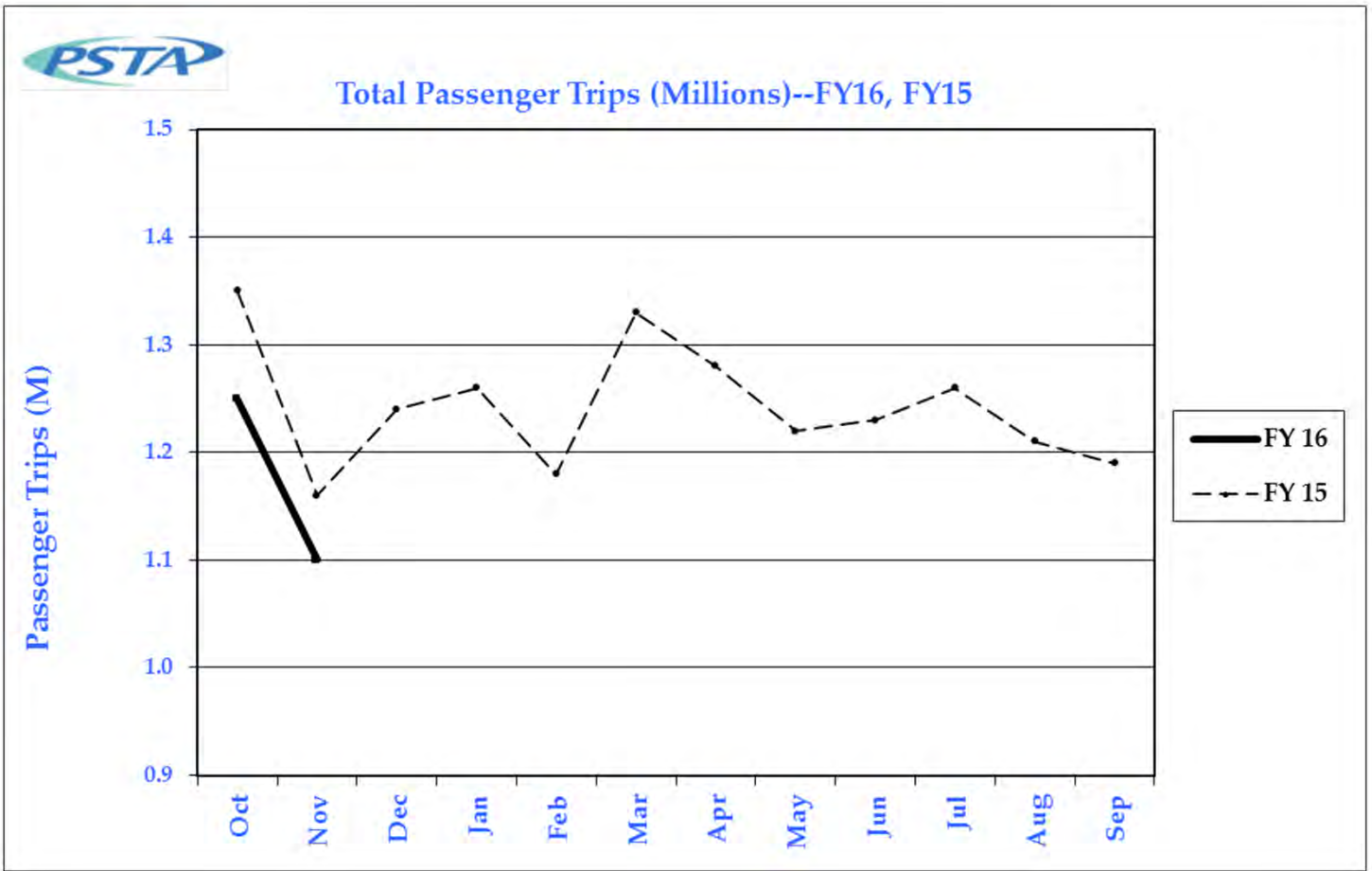
1. Operating Statistics
2. Performance Graphs



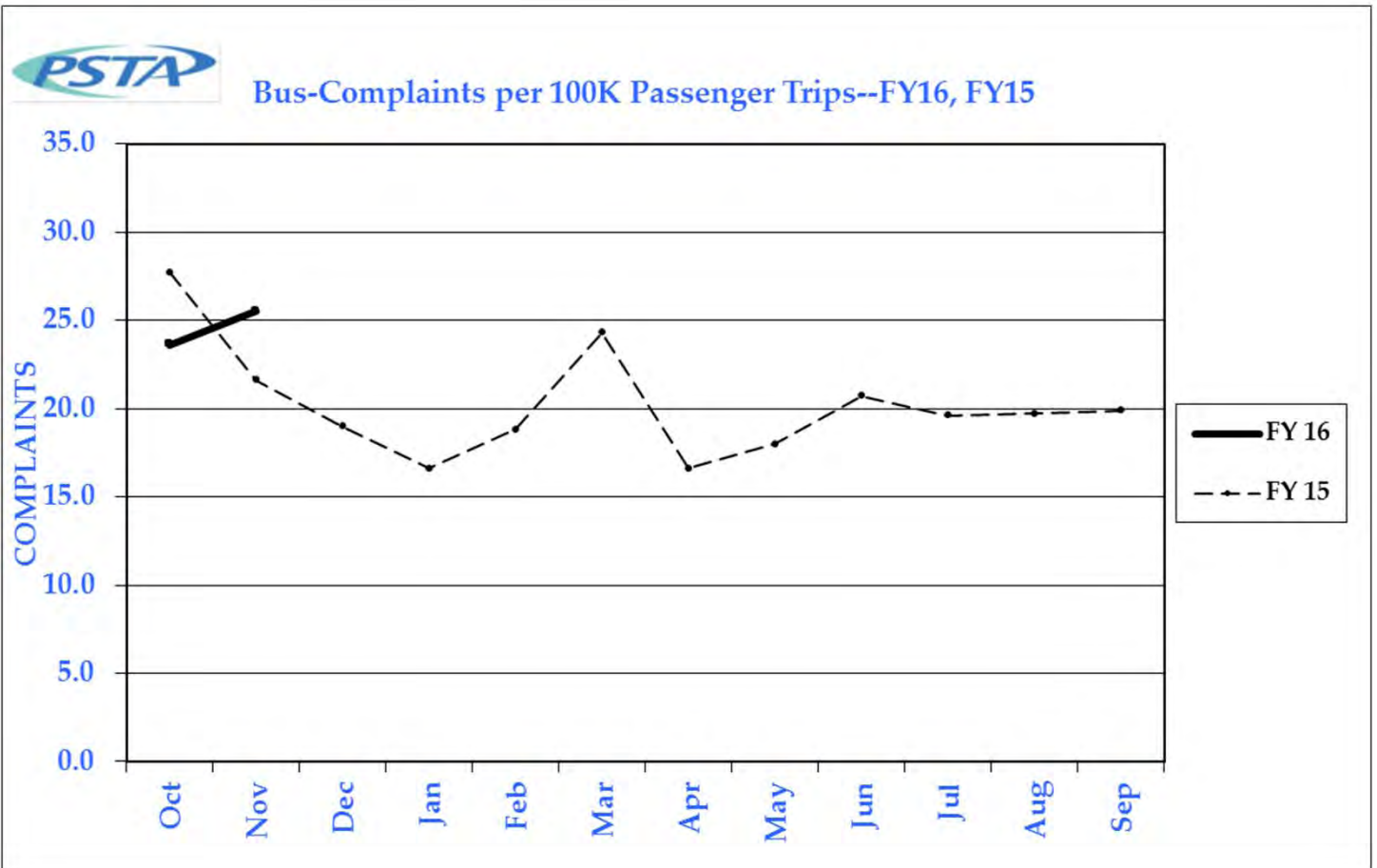
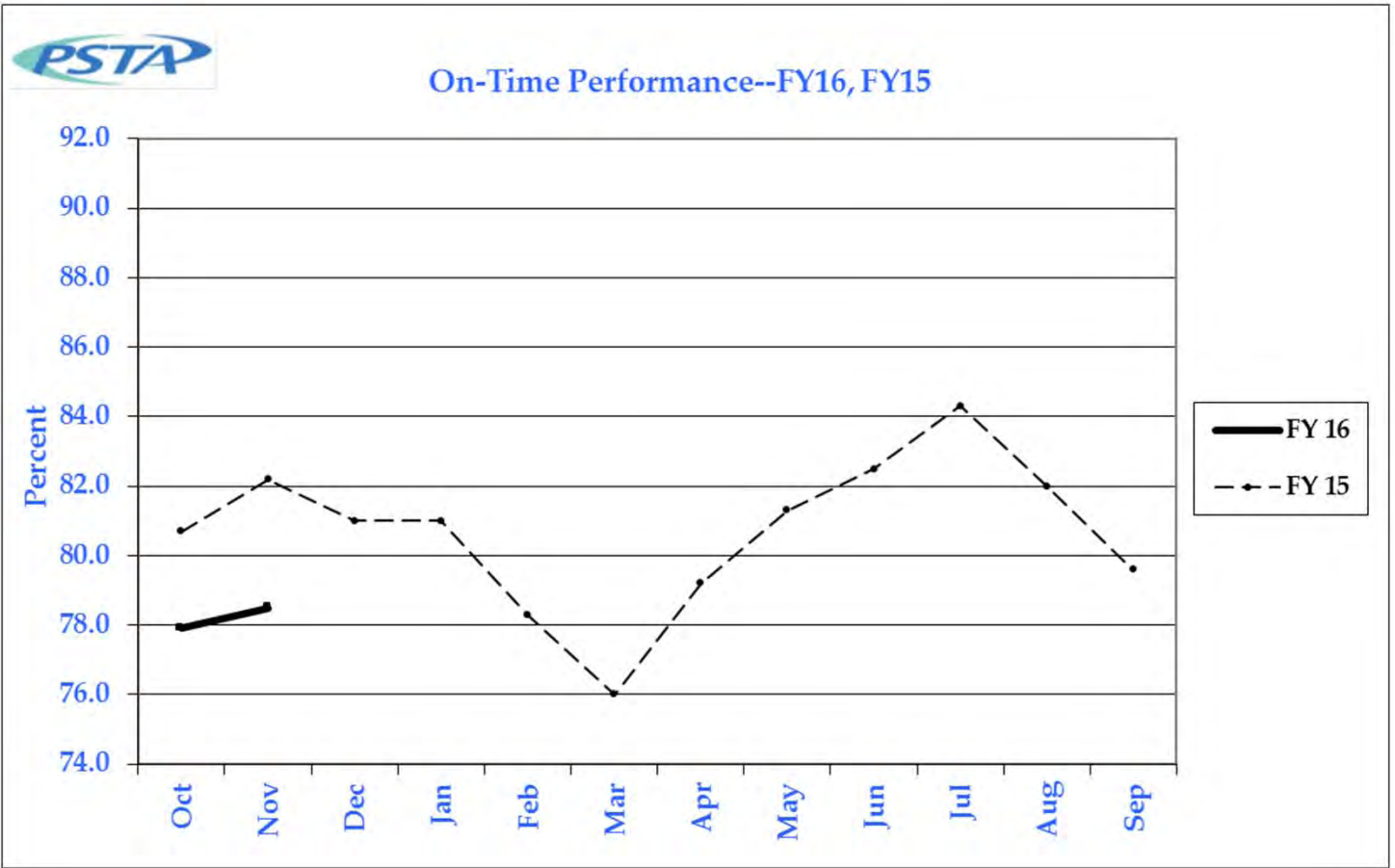
OPERATING STATISTICS
Board Report
NOVEMBER 2015

CURRENT MONTH			RIDERSHIP STATISTICS	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
1,001,304	1,028,114	-2.6%	Total Bus Revenue Passenger Trips ⁽¹⁾	2,135,867	2,250,909	-5.1%
36,816	56,999	-35.4%	Other Bus Passenger Trips (includes East Lake) ⁽²⁾	79,257	106,451	-25.5%
3,750	3,608	3.9%	Looper Trolley Passenger Trips ⁽³⁾	8,092	7,120	13.7%
37,042	41,691	-11.2%	Jolley Trolley Passenger Trips ⁽⁴⁾	77,011	87,033	-11.5%
1,078,912	1,130,412	-4.6%	Total Fixed Route Passenger Trips ⁽¹⁻⁴⁾	2,300,227	2,451,513	-6.2%
21,871	21,308	2.6%	DART Client Trips ⁽⁵⁾	46,288	45,961	0.7%
313	428	-26.9%	DART TD Trips ⁽⁶⁾	676	914	-26.0%
3,054	3,035	0.6%	DART PCA Trips ⁽⁷⁾	6,493	6,444	0.8%
25,238	24,771	1.9%	Total DART Passenger Trips ⁽⁵⁻⁷⁾	53,457	53,319	0.3%
1,104,150	1,155,183	-4.4%	Total Passenger Trips ⁽¹⁻⁷⁾	2,353,684	2,504,832	-6.0%
5,479	5,315	3.1%	Wheelchairs	11,901	11,600	2.6%
32,633	32,548	0.3%	Bikes on Buses	69,282	70,566	-1.8%
43,975	47,585	-7.6%	Average Weekday Passenger Trips			
28,756	31,906	-9.9%	Average Saturday Passenger Trips			
14,231	16,124	-11.7%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
604	607	-0.5%	Employees-Budgeted-Full-Time			
695,974	695,392	0.1%	Total Revenue Miles	1,450,107	1,466,213	-1.1%
48,657	48,539	0.2%	Total Revenue Hours	101,413	102,408	-1.0%
78.5	82.2	-4.5%	On-Time Performance	78.2	81.5	-4.1%
25.5	21.6	18.2%	Complaints/100,000 Passenger Trips-PSTA Bus	24.5	24.9	-1.5%
221.9	N/A	N/A	Complaints/100,000 Passenger Trips-DART (less E	194.5	N/A	N/A
4.76	4.01	18.8%	Accidents--Total-Per 100,000 Miles	4.27	3.86	10.6%
1.50	1.25	20.3%	Accidents--Preventable-Per 100,000 Miles	1.08	0.95	13.9%
9,852	8,391	17.4%	Miles Per Roadcall	9,901	9,455	4.7%
8,188	10,865	-24.6%	Miles Per Service Interruption	8,581	9,646	-11.0%
1.49	1.56	-4.4%	Bus-Total Passenger Trips / Revenue Mile	1.53	1.61	-5.1%
21.33	22.35	-4.5%	Bus-Total Passenger Trips / Revenue Hour	21.84	23.02	-5.1%

PSTA Performance Measures



PSTA Performance Measures

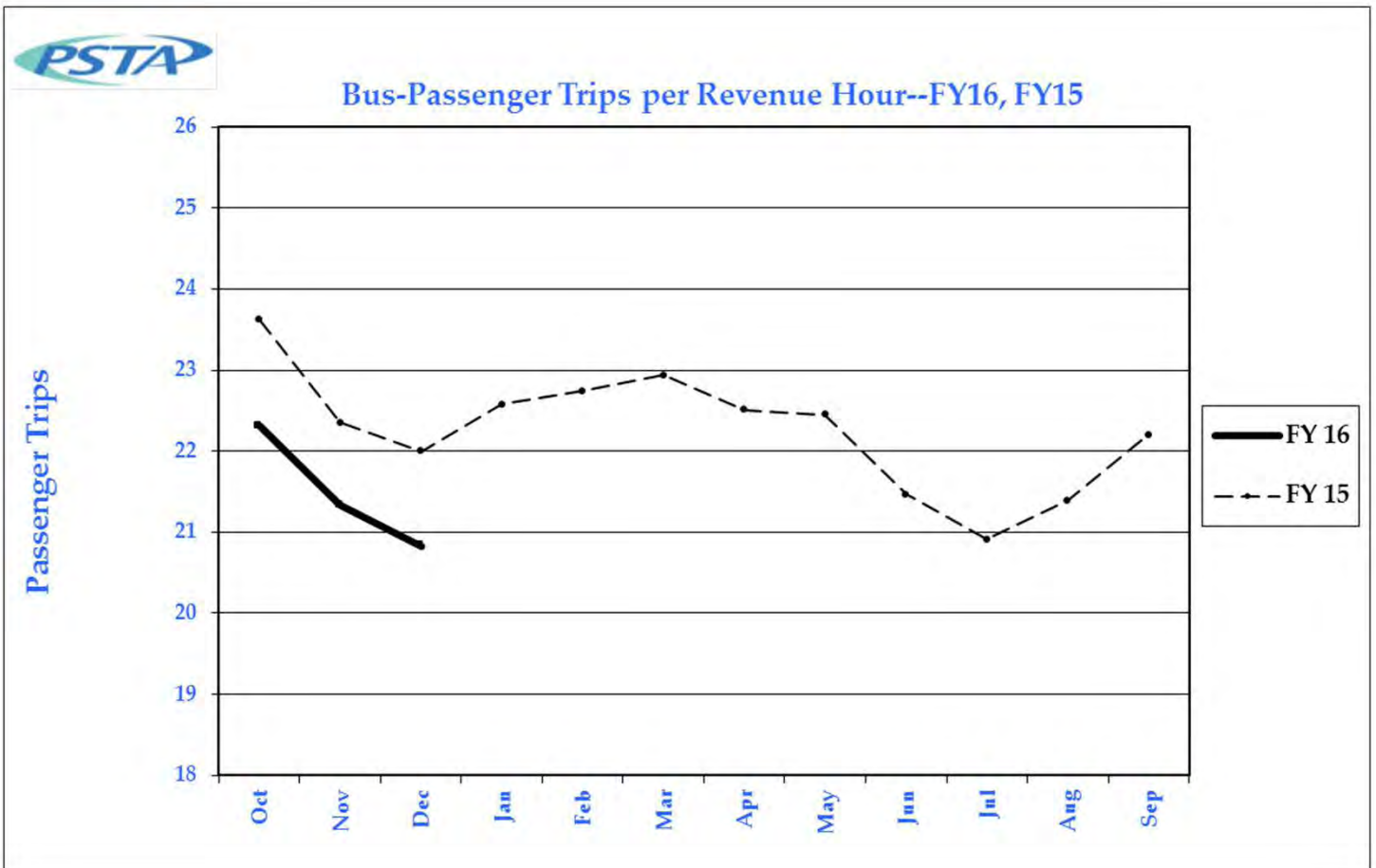
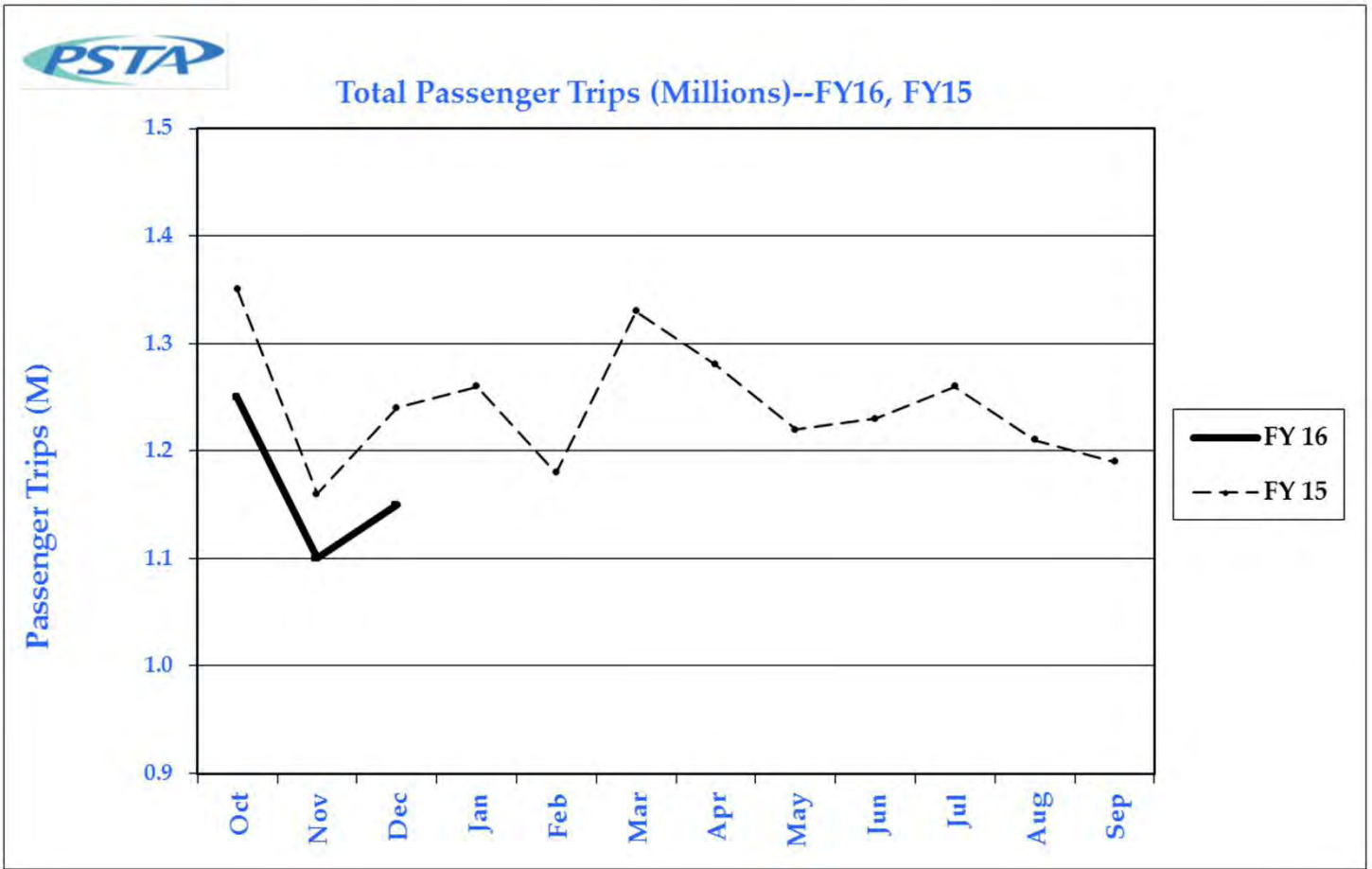




OPERATING STATISTICS
Board Report
DECEMBER 2015

CURRENT MONTH			RIDERSHIP STATISTICS	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
1,042,880	1,110,921	-6.1%	Total Bus Revenue Passenger Trips ⁽¹⁾	3,178,747	3,361,830	-5.4%
38,094	44,243	-13.9%	Other Bus Passenger Trips (includes East Lake) ⁽²⁾	117,351	150,694	-22.1%
3,259	3,800	-14.2%	Looper Trolley Passenger Trips ⁽³⁾	11,351	10,920	3.9%
41,025	52,488	-21.8%	Jolley Trolley Passenger Trips ⁽⁴⁾	118,036	139,521	-15.4%
1,125,258	1,211,452	-7.1%	Total Fixed Route Passenger Trips ⁽¹⁻⁴⁾	3,425,485	3,662,965	-6.5%
22,719	23,050	-1.4%	DART Client Trips ⁽⁵⁾	69,007	69,011	-0.00006
332	396	-16.2%	DART TD Trips ⁽⁶⁾	1,008	1,310	-23.1%
3,195	3,162	1.0%	DART PCA Trips ⁽⁷⁾	9,688	9,606	0.9%
26,246	26,608	-1.4%	Total DART Passenger Trips ⁽⁵⁻⁷⁾	79,703	79,927	-0.3%
1,151,504	1,238,060	-7.0%	Total Passenger Trips ⁽¹⁻⁷⁾	3,505,188	3,742,892	-6.4%
5,909	5,998	-1.5%	Wheelchairs	17,810	17,598	1.2%
33,232	34,297	-3.1%	Bikes on Buses	102,514	104,863	-2.2%
42,868	47,602	-9.9%	Average Weekday Passenger Trips			
28,265	32,947	-14.2%	Average Saturday Passenger Trips			
14,239	16,320	-12.8%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
604	607	-0.5%	Employees-Budgeted-Full-Time			
739,990	751,760	-1.6%	Total Revenue Miles	2,190,097	2,217,974	-1.3%
51,882	52,516	-1.2%	Total Revenue Hours	153,294	154,924	-1.1%
77.6	81.0	-4.2%	On-Time Performance	78.0	81.3	-4.1%
27.3	19.0	43.6%	Complaints/100,000 Passenger Trips-PSTA Bus	25.4	22.9	11.0%
137.2	N/A	N/A	Complaints/100,000 Passenger Trips-DART (less E	175.7	N/A	N/A
5.19	3.94	31.6%	Accidents--Total-Per 100,000 Miles	4.58	3.89	17.7%
1.30	0.58	123.6%	Accidents--Preventable-Per 100,000 Miles	1.15	0.82	40.8%
15,149	10,652	42.2%	Miles Per Roadcall	11,213	9,829	14.1%
12,131	11,566	4.9%	Miles Per Service Interruption	9,522	10,221	-6.8%
1.46	1.54	-5.1%	Bus-Total Passenger Trips / Revenue Mile	1.50	1.58	-4.8%
20.83	22.00	-5.3%	Bus-Total Passenger Trips / Revenue Hour	21.50	22.67	-5.2%

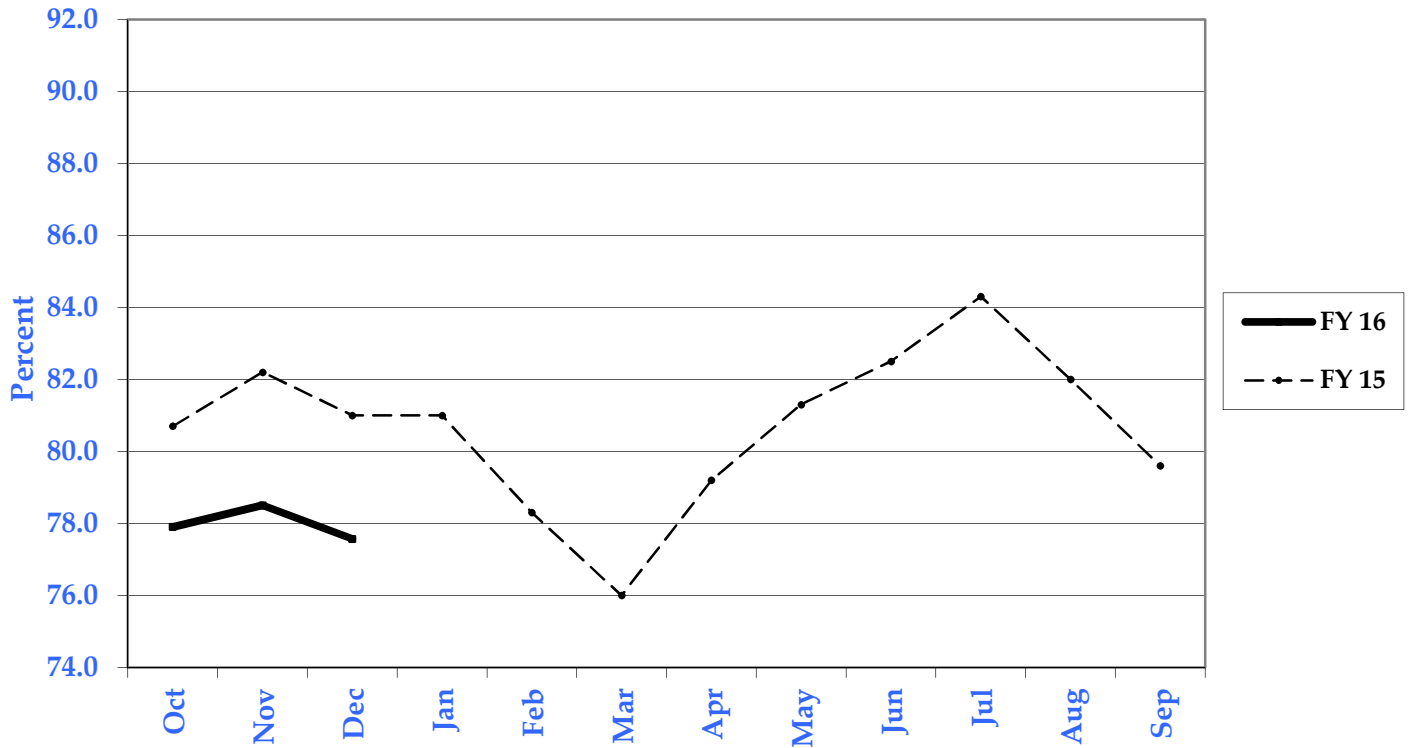
PSTA Performance Measures



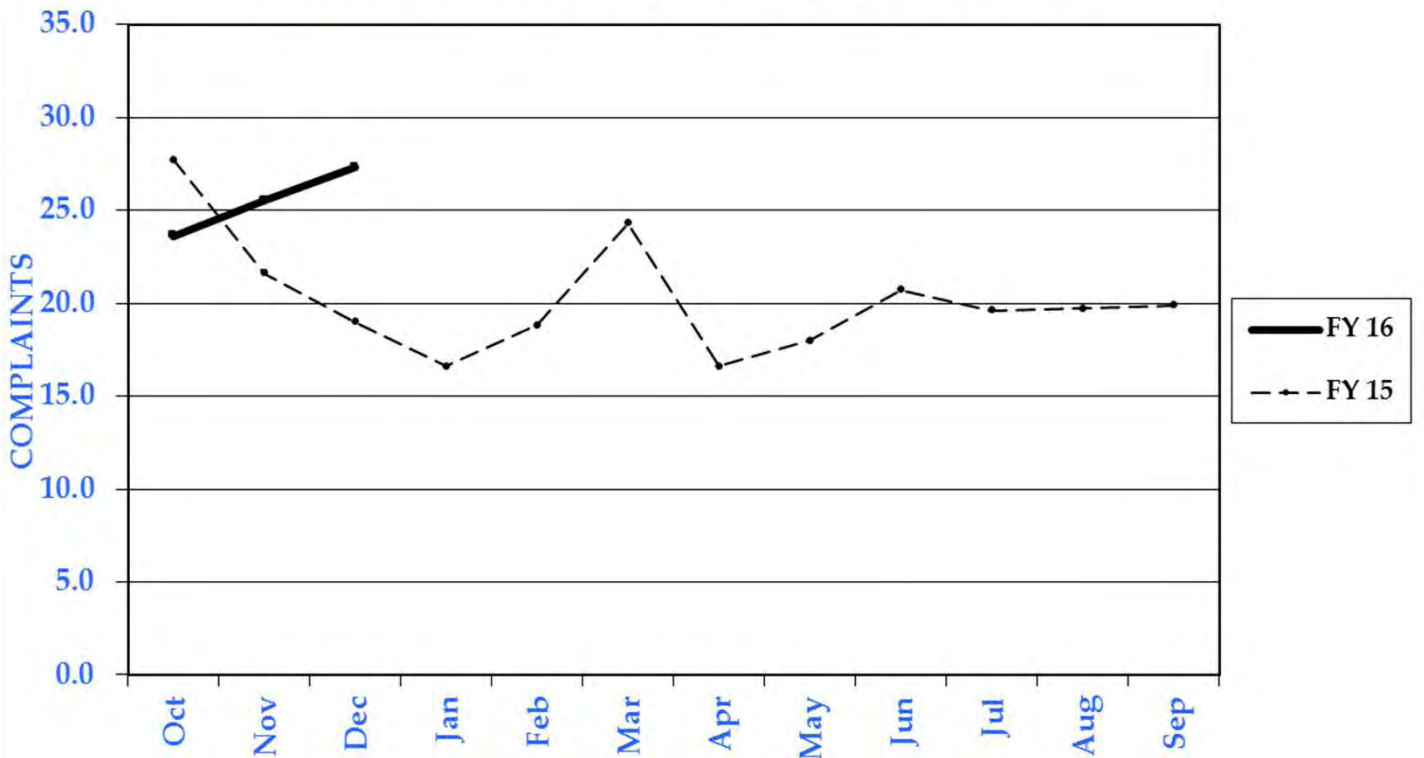
PSTA Performance Measures



On-Time Performance--FY16, FY15



Bus-Complaints per 100K Passenger Trips--FY16, FY15





FUTURE MEETING SUBJECTS

PSTA BOARD MEETINGS	
February 25, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • Largo Commons Settlement • Central Ave BRT Consultant Scope • Lawn Maintenance • Engines & Transmissions • SEIU Labor Agreement 	<ul style="list-style-type: none"> • Service Redesign Phase 3 • Sustainability Plan • Intergov. Project Coord. • I-275 Study • Bus Technology Options • Audit Financial Statements
March 25, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • CEO Evaluation • Service Redesign Phase 3 • Marketing/Ad Services • Non-Revenue Fleet Maint. • Safety & Security Training 	<ul style="list-style-type: none"> • Capital Projects Update • June Service Changes
April 27, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • June Service Changes • Service Lane Reno 	<ul style="list-style-type: none"> • PSTA Succession Plan
May 25, 2016	
Action Items	Information Items
<ul style="list-style-type: none"> • HVAC Replacement 	<ul style="list-style-type: none"> •

<u>KEY MEETINGS/DATES</u>
<p><u>Legislative Committee</u></p> <ul style="list-style-type: none"> • Feb. 3, 2016; 9:00 AM – PSTA
<p><u>Executive Committee</u></p> <ul style="list-style-type: none"> • Feb. 8, 2016; 11:00 AM – PSTA
<p><u>MPO Meeting</u></p> <ul style="list-style-type: none"> • Feb, 19, 2016; 1:00 PM – Clearwater MPO Offices
<p><u>TRAC</u></p> <ul style="list-style-type: none"> • Feb. 16, 2016; 4:00 PM
<p><u>Finance & Performance Mgmt. Committee</u></p> <ul style="list-style-type: none"> • Feb. 17, 2016; 9:00 AM
<p><u>Planning Committee</u></p> <ul style="list-style-type: none"> • Feb. 17, 2016; 10:30 AM
<p><u>TBARTA Board Meeting</u></p> <ul style="list-style-type: none"> • Feb. 26, 2016; 9:30 AM – FDOT, Tampa