

LEADERSHIP RESEARCH INSTITUTE



PSTA Board Workshop

February 2015

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Agenda



- Synthesis of Pre-Meeting Interview Themes
- Lessons Learned Discussion
- PSTA Core Purpose Discussion
- Clarify Future Options



Pre-meeting interview themes



Interview Themes

- Desire to discuss lessons learned
- Desire to focus on the bus components of the transportation plan
- PSTA should continue to lead the Pinellas transportation conversation
- Desire to rebuild the credibility of PSTA, especially in the area of efficient operations and fiscal management



Interview Themes

- PSTA Board should develop a greater understanding of its customers by listening and more in depth research
- PSTA Board should set policy direction, with input from the staff and other informed sources, and the staff should execute

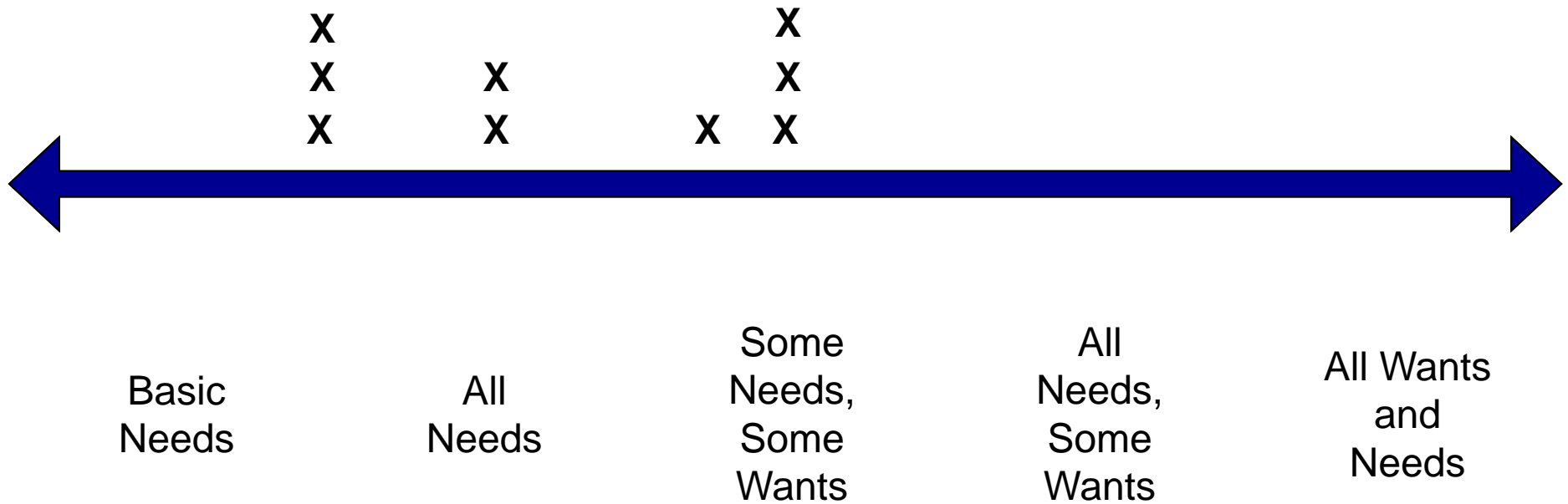


Interview Themes

- Addressing the fiscal cliff is the most important issue but it must be integrated with a consensus on goals, objectives and principles



Interview Themes





Lessons learned discussion



Lesson Learned Discussion

Based on what we now know about

(Topic),

going forward we should be sure to

(Lesson Learned).



Lesson Learned Topics

- PSTA's role in the transportation conversation
- Communicating our message clearly and to the right people
- Citizens' perception of PSTA and our services
- Citizens' reaction to new tax revenue
- Citizens' reaction to new modes such as rail and BRT



Lesson Learned Discussion

- White Board Exercise



Core Purpose discussion



Core Purpose Discussion



Public Service

Enable jobs for those
that can't get there
otherwise

Revenue Generator

Provide the best options
for transit to enable
economic development

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