



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**BOARD OF DIRECTORS MEETING
MINUTES – APRIL 27, 2016**

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:

Darden Rice, Chairperson
Julie Bujalski, Vice-Chairperson
Janet Long, Secretary/Treasurer
Joseph Barkley
Mark Deighton
Ben Diamond
Dave Eggers
Pat Gerard
Patricia Johnson
Bill Jonson
Brian Scott
Kenneth Welch
Lisa Wheeler-Brown

Absent:

Doug Bevis
Samantha Fenger

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 Rice called the meeting to order at 9:01 AM and the Board was led in the Pledge of Allegiance.

PUBLIC COMMENT

Phil Compton, Sierra Club, thanked staff for the Earth Day display at PSTA and for including the Proterra electric bus. He also spoke about the merits of electric buses.

Tom Rask, unincorporated Pinellas County resident, (also speaking for Sully Grasso), talked about electric buses. He spoke about PSTA's operating statistics. Mr. Rask also mentioned a motion from the last Board meeting that, in his opinion, was not a properly formulated motion. He commented on the Attorney General's opinion on surveillance video.

Walter Slupecki, St. Petersburg resident, applauded PSTA for considering electric buses stating that the cost has gone down. He commented that the charging station is cost effective and the buses can now travel longer distances between charges.

Lynda Monchak, volunteer and member of the Sierra Club, spoke about sustainability and electric buses. She commented on the cost of electric buses versus diesel and hybrid buses.

Tom Krumreich, Vice President of the Suncoast Electric Vehicle Association, said that this is a great opportunity to join St. Petersburg to go 100% sustainable and spoke about the merits of electric buses.

COMMITTEE UPDATES

Chairperson Rice eliminated item 3C and moved item 7C to Committee Updates.

State Government Relations Consultant Request for Proposal (RFP) – Mr. Miller introduced Chris Carmody from Gray Robinson, PSTA's state government affairs group, who spoke about the very successful Legislative session. He noted the highlights in the session such as the \$200,000 Transportation Disadvantaged (TD) study, the fully-funded Transit Block grants, and the Clearwater Beach Express to Tampa International Airport (TIA) which is in the process of moving forward. Mr. Carmody also spoke of Senator Latvala's desire for a PSTA and Hillsborough Area Regional Transportation Authority (HART) merger. He said that there will be meetings this summer to explore this topic further.

Mr. Diamond provided a summary of the April 6th Legislative Committee meeting. He indicated that the Committee discussed the current procurement for a new (or renewed) state government affairs team contract. He said the RFP was issued earlier this month

and the proposals are due on May 12th. Mr. Diamond also explained the optional reference form that will allow Board members the opportunity to comment on firms that they have worked with or are familiar with.

Transit Riders Advisory Committee (TRAC) – Elaine Mann, Committee Chair, reported on the April 19th TRAC meeting.

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported on the MPO Board meeting that took place on April 13th. She indicated that the new name for the joint MPO/Pinellas Planning Council (PPC) will be “Forward Pinellas – Integrating Land Use and Transportation.”

CONSENT AGENDA

Mr. Eggers had a question regarding the approval of the Consent Agenda at the March Board meeting. Mr. Zimmet explained the situation regarding the motion and vote. After discussion, the Board decided to re-do the vote on the March 30th Consent Agenda. Ms. Bujalski made a motion, seconded by Mr. Welch to add the re-approval of the Consent Agenda from the last meeting to today’s agenda. Motion passed unanimously.

Mr. Jonson made a motion, seconded by Mr. Eggers to ratify the Consent Agenda as proposed at the March meeting which included the following three items: the Board meeting minutes, the lawn maintenance and related services contract, and the remanufactured engines and transmissions contracts. It was pointed out by staff that the items Mr. Jonson listed were incorrect. Mr. Jonson withdrew his motion.

Mr. Jonson made a motion, seconded by Mr. Eggers to approve the March Consent Agenda which included the February 24, 2016 meeting minutes, the support vehicle maintenance contract, the Motorola radio maintenance contract, and the Giro HASTUS software upgrade. Motion passed unanimously.

Mr. Eggers made a motion, seconded by Ms. Gerard to approve the April Consent Agenda. The Board unanimously approved the Consent Agenda, which included the approval of the March 30, 2016 Board meeting minutes and the remanufactured alternators contract. Motion passed unanimously.

ACTION ITEMS

Marketing & Advertising Services - Cyndi Raskin-Schmitt, Director of Communications, delivered a presentation on marketing and advertising services indicating that the Board approved the Path Forward Strategic Communications and Public Relations Plan in January 2016. Ms. Raskin-Schmitt said an RFP was released in January with 14 suppliers responding. She indicated that a Selection Committee of PSTA staff, a representative from the Pinellas County Communications Department, as well as a representative from TIA selected FKQ Advertising + Marketing as the highest ranked supplier. Ms. Raskin-Schmitt introduced four FKQ staff members which were present at the meeting, and presented background information on the company. She stated that staff is recommending approval of a three-year contract with two additional one-year renewals with FKQ Advertising + Marketing for a total cost not to exceed \$2,500,000 over the maximum five-year period.

Mr. Barkley reported that the Finance Committee unanimously recommended approval of this contract. Ms. Long said that she is interested in the marketing strategy and suggested that the County Commission as well as the Tampa Bay Regional Planning Council (TBRPC) and the MPO/PPC also view FKQ's video. Mr. Welch had a question regarding the budget which Ms. Raskin-Schmitt answered. Mr. Jonson brought up the terminology of marketing PSTA. He reiterated that what he looks at in marketing is not expanding the Agency's sales in a for-profit organization sense. He believes that PSTA is here to serve the public which is the communication outreach part of the plan and then explaining the services the Agency is implementing.

Mr. Barkley stated that the Agency has a social obligation to not only provide service to the public but to let the public know what those services are so that we can be an environmentally beneficial enterprise for the County and the region. Mr. Eggers said he believes that PSTA's responsibility is to provide service to the residents and at the same time be a financially viable institution. He believes that it is important to tell the story and let people know where the Agency is expanding as well as listening to the people who may become riders. Ms. Bujalski added her belief that this branding and marketing does change PSTA's culture and creates the potential for new riders.

Ms. Long made a motion, seconded by Ms. Gerard to approve the contract. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Succession Planning & Employee Development – Trish Collins, Human Resource Staffing & Development Manager, presented a comprehensive Succession and Employee Development plan. She said that staff participated in a careful analysis of current conditions, organizational needs, and plan development options. She indicated that an analysis was completed for every key position and an Emergency Interim Plan has been developed. Ms. Collins spoke about Leadership PSTA, a professional development program, which was created to develop and support high potential employees and prepare them for future career growth. She added that PSTA University, which is the Agency's existing training program, will continue to support all employees' success in their current positions.

The Board asked a few questions and provided Ms. Collins with very positive feedback on the Succession Planning and Employee Development plan. Mr. Miller suggested that the approved framework for this plan be adopted for the Board Policy book.

Sustainability Plan – Heather Sobush, Planning Manager, explained that PSTA has, for the first time ever, submitted its sustainability achievements to the American Public Transportation Association (APTA) for recognition as part of their sustainability program. She provided a presentation on sustainability including a brief history and PSTA's sustainability planning approach. Ms. Sobush spoke about the environmental, financial, and social sustainability of the Agency's fleet and the sustainability goals.

Ms. Long would like this item to be discussed at the Board workshop. Mr. Scott would like to see the average miles per gallon (MPG) for each segment of the fleet that are up for replacement and what the replacement buses average MPG would be. Many Board members commented that they would like a purchase cost comparison with current data and more in-depth discussions. There was discussion on the need to have a balanced plan between the environmental, social, and financial sustainability. Mr. Scott suggested looking at current passenger MPG. Mr. Barkley pointed out that when the Agency purchases a bus with old technology, that bus will be in the fleet for 12-15 years, so that is another delay in updating the fleet. Chairperson Rice suggested that a staff member attend APTA's sustainability conference in July.

REPORTS/CORRESPONDENCE

PSTA Performance Report/Updates – February's report was supplied in the Board packet.

Mr. Miller noted that the Largo Transit Center will open on May 1st with a ribbon cutting ceremony on April 28th. He said that there will be a Town Hall at the Center on May 6th. Mr. Miller also talked about the Board workshop on May 6th.

October 2016 Service Improvements – Mr. Miller, provided a brief report on the proposed service improvements and explained the public outreach efforts that are scheduled.

Ms. Bujalski asked how PSTA is researching and addressing the reduction in ridership. Mr. Miller responded that this is a national trend and indicated that he will provide the Board with additional numbers and information.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

No other business was discussed.

BOARD MEMBER COMMENTS

Ms. Wheeler-Brown stated it was a great meeting and she is looking forward to the forthcoming ridership numbers.

[Ms. Long left the meeting at 11:15 AM and did not return.]

Mr. Eggers spoke about the bus purchases saying to be mindful of the people who need to ride the bus and PSTA's responsibility to them.

Mr. Diamond said the sustainability discussion was excellent. He also commented that it is great that the Board is provided a better opportunity to think through issues prior to the decision time.

Mr. Scott would like to hear more about the possible capital revenue share and also congratulated Mr. Diamond on his recent announcement for State House.

[Ms. Johnson left the meeting at 11:18 and did not return.]

Ms. Bujalski congratulated Mr. Diamond. She informed the Board that she will not be able to attend the May 6th workshop due to a meeting conflict and questioned when the next joint Executive Committee meeting will be with HART.

Mr. Jonson said that he believes that going out into the community to find out what the public wants will be a huge benefit to PSTA. He indicated that he is looking forward to the meeting with Forward Pinellas (the former MPO/PPC organization) which is scheduled for July.

Mr. Welch said it was a great meeting and he is looking forward to Mr. Diamond being in Tallahassee.

Mr. Barkley commented that he was very pleased with the marketing report and believes it is a tremendous chance to get the word out about PSTA services and get cars off the road. He indicated that he is also pleased with the Succession Plan and the Sustainability Plan.

Ms. Gerard stated that this was a great meeting and that it would be great to see Mr. Diamond in office.

Chairperson Rice reminded everyone about the ribbon cutting ceremony and said that she looks forward to seeing everyone at the workshop on May 6th.

ADJOURNMENT

There being no further business, Chairperson Rice adjourned the meeting at 11:22 AM. The next meeting is scheduled for May 25th at 9:00 AM.

Chairperson