



BOARD OF DIRECTORS MEETING
 AGENDA – APRIL 22, 2015; 9:00 AM
 PSTA BOARD ROOM

			<u>TIME</u>	<u>PAGE #</u>
1.	CALL TO ORDER & PLEDGE OF ALLEGIANCE		9:00	
2.	PUBLIC COMMENT		9:05	
3.	NON-BOARD COMMITTEES		9:25	
	A. Transit Riders Advisory Committee	5 min	ELAINE MANN	4
	B. MPO’s Local Coordinating Board	5 min	PATRICIA JOHNSON	5
4.	CONSENT AGENDA		9:35	
	A. Board Meeting Minutes			6
	B. FleetNet Software Support Renewal			15
	C. TRAC Nomination			18
5.	ACTION ITEMS		9:45	
	A. Amend Rules & Regulations to Expand Executive Committee & Appointment	10 min	BILL JONSON	21
	B. “Path Forward” Framework Approval	20 min	BILL JONSON	24
	C. Metropolitan Planning Organization Report	20 min	JULIE BUJALSKI	28
	• Revised MPO Letter Approval			
6.	INFORMATION ITEMS		10:35	
	A. Executive Committee Report	15 min	BILL JONSON	31
	B. Fare Revenue Assumptions	20 min	BRAD MILLER	33
7.	REPORTS/CORRESPONDENCE		11:10	
	A. PSTA Performance Report/Updates	5 min	BRAD MILLER	43
8.	FUTURE MEETING SUBJECTS		11:15	48
9.	OTHER BUSINESS		11:15	
10.	BOARD MEMBER COMMENTS		11:20	
11.	ADJOURNMENT		11:30	

THE NEXT MEETING IS MAY 27, 2015 AT 9:00 AM

MEETING NOTICE

The regular monthly meeting of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors will be held on **Wednesday, April 22, 2015, at 9:00 AM**, in the Board Room at PSTA Headquarters, 3201 Scherer Drive, St. Petersburg. Any last minute postponement of the meeting will result in another scheduled meeting to be held at least two days after the postponed meeting. A full Board Report package is available for public viewing at PSTA Headquarters and on PSTA's website. Materials printed in large type for the visually impaired can be made available by calling 727-540-1800 at least two days prior to the Board Meeting. Special listening devices are available for the hearing impaired and can be reserved by calling 727-540-1800. An interpreter for the hearing impaired can be scheduled with one week advance notice.

Public Comment - Items Not on the Agenda: The Public Comment agenda item presents an opportunity for individuals to provide input on items that do not appear on the agenda. Each speaker will be asked to complete a green comment card, which will be given to the Chairperson by staff. 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 staff. 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.



2: Public Comment

Action: Information Item

Resource: Bill Jonson, Chairperson

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

NON-BOARD COMMITTEES



3A: Transit Riders Advisory Committee

Action: Information Item

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



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- Ms. Mann will give an update on the April 14, 2015 Transit Riders Advisory Committee (TRAC) meeting.
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Attachments: None

NON-BOARD COMMITTEES



3B: MPO's Local Coordinating Board

Action: Information Item

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



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



4A: Board Meeting Minutes

Action: Approve Board Meeting Minutes

Staff Resource: Clarissa Keresztes, Administrative Assistant

- Staff recommends approval of the minutes of the March, 2015 Board Meeting.
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Attachments:

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
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**BOARD OF DIRECTORS MEETING
MINUTES – MARCH 25, 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
Mark Deighton
Ben Diamond
Dave Eggers
Curtis Holmes
Patricia Johnson
Wengay "Newt" Newton
Darden Rice
Brian Scott
Kenneth Welch

Absent:

Doug Bevis
Pat Gerard

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 9:02 AM and the Board was led in a moment of silence and the Pledge of Allegiance.

[Ms. Bujalski and Mr. Newton entered the meeting at 9:03.]

PUBLIC COMMENT

Mose Bell, PSTA Bus Operator, spoke about the negative comments from citizens about the Bus Operators. He invited the Board to ride the bus and see how passengers are treated. Chairperson Jonson stated that he recently rode six routes and the Bus Operators were very respectful.

[Mr. Eggers entered the meeting at 9:06.]

NON-BOARD COMMITTEES

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported on the March 11th meeting. She stated that the newly consolidated MPO & Pinellas Planning Council (PPC) selected Whit Blanton as the new Executive Director, who will start in mid-June. Ms. Bujalski indicated that the MPO will review a significantly revised PSTA request for funding at its May meeting, after the PSTA Board reviews and approves it at their April meeting.

MPO's Local Coordinating Board (LCB) – Ms. Johnson reported they did not meet but there will be a sub-committee meeting at PSTA on March 26th.

[Ms. Rice entered the meeting at 9:19.]

CONSENT AGENDA

Ms. Long made a motion, seconded by Mr. Welch to approve the Consent Agenda. There were no public comments. The Board unanimously approved the Consent Agenda, which included the approval of the February 18, 2015 Workshop minutes, the February 25, 2015 Board meeting minutes, and the bus shelter contract.

ACTION ITEMS

FY2014 Audit – Debbie Leous, Chief Financial Officer, introduced Laura Brock and Aimee Varnum from Mayer Hoffman McCann, P.C. Ms. Brock reported that they had completed the FY2014 Comprehensive Annual Financial Report (CAFR) and presented it to the Finance Committee on March 20th.

Ms. Brock presented the specific steps completed to perform the CAFR such as the 2014 financial statements, regulatory items, and the required auditor communications. She reported that the significant areas and key processes examined were: revenue generation (fares), grants management, litigation, self-insured risks, post-employment benefits (other than pensions), procurement (including acquisition of capital assets), human resources, information technology, and financial reporting.

Ms. Brock reported on PSTA's net position comparing FY2014 to FY2013. She stated that total assets decreased from \$139 million to \$128 million for FY2014, and the total liabilities decreased from \$15 million to \$12 million in FY2014. Ms. Brock reported the total liabilities and net position of \$128 million as compared to \$139 million for FY2013. She also presented the statements of revenues and expenses and indicated that the total operating revenues decreased from \$14.8 million to \$14 million in FY2014, and the total expenses increased from \$68 million to \$72 million in FY2014 with an increase in the operating loss from (\$53.5) million to (\$58) million in FY2014. Ms. Brock indicated that there was a decrease in the net position from \$10 million in FY2013 to (\$8.2) in FY2014.

Ms. Brock explained the single audit process, which grants were tested for FY2014, and reported that there were no findings and no exceptions with the grants tested. She stated that as part of the CAFR, prior year audit comments were inspected. She said that in FY2013, there were no material weaknesses, no significant deficiencies, and no recommendations to report on. This year, she said there were no material weaknesses and no significant deficiencies, however, there was a noncompliance finding for the Department of Homeland Security (DHS) grant. Ms. Brock had one recommendation – continue improving the closeout process. She informed the Board about the upcoming Governmental Accounting Standards Board (GASB) statements and the timing for each.

Mr. Welch asked Mr. Miller about the status on the DHS grant. Mr. Miller responded that a thorough review was presented to the Finance Committee with some recommendations which are on the agenda today. Mr. Welch questioned the adjusted entries in the CAFR and Ms. Brock provided more details on the adjustments. Mr. Barkley reported that the Finance Committee performed a very thorough evaluation and discussion on the CAFR and recommended approval. Mr. Barkley made a motion, seconded by Mr. Newton to approve the FY2014 Audit Report. Ms. Bujalski requested that the Executive Committee review PSTA's grant policy at a future meeting. Mr. Diamond stated that it would be helpful to have PSTA's Director of Risk Management give a report on the claims process and how those are managed. There were no public comments. Motion passed unanimously.

Rules and Regulations – Chairperson Jonson stated that at the last meeting, the Board requested a list of the changes and a redlined version of the Resolution. There were no Board questions on the document. Ms. Long made a motion, seconded by Mr. Scott to adopt Resolution #15-01. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Chairperson Jonson explained that these information items were presented to the Transit Riders Advisory Committee (TRAC) on March 17th and the Executive Committee on March 23rd. The Executive Committee discussed the process for the “Path Forward” plan and said that the Committee’s basic role is to provide the Board with good information and to help make sound decisions. There was consensus by the Committee to add a new Board member and the past-Chairperson to the Executive Committee, bringing the Committee membership to five members.

Service Redesign Work Plan – Mr. Miller explained that following the November 4, 2014 referendum, there was a need to “redesign” PSTA’s services to be even more focused and customer oriented. He stated that before the agency develops and seeks public input on various service delivery scenarios or increase revenues, it will be important for the PSTA Board to collaborate on a “Path Forward” to set high-level policy guidance for the future direction of the agency. Mr. Miller indicated that this policy development will be prioritized over the next few months, preceding the required FY2016 budget review and Florida Department of Transportation (FDOT) Work Plan processes and suggested four key redesign elements: 1) Path Forward, 2) FY2016 budget approval, 3) service redesign consideration, and 4) public engagement.

Mr. Miller detailed eight directions for the Path Forward for the next two to three years:

1. Focus on constant improvement of core services
2. Redesign current bus according to specific principles:
 - a. Straighten routes
 - b. Reduce number of very low ridership buses
 - c. Concentrate majority of operating funds where public transit works best - core routes
3. Avoid major cuts
4. Implement a sustainable bus replacement plan
5. Use built-up reserves on bus replacements/seek additional resources to maintain what we have
6. Secondarily, but in parallel, seek to incrementally improve service
 - a. Premium bus rapid transit and express services

- b. Regional fare collection project
- 7. Third, in the future, work towards the high-frequency grid network
- 8. Review governance structure
 - a. Strengthen roles of Board, Committees, and CEO
 - b. Strengthen coordination with transportation partners

Mr. Miller explained that the transit service redesign efforts will be analyzed at the staff level, but will await the policy discussion so Board consensus can be achieved. Service improvements will be balanced with overall changes as well as the longer-term planning to implement rapid transit pilot projects.

Mr. Miller discussed the FY 2016 budget approval calendar. He then presented the four suggested components of the service redesign consideration process: 1) approve “Path Forward” principles, 2) consider targeted areas of redesign, 3) coordinate with capital plan assumptions and revenue assumptions, and 4) public involvement. Mr. Miller indicated that the goal is to implement the first changes by October 2015.

Mr. Welch stated he would be happy to serve on the Executive Committee. Mr. Newton commented on how important it is to get the public involved in this process.

Budget Assumptions/Forecast – Debbie Leous, Chief Financial Officer, presented the FY2016 budget process and key assumptions. She provided the budget calendar overview and the new Key Budget Assumptions report which included a multi-year budget forecast, key expenditure assumptions, and a multi-year operating plan. Ms. Leous reported on the reserves and indicated that staff is recommending the use of reserves in the short-term for bus replacement needs. Ms. Leous stated that for FY2016, there is an anticipated \$1.2 million operating deficit, and outlined five potential strategic changes: 1) increase the property tax to the maximum millage, 2) increase the average fare, 3) increase advertising revenue by outsourcing, 4) implement administrative savings, and 5) service hour adjustments.

[Ms. Long left the meeting at 10:12 AM and did not return.]

Mr. Welch requested that the Federal Transit Administration (FTA) send an email or letter stating that using local funds for bus replacement would not affect federal funding for PSTA. Mr. Scott encouraged Ms. Leous to take a look at personnel in the budget equation. Mr. Diamond asked about the five communities who not pay into the ad valorem tax and Mr. Zimmet spoke about the history as well as the agreements with St. Pete Beach and Treasure Island. Chairperson Jonson recommended looking at PSTA as it relates to economic development, congestion mitigation, and how the agency supports the

communities. Ms. Rice asked how much ad valorem revenue would be recovered from the five municipalities not currently paying the ad valorem. Ms. Leous responded approximately \$2.9 million.

Route Performance Monitoring System – Chris Cochran, Senior Planner, introduced the Service Performance Monitoring System and explained that this is a tool to use in conjunction with the work plan to assist in providing the data and information that will aid in helping make the best decisions. He explained that this presentation had been given to the TRAC, Finance, and Planning Committees. Mr. Cochran described in detail the methodology for the new system using two screens – performance and qualitative assessment.

Mr. Cochran described some options for the identified low performing routes: improve marketing/branding and monitor, research and redesign, or eliminate and reallocate resources. Mr. Cochran showed a graph of the highest and lowest scoring routes with route recommendations for the lowest scoring routes which were: Route 444, East Lake Connector, Routes 1 and 30, Route 58, and the Jolley Trolley Coastal Route. He presented staff recommendations for each of these routes. After much discussion, the Board asked for examples for clarification on how this system and the scoring works.

TRAC – Elaine Mann, Committee Chair, provided an update on the March 17th meeting. She announced the newest members of the Committee, reported that Mr. Miller presented the work program schedule, and Mr. Cochran presented the Route Performance Monitoring System. She explained that the members of TRAC discussed in detail all the proposed route adjustments, and requested that the TRAC be given every opportunity to help guide the service changes before they are implemented. Committee Chair Mann indicated that TRAC members were invited to contact Mr. Cochran or Cassandra Borchers, Chief Development Officer, to address recommendations regarding specific routes of which they may have more knowledge. She informed the Board that the next TRAC meeting will be held on April 14th at 4:00 PM and urged Board members to attend or review the meeting video.

Mr. Welch asked when the recommendations will be made on the routes and Mr. Miller responded this summer. Mr. Scott asked if the evaluation process is something that staff developed internally or is it an industry standard process. In response, Mr. Miller explained that the basic components are standard. Ms. Rice stated that she would also like to explore how to make the mid-to-slightly higher routes more productive and efficient. Chairperson Jonson noted that the Community Bus Plan should not be ignored and should be built that into the model at some point.

Ms. Bujalski commented that coming out of the February 18th Workshop, she felt that there was a need for some guidance and believes that this is a good approach. Mr. Welch stated that he believes that this is a positive step forward going back to PSTA's core mission, and believes that it is important to keep the elements of the Community Bus Plan.

REPORTS/CORRESPONDENCE

PSTA Performance Report/Updates – The report was included in the Board packet. Mr. Miller presented the monthly performance reports highlighting that February was a record ridership month.

Capital Projects – Mr. Miller said the Capital Projects list is included in the packet and that this list is reviewed quarterly, in detail, by the Finance Committee.

FUTURE MEETING SUBJECTS

The Board received a schedule of future meeting subjects. Mr. Miller indicated that there will be one or two half-day workshops scheduled at PSTA in April and May, with an Executive Committee meeting beforehand to plan out the workshops.

Mr. Holmes questioned how actual ridership numbers are figured. Mr. Miller gave an explanation, adding that this is how the federal government mandates ridership be counted.

[Ms. Johnson left the meeting at 11:25 AM and did not return.]

OTHER BUSINESS

No other business.

BOARD MEMBER COMMENTS

Mr. Eggers commented that the presentations were good and reminded everyone of the importance of communicating with the public every step of the way, which will also help build PSTA's credibility.

Mr. Diamond thanked Mr. Miller, Ms. Long, Ms. Rice, and Mr. Newton for advocating PSTA's legislative agenda for the Bus Rapid Transit (BRT) pilot project in downtown St. Petersburg. He added that Senator Brandes is also very supportive of this project.

Mr. Newton stated that he was involved in the Bus Driver's Appreciation Day which was an eye-opening experience for him. He also recognized 28 Bus Operators and one Transportation Supervisor for passenger commendations and thanked them for their service.

Ms. Bujalski wished everyone a happy Easter holiday and noted that this was Highland Games Week in Dunedin.

Mr. Barkley thanked Mr. Bell for his comments about the Bus Operators. He stated that he is happy the audit went very smoothly. He believed that the presentations on the Path Forward were excellent, and stressed that PSTA must continue to concentrate on providing transportation services for those who need it, while at the same time, increasing choice riders improving the environment, reducing gridlock, reducing pollution, and increasing the living conditions in Pinellas County for everyone.

Mr. Deighton thanked staff for the three-year range presentations, and suggested the Board also be thinking about five and maybe ten years. He suggested that the Executive Committee develop a longer range plan.

Mr. Welch echoed Mr. Barkley's comments and reminded everyone of the Firestone Grand Prix this weekend in St. Petersburg. He thanked Mr. Holmes for his comments on the ridership issue.

Chairperson Jonson informed the Board that he had an interview with Mike Deeson recently and was very pleased with the outcome. He thanked Mr. Newton for participating in the Bus Driver's Appreciation Day. Chairperson Jonson reported that he, Mr. Miller, and Mr. Newton will be traveling to Tallahassee along with the Chamber group. He remarked that his personal goal for this year continues to be the functioning and governance of the Board and ensuring it is as effective as possible and thanked the Board members for their participation. Chairperson Jonson thanked the public who attended the meeting and those watching on the internet.

ADJOURNMENT

There being no further business, Chairperson Jonson adjourned the meeting at 11:38 AM. The next meeting is scheduled for April 22nd at 9:00 AM.

Chairperson



4B: FleetNet Software Renewal

Action: Approve the Renewal of a Three-Year Support and Maintenance Agreement for FleetNet Software in the Amount not to Exceed of \$120,000

Staff Resource: Debbie Woodward, Director of IT

**FINANCE & PERFORMANCE
MANAGEMENT**

Background:

- FleetNet Corporation is a transit software company that specializes strictly in enterprise level public transportation management system software that delivers a total solution package for finance, Human Resources (HR), accounting, maintenance, operations, and NTD reporting.
- PSTA has been using FleetNet as its primary enterprise accounting, grants, and bus maintenance system for over 15 years.
- PSTA's current one-year FleetNet software maintenance and license expires on April 30, 2015.
- FleetNet is now offering a three-year term renewal with discounts.
- The new term of the agreement would start on May 1, 2015 through April 30, 2018.
- Currently under the PSTA Capital Program, the replacement of FleetNet is not scheduled until after 2019 and PSTA is considering delaying replacement even further.

Fiscal Impact:

- \$115,560 which is funded under the PSTA's Information Technology (IT) Operating Budget.
- Over the three years PSTA will save a minimum of \$6,000 compared to our current one-year agreement.

Recommendation:

- Approve the three-year software maintenance and licensing renewal to FleetNet Corporation in the amount not to exceed \$120,000 starting on May 1, 2015 through April 30, 2018.
- The Finance Committee reviewed this item and is recommending approval.

Attachments:

1. Support Agreement

Software License and Support Agreement

Effective: January 1, 2015

THIS AGREEMENT IS ENTERED INTO BETWEEN

Pinellas Suncoast Transit AND Fleet-Net Corporation (FNC).

NOTIFICATION OF COPYRIGHT. The software program package described herein ("Software") is a proprietary product of FLEET-NET CORPORATION and is protected by Copyright Laws and International Treaty. You must treat the Software like any other copyrighted material, except that you may make one copy of the Software solely for backup or archival purposes. Copyright laws prohibit making additional copies of the Software for any other reason. You may not copy the written materials accompanying the Software.

SOFTWARE LICENSE AGREEMENT. This agreement is a legal contract between you, the end user, and FNC, governing your use of the Software. This agreement shall also be binding on any of your employees, agents, or any subsequent, authorized licensee. For the initial license fee plus the on-going monthly license fees described in applicable Software Purchase Agreement(s), FNC grants you the non-exclusive right to use one copy of the Software on a single multi-user machine or local area network. You may not sublicense, rent or lease the Software. FNC further grants you the right to make a backup/archival copy of the Software as set forth in Notification of Copyright, above. You may not decompile, disassemble, reverse engineer, copy, transfer or otherwise use the Software except as stated in this agreement.

Whereas Customer utilizes Software licensed by FNC and whereas Customer recognizes a non-exclusive right to use the Software and wishes to have FNC provide software applications support with respect to the Software, IT IS HEREBY AGREED THAT:

1. **SCOPE OF WORK.** FNC shall provide software applications support for Software utilized by Customer on the specified computer system located at: Pinellas Suncoast Transit, 3201 Scherer Drive, St. Petersburg, FL 33716, for Software applications described in applicable FNC Software Purchase Agreement(s) and respond to questions concerning: (1) operation of Software (2) procedures for implementing, installing and running Software (3) data base structure and accessing the data base, (4) up-dating files and file maintenance, and (5) debugging FNC licensed software only. (Debugging not applicable to software not proprietary to FNC).

Questions will be received during FNC's normal business hours, which are weekdays 8:00 a.m. to 5:00 p.m. Pacific Standard Time. Responses will be provided as soon as practicable, with priority given to questions which effect database integrity and current ability to utilize Software as installed. FNC will also provide the Customer with Software program maintenance, modifications, new development, documentation and training on an as available basis. The Customer will be made aware by FNC at the time of general release of any new products, which may be made available from time to time by FNC. This agreement does not obligate FNC to provide Customer with improvements or modifications, which were not developed during rendering of services pursuant to this Agreement. It is agreed that any modifications, additions, or enhancements to Software resulting from any work by FNC pursuant to this agreement and all documents with respect hereto shall become the property and proprietary information of FNC.

2. **ACCESS TO CUSTOMER SYSTEM.** Customer agrees to provide FNC with file access as requested and with sufficient support and test time on Customer's computer system to duplicate the problem, certify that problem is with the Software being maintained pursuant to this Agreement and certify problem has been corrected.

3. **DESIGNATION OF CUSTOMER REPRESENTATIVES.** Customer shall provide and designate appropriate knowledgeable personnel on its staff who shall be available to FNC as FNC may reasonably request for information, consultation and advice at no expense to FNC. Customer shall also designate one or more appropriate and knowledgeable persons who shall work with FNC personnel to assure the expeditious execution of work to be performed under this Agreement. These persons shall be empowered to request modifications or alterations of services performed and shall be the persons to whom any communications relating to this Agreement and determined any performance hereunder may be directed.

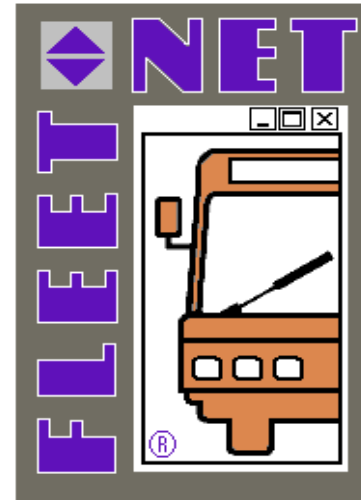
4. **SERVICE REQUESTS.** Customer shall be liable for all service requests made to FNC. Service requests may be made by phone, facsimile, or in writing by any authorized contact specified in this Agreement per Article 3.

5. **CALCULATION OF PAYMENT.** For purposes of determining the payment due for telephone support, any telephone call of less than fifteen minutes shall be billed at the rate of ¼ hour. All billings shall be rounded to the nearest unit of time. Customer shall be billed separately for software license fees, software installation charges and document preparation fees where appropriate. Customer shall, in addition to other amounts payable under this Agreement, pay all sales and other taxes, national, state or otherwise, however designated which are levied or imposed by reason of the transactions contemplated by this Agreement.

6. **PAYMENT TERMS.** All invoices shall be payable thirty days from date of invoice, in United States dollars. Payments received past thirty days after invoice date shall be subject to an additional late charge of 1.5 percent for every 30 days past due or ten dollars, whichever is more. Failure to pay FNC on a timely basis due to non receipt of extensive software modification requests still in progress, lack of comprehension of software applications by Customer, Customer's inability to immediately use the requested Software or other Customer controlled criteria shall result in immediate suspension of support which will not be reinstated until all payments for services are made to FNC, plus a retainer equal to twenty five percent (25%) of the past twelve months billing is received by FNC.

7. **BILLING RATE ADJUSTMENTS.** The service rates shall be adjusted for any increases in the cost of doing business as determined by FNC annually after the expiration of each one-year term. FNC may change its rate, terms, and conditions upon a 30-day written notification.

8. **CUSTOMER MODIFICATIONS TO SOFTWARE.** Customer agrees to inform FNC in writing of any modification(s) made by Customer to (a) software supported under the Agreement, (b) any other software being utilized with the Software, and (c) any operating system software being utilized on Customer's system. FNC shall not be responsible for maintaining Customer modified portions of the software or portions of the software affected by Customer modified portions of the software system. Corrections for difficulties or defects traceable to Customer's errors or systems changes shall be billed at FNC's standard time and material charges.



(2015 Software License & Support Agreement)

9. TERM OF AGREEMENT. This agreement shall remain in effect from the date it is accepted by FNC for a one-year term. Extensions to this agreement may be executed yearly upon agreement of both parties. FNC may, at its sole discretion, refuse to support Customer if Customer does not make payments within 45 days of invoice due date. If in FNC's judgment the Customer is consistently late in making payments, FNC shall advise the Customer in writing that any further late payments by the Customer will result in termination of FNC's obligations under this Agreement. If Customer fails to make timely payment of any invoice within 30 days after the sending of such notice by FNC, FNC may at its option terminate providing services under this Agreement immediately upon sending further written notice to Customer. FNC shall, at its sole discretion, immediately terminate services upon any notice of summons or suit involving FNC and Customer, employee or agent of Customer.

10. TERMINATION OF MODULE LICENSE FEE. Written notification is required in order to terminate a software module license. Adjustments to billing will be effective 30 days after FNC receives written notification from customer.

11. GENERAL PROVISIONS.

- A. FNC is not obligated by this Agreement to provide service to correct problems caused directly or indirectly as a result of accident, negligence or abuse by Customer or third parties or failure of Customer to have equipment maintained.
- B. This Agreement shall be effective on the date accepted and executed by an authorized representative of FNC and is not assignable or transferable without the prior written consent of FNC, and shall remain in effect until terminated as herein provided.
- C. IN NO EVENT SHALL FNC BE LIABLE FOR LOSS OF PROFITS, INDIRECT, SPECIAL, AND CONSEQUENTIAL OR OTHER SIMILAR DAMAGES, ARISING OUT OF ANY BREACH OF THIS AGREEMENT OR OBLIGATION UNDER THIS AGREEMENT.
- D. In no event shall FNC's liability for any services performed hereunder exceed two times the charges paid by Customer in the month which FNC's liability arose.
- E. Any notice to be delivered pursuant to this Agreement shall be deemed delivered upon personal delivery to the office of the party three days after deposit in the United States mail if mailed by first class mail, postage prepaid, registered or certified, and addressed to a party at the address set forth at the end of this Agreement.

- F. FNC warrants Software licensed and maintained under this Agreement shall perform in accordance with its written specifications. Program errors shall be corrected by FNC at no charge to Customer (exclusive, however of media, freight, or installation fees) within a reasonable time after FNC learns of the existence of the program error as long as this Agreement remains in force. THERE ARE NO OTHER WARRANTIES, EXPRESSED OR IMPLIED AND THERE IS EXPRESSLY EXCLUDED ALL WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
- G. In the event that any provision of this Agreement is determined to be invalid or unenforceable, the remainder of this Agreement shall remain valid and enforceable to the maximum extent possible.
- H. Waiver or failure of either party to exercise in any respect any right provided for in this Agreement shall not be deemed a waiver of any further right under this Agreement.
- I. This Agreement shall be governed by and enforced in accordance with the laws of the State of Nevada as applied to contracts entered into in Nevada, by Nevada residents and to be performed entirely within the State of Nevada.
- J. This Agreement constitutes the entire agreement of the parties relating to the subject matter and supersedes all oral or written proposals or understandings and any oral representations concerning the subject matter of this Agreement. This Agreement may only be modified in writing duly executed by both parties.
- K. Buyer agrees to pay the amount of any taxes resulting from this Agreement or any activities hereunder, exclusive of taxes based upon net income of Seller.

U.S. Government Restricted Rights. Software and accompanying materials are provided with Restricted Rights. Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (b)(3)(ii) of the Rights in Technical Data and Computer Software clause at 252.227-7013. Contractor/ manufacturer is FLEET-NET CORPORATION, 9183 W. FLAMINGO RD. #110 LAS VEGAS, NV 89147

12. RATES AND SUPPORT PLANS. The Customer must choose the amount of Budget Billing time required per TABLE "A" below.	
TABLE A - SUPPORT PLAN	
FNC Services Rendered	Budget Billing Plan. In exchange for lower support rates, the Customer elects to pre-purchase support time for twelve months, billed monthly. Minimum package is 2 hours per month. Time not used during any month is irredeemable. In the event that Customer exceeds telephone support hours purchased, the Customer will be billed according to the Time and Material Rate outlined below.
Programming, Debugging, Testing, Design, Consultation,	\$300 per hour or fixed price quote per project
Software Update Releases	Telephone Software Support charges will apply
On-site Support and/or Business Plan Improvement	\$1300.00 per technician, per day, including expenses Excludes Initial Contracts
Training Seminars FNC's office	Cost per day for each attendee \$300.00
Telephone Software Support	* Minimum two (2) hours pre-purchased monthly for 12 months...\$60.00 per hour Time and Material Rate...\$175.00 per hour
Per Application Monthly Fee	Standard license fees apply



4C: TRAC Committee Nomination

Action: Approve Gloria Lepik-Corrigan to TRAC as a North County Alternate

Staff Resource: Terri Rick, Planning Administrative Assistant

Background:

- Ms. Corrigan is a wheelchair dependent Demand Response Service (DART) Client who also makes regular use of the bus.
 - She is currently a member of her condo board and in the past, she was a Girl Scout leader, civic association leader, political party precinct representative, and the Marketing Committee Chair for Bucks County Transport (paratransit provider).
 - She has an educational background in Biology and holds an MBA as well.
 - Her work background is in Marketing and Marketing Research and she spent many years as a consultant in consumer products and prescription pharmaceuticals.
 - Prior to becoming wheelchair bound, she did not know too much about the bus system.
 - She has since found that PSTA buses, DART and Care Ride has given her a great deal of independence and has had a positive effect on her family's finances.
 - Conversations with her friends and neighbors revealed to her that there seems to be a wide-spread lack of knowledge about the bus system and programs for the disadvantaged.
 - She is anxious to bring her experience to the Committee.
-

Attachments:

1. Ms. Lepik-Corrigan's application

215-530-4494 (Cell) Giovia Corrigan

Rev. 12-2-14

~~215-530-4494~~

yes

727-238-8149
home
(work)



Transit Riders Advisory Committee (TRAC)
Member Application

The Transit Riders Advisory Committee (TRAC) members will use their collective knowledge and experience with PSTA's services as well as their knowledge of community needs and values to provide insight and advice to the PSTA Board and its committees on specific programs and projects relating to transit service operations and planning efforts. Members are selected to represent a diverse cross-section of the community.

Meeting Schedule

The committee will meet from 4:00 p.m. to 5:30 p.m. in the upstairs auditorium at PSTA Headquarters, 3201 Scherer Drive, St. Petersburg one day prior to the regularly scheduled Board Planning Committee. The meeting dates for 2015 are: January 20, February 17, March 17, April 14, May 19, June 16, July 14, August 18, September 15, October 20, and November 17.

PLEASE PRINT CLEARLY

Applicant First Name Gloria Last Name Lepik - Corrigan

Street Address 2595 Countryside Blvd ~~XXXXXX~~ Unit # 8-212

City Clearwater ZIP 33761

Email Address lepikcorrigan@gmail.com

Employer - Occupation retired on disability

What bus route(s) do you ride? 67, 62, 19 How often do you ride? 2-3 X per week
66, 78, DPC

Which committee seat do you believe you are qualified to fill? (check all that apply)

- North County (Countryside)
- Mid-County
- South County
- Beach Community
- DART Client
- Student
- Business Professional

Statement of Interest

On a separate sheet of paper, please answer the following, limiting your entire response to 500 words or less:

1. List organizations you belong to and any leadership positions you've held.
2. Please describe the experience and/or accomplishments, either paid or volunteer, that you would bring to this committee.
3. Why do you want to be a member of this committee?

Demographic Information (Optional)

Age 61

Ethnic Origin _____

Male Female

Disability (if applicable) wheelchair dependent (due to MS)

Applicant Signature Gloria Lepik Corrigan Date 1/11/15

Submit to: PSTA TRAC, 3201 Scherer Drive, St. Petersburg, FL 33716 or email to TRAC@psta.net

1. List organizations you belong to and any leadership positions you've held.

Currently I am a member of the board of my condo association. In addition, I have prior experience with the following: Group leader – Doylestown PA MS support group (2 years), Girl Scout leader (6 years), Associate member – Buckingham Township Civic Association (10+ years), Political party precinct representative (2 years), Marketing committee chair for Bucks County Transport (paratransit provider)(4 years).

2. Please describe the experience and/or accomplishments, either paid or volunteer, that you would bring to this committee.

Prior to retiring on disability in 2000, I worked for 25 years in marketing and marketing research. My educational background includes a B.Sc. in Biology and an MBA. I worked for several corporations and then as a consultant in consumer products and prescription pharmaceuticals.

I have MS which has "progressed" to make me wheelchair dependent and generally unable to drive. While living in Pennsylvania I started using my local municipal paratransit service and over time felt that there might be ways for them to better serve riders like me. I started volunteering with Bucks County Transport on their PwD (Persons with Disabilities) Committee and eventually became the chairman for their marketing sub-committee.

3. Why do you want to be a member of this committee?

My disability and wheelchair dependency made public transportation a very desirable option for me that I had never considered in my "prior life". I have found that using PSTA fixed route buses and DART / Care Ride have given me a great deal of independence and have a very positive effect for my family's finances.

I have experience using numerous bus routes throughout the county by myself and with DART / Care Ride as the caregiver for my 91 year old mother.

In conversations with friends and neighbors I have found that there is a widespread lack of knowledge about PSTA and DART. In addition, my conversations with other riders have shown me that there are many varied points of view regarding what is right, wrong and needed in the PSTA system.

I believe that my background in marketing and marketing research could be very valuable to describing, classifying and finding ways to meet the needs of current and potential riders

ACTION ITEM



- 5A: Amend Rules & Regulations to Expand Executive Committee and Approve 5th Member Appointment**
- Actions:**
- A. Amend the PSTA Board Rules & Regulations to Expand Executive Committee to Five Members & Adopt Resolution #15-03**
 - B. Appoint Board Member Darden Rice to the PSTA Executive Committee for the Remainder of 2015.**

Staff Resource: Brad Miller, CEO

NOMINATING

Summary:

- At the March PSTA Board meeting, as part of the recommendation to strengthen the governance support for the PSTA Board, the Board agreed to expand the Executive Committee from the current three officers to five members; adding the immediate past Chairperson and one new member.

Revising the Board's Rules and Regulations

- Section 2.09 of the Board's Rules and Regulations pertaining to the Board's Committees is adjusted to add the 4th and 5th members of the new Executive Committee: the immediate past Chairperson and one new member.
- The section is additionally revised to change the outdated purpose of the Executive Committee to:
 - Support the Board's decision-making.
 - Focus on high-level policy decisions instead of operational issues.

Appointment of 5th Executive Committee Member

- At the direction of the Board, the Nominating Committee met to nominate the additional member to serve on the Executive Committee.
- The Nominating Committee recommends Councilmember Darden Rice to serve on the Executive Committee.

The next meeting of the PSTA Executive Committee is May 11, 2015.

Attachments:

1. Resolution #15-03: Rules and Regulations



RESOLUTION # 15-03

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 2.09.A. TO PROVIDE FOR A FIVE MEMBER EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS; 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 increase the size of the Executive Committee of the Board of Directors from three members to five members.

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

- 1. Section 2.09.A of the PSTA Rules and Regulations is hereby amended to provide as follows:

Section 2.09 Committees

A. There is hereby established the Executive Committee of the Board of Directors. ~~The Board's executive officers (Chairperson, Vice Chairperson and Secretary/Treasurer) shall serve on the Executive Committee. The Committee shall be composed of the Board's executive officers (Chairperson, Vice Chairperson, and Secretary/Treasurer), the immediate past Board Chairperson, and a Board member appointed by the Board. If a vacancy is created because the immediate past Board Chairperson is no longer a member of the Board, an other Board member appointed by the Board shall fill the remainder of the term of the vacated position. The Executive Committee shall consist of five (5) members. The purpose of this committee generally is to deliberate and provide direction on significant policy-level issues to the Board and CEO. The Executive Committee will support the decisions of the Board and will oversee and make recommendations on the Board Committees, and overall governance of the PSTA organization. to staff on operational matters, including but not limited to significant operational issues and major service changes. The Board's intent is that the Executive Committee will provide direction to staff on emergency items and items that eventually will come before the entire Board. It is not intended that the Executive Committee will make decisions on items that are to be decided by the Board as a whole, except as specifically authorized by the Board.~~

- 2. This Resolution shall take effect immediately upon its adoption.

Dated this 22 day of April, 2015

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA

Janet C. Long, Secretary-Treasurer

William C. Jonson, Chairperson

DATE: April 22, 2015

APPROVED AS TO FORM:

Alan S. Zimmet
PSTA General Counsel

ACTION ITEM



5B: "Path Forward" Framework

Action: Approve "Path" Forward Framework

Staff Resource: Brad Miller, CEO

EXECUTIVE

Background:

- Following the February 18, 2015 PSTA Workshop, and as presented to the PSTA Board at the March meeting, a "Path Forward" strategic direction for the organization was presented to summarize a number of recommendations to focus on several high-level policy decisions immediately prior to making decisions regarding the FY2016 PSTA Budget or longer term plans.
- The PSTA Board expressed support for the PSTA Executive Committee developing the "Path Forward" further.
- The PSTA Executive Committee met on April 10, 2015 and makes the following recommendations to the PSTA Board

Executive Committee Recommendations

1. The PSTA Board is asked to approve the "framework" of the Path Forward policy direction. By framework, the Executive Committee intends on more significant discussion about the key details of the plan, but recommends the overall goal of setting a high-level policy direction now, so the Board can feel confident in supporting a new customer-oriented focus following the defeat of the earlier focus, the Greenlight Pinellas initiative.
2. The Executive Committee recommends conducting a full-day (9-3 pm estimated) Board Workshop at PSTA on Friday, May 22, 2015 to review and approve the Plan's Strategic Priorities (the bolded headings on the graphic) and to discuss with staff many of the implementation strategies noted in the underlying bullets.
3. The Executive Committee recommends that PSTA continue to place special emphasis on Community communication and messaging throughout the plan development and implementation and therefore this strategy has been added (in blue) under the "Customer-Oriented Focus" Strategic Priority at the top of the page.
4. The Executive Committee will use the attached "Interim Accountability Measures" to monitor progress over the next few months towards implementing the Path Forward plan, especially focused on development and approving of ongoing

accountability measures over the PSTA CEO and staff towards implementing the ultimate decisions of the PSTA Board.

5. The Executive Committee will spend time over the next few months reviewing PSTA's existing "Guiding Principles" and make suggested modifications to them based on this new Path Forward plan and bring those to the PSTA Board for approval.

Attachments:

1. Plan Forward Diagram
2. Interim Accountability Measures

PINELLAS SUNCOAST TRANSIT AUTHORITY PATH FORWARD

**DRAFT
4/22/15**

Customer-Oriented Focus on Core Mission

- Constant Betterment of PSTA Bus Services for Customers & Non-Riders.
- *Ongoing Community Communication/Messaging.*
- No planning for 2016 ballot initiative.

Visionary Service Design: High Frequency Grid

- Incremental progress towards planned Countywide High Frequency Grid.
- Examine a variety of new revenue and delivery alternatives.

Sustainable Capital Program

- Prioritize Bus Replacement
- Use Reserves for Buses.
- Seek Future Year Partners to Prioritize Transit Capital.
- Strong Federal & State Advocacy.

Customer Oriented Service Redesign

- Focus Resources where transit works best.
- Alternatives for disaffected customers.
- Data-Driven & Customer Sensitive Approach.

Incremental Expansion

- Secondary but parallel advocacy.
- Pilot Projects that support community & fit within PSTA Plans.

Avoid 30% Cut in Public Transportation Service

- We will examine all possible options, not just one solution including reducing expenses
- First looking to appropriately maximizing revenues already available to PSTA.
- We will seek new external partnerships

PSTA will develop a strong Governance Model for a foundation of long-lasting Pinellas Transportation Leadership

- Modified Executive Committee Assists Board in High-Level Policy Consensus.
- Existing PSTA Board Committees' Roles in Assisting the Full Board will Be Strengthened.
- A New Multi-Agency Standing Committee similar to ACPT will be Initiated.

Interim Accountability Measures

1. Board Approval of Path Forward Strategic Plan - By May 27, 2015
2. Path Forward Performance Tracking - By June 1, 2015
3. Demonstrated Coordination with HART - By August 1, 2015
4. Demonstrated Coordination with Pinellas MPO - By December 31, 2015

ACTION ITEM



5C: Metropolitan Planning Organization/Revised MPO Letter

Action: Approve Revised MPO Letter

Julie Bujalski, Vice Chair

Staff Resource: Brad Miller, CEO

EXECUTIVE

PLANNING

Background:

- The PSTA Board decided not to officially submit a request for Federal Surface Transportation Program (STP) Funds for PSTA Bus Replacement at its February, 2015 meeting. However, the discussion at prior PSTA, MPO, and MPO Committees has continued.
- In March, Mr. Miller presented a first draft of a recommended “Path Forward” strategic direction for PSTA to be considered further by the full board. One of the specific recommendations in this proposed action plan is to defer any use of STP funds for transit buses until after PSTA has exhausted all possible current PSTA revenues including its built-up reserve funding.
- At the April 10, 2015 PSTA Executive Committee, discussion of whether or not to send a formal letter to the MPO concluded with the suggestion to send a substantially different letter with no specific request for funds.
- A revised draft letter, revised further at the April 15, 2015 Planning Committee is attached for approval.

Recommendation:

- Staff recommends approval of the attached letter..
- Both the Executive and Planning Committees reviewed this item and recommends approval.

Attachments:

1. Revised MPO Letter

April 29, 2015

The Honorable James Kennedy, Chair
Pinellas County Metropolitan Planning Organization (MPO)
310 Court Street
Clearwater, Florida 33756

RE: Revised Request for Prioritization of Public Transit Capital Projects

Dear Chair Kennedy,

Thank you for recently receiving information regarding PSTA's attempts to sustain its bus replacement plans and the potential for a partnership with the Pinellas MPO to consider adding bus replacement funds to the MPO's Surface Transportation Program (STP) Prioritization list. Based on our recent discussions of PSTA's strategies, priorities, and fiscal options, **PSTA has revised its position.**

Future Collaboration Between PSTA & Pinellas MPO

We are excited and eager to work with the Pinellas MPO's incoming Executive Director and Board starting next Fall, through a collaborative transportation priority setting process. I am pleased that PSTA CEO Brad Miller and Mr. Whit Blanton have already met and understand it may take some time for these discussions to begin, as not only does Mr. Blanton need to get acclimated to his new position, but Florida Department of Transportation (FDOT) and other planning processes must be considered as well. Therefore, PSTA is not recommending an immediate funding request.

PSTA's Path Forward

For your information, let me explain some changes in PSTA's plans for bus capital funding that now give us time to consider regional transportation funding decisions.

The PSTA Board has agreed to a new deliberative process to provide the needed leadership for a sustainable "path forward" for public transportation services in Pinellas County. One of the principles of this planning effort is for PSTA to first consider all cost reduction and revenue options within its own authority. This includes using built-up transit funding reserves, set aside previously for the Greenlight Pinellas

implementation and other purposes, for the next several years of needed bus replacement needs. Using our reserves postpones the immediate need for federal STP funds for bus replacements as was previously thought. This more deliberate strategy will allow planning time for both the MPO and Florida DOT to set new priorities and coordinate funding needs for existing transportation projects in the DOT's Work Program.

PSTA's Priorities

PSTA maintains its position that public transportation improvement is a critical component to Pinellas County's overall transportation priorities. In addition to our core service delivery, our priority list of capital projects includes many that are already known to the MPO and in your existing plans:

1. **Central Avenue Corridor Bus Rapid Transit (BRT) Capital Funding**
2. **Sustainable Annual Bus Replacement Funding**
3. **Clearwater Beach to Tampa Airport Express Bus Service.**
4. **I-275 Express Lane Express Bus Service – St. Petersburg to TIA/Tampa**
5. **Tampa Bay Regional Fare Collection Technology**
6. **Clearwater Transit Center Replacement**

The PSTA Board sincerely appreciates the decades-long coordination we have enjoyed with the Pinellas MPO and looks forward to an even closer relationship as we move our County's transportation system ahead together.

Sincerely,

William C. Jonson
PSTA Board Chairperson

cc: PSTA Board
Pinellas MPO Board
Pinellas County Commission
Whit Blanton, Pinellas MPO Incoming Executive Director
Paul Steinman, District Secretary, FDOT District Seven



6A: Executive Committee Report

Action: Information Item

Bill Jonson, Chairperson



Executive Committee Meeting, Friday, April 10, 2015

- **Met April 10** - The Executive Committee consisting at the time of four members (Chair, Vice Chair, Secretary/Treasurer & Immediate Past Chair) had a detailed discussion on a number of high-level policy issues the PSTA is working on. Each month, the Executive Committee will provide the Board this summary of any recommendations or issues they discussed to maintain the strong communication needed to ensure the Executive Committee always Supports the Full PSTA Board.
- **To Meet Monthly** - The Executive Committee agreed to meet monthly.
- **Path Forward Direction** - The main topic of this Executive Committee was making the recommendations about the PSTA Path Forward framework and upcoming workshop discussed earlier in this agenda.
- **Board Workshop**- The Executive Committee recommended the Workshop discuss the Strategic Priorities of the Path Forward Plan including implementation strategies. Also important were to outline key milestones in the Plan implementation and accountability measures to ensure these milestones were achieved. Additionally, the updated financial figures related to each of the decisions the Board would be making within the overall plan would be required.
- **Meetings with HART** - The Committee also agreed to start regularly meeting with the HART Board’s Executive Committee to demonstrate the key desire of the PSTA Board to constantly work towards better regional coordination of public transportation in the Tampa Bay.
- **Revised MPO Letter** - The Committee made recommendations on the proposed revised letter to the Metropolitan Planning Organization (MPO) regarding PSTA’s interest in collaborating with the MPO Board and its new Executive Director Whit Blanton on regional transportation priorities.
- **TIGER Grant Application** - The Committee discussed strategy relating to a potential Federal TIGER Grant application for the Regional Farebox technology initiative. Because the Pinellas MPO is expecting to submit a TIGER Grant application for the Pinellas Trail project, PSTA staff was asked to work with HART so HART could submit the application this year with PSTA providing support.

- **Strong Board Member Participation** - The Committee discussed ways to improve Board member participation and attendance at Committee and Workshop activities to demonstrate their representation of their constituencies on important transportation issues. Staff was asked to review PSTA's existing By-Laws and make any necessary recommendations to ensure full Board participation.
 - **Additional Board Member Participation** – The Committee considered inviting Board members to public transportation industry meetings, especially Legislative meetings in Washington, D.C. focused on transportation policy. It was also suggested to consider PSTA holding a state legislative delegation meeting to discuss transportation priorities.
-

Attachments: None



6B: Fare Revenue Assumptions

Action: Information Item

Staff Resource: Brad Miller, CEO



Summary:

- Over the past year, the majority of PSTA growing customer base have been able to get their destinations at significantly lower cost to them, not only through PSTA's innovative technology and partnership programs like our UPASS program, but also through streamlining and expansion of PSTA's low-income-based Transportation Disadvantaged program.
- One of the many options suggested by PSTA staff recently as part of its "Path Forward" strategic direction for the agency will be to consider generating more revenue through all its fare programs in deliberate way.
- A presentation will be provided on current fare revenue trends to allow for a discussion about the key FY-2016 Fare Revenue Assumptions related to PSTA's second largest revenue source.
- The Draft FY-2016 Budget will be based upon key assumptions in these areas and will be presented to the Planning Committee in June prior to the full PSTA Board at the end of June.

Attachments:

1. PowerPoint



Fare Revenue Assumptions

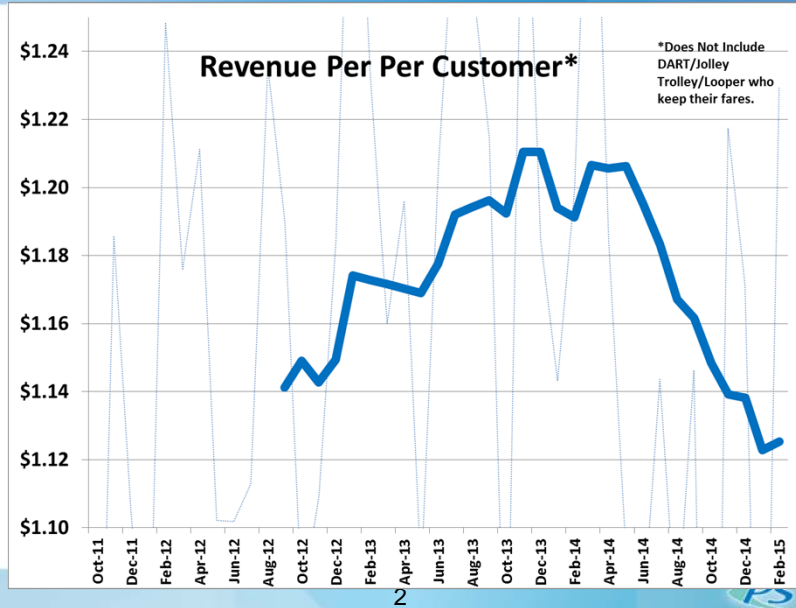
PSTA Board Meeting

April 22, 2015

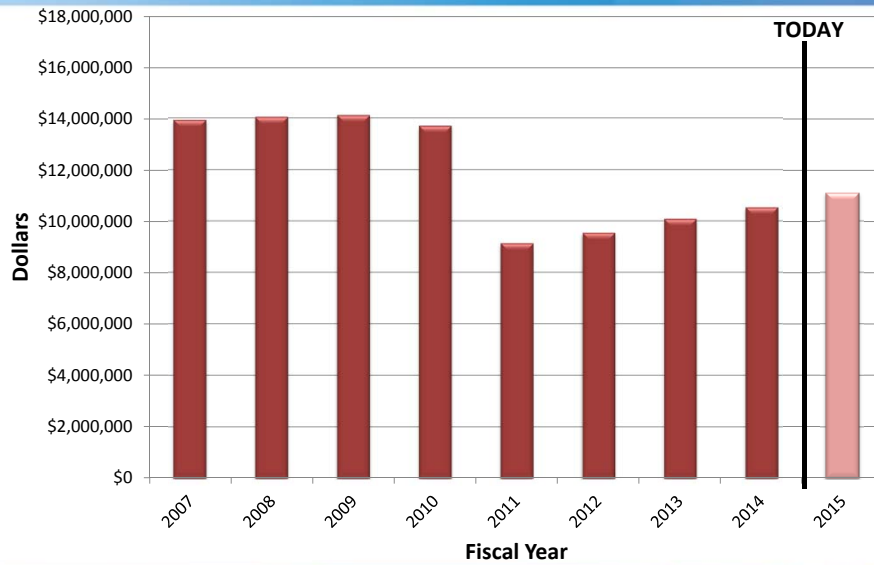
Fare Revenues

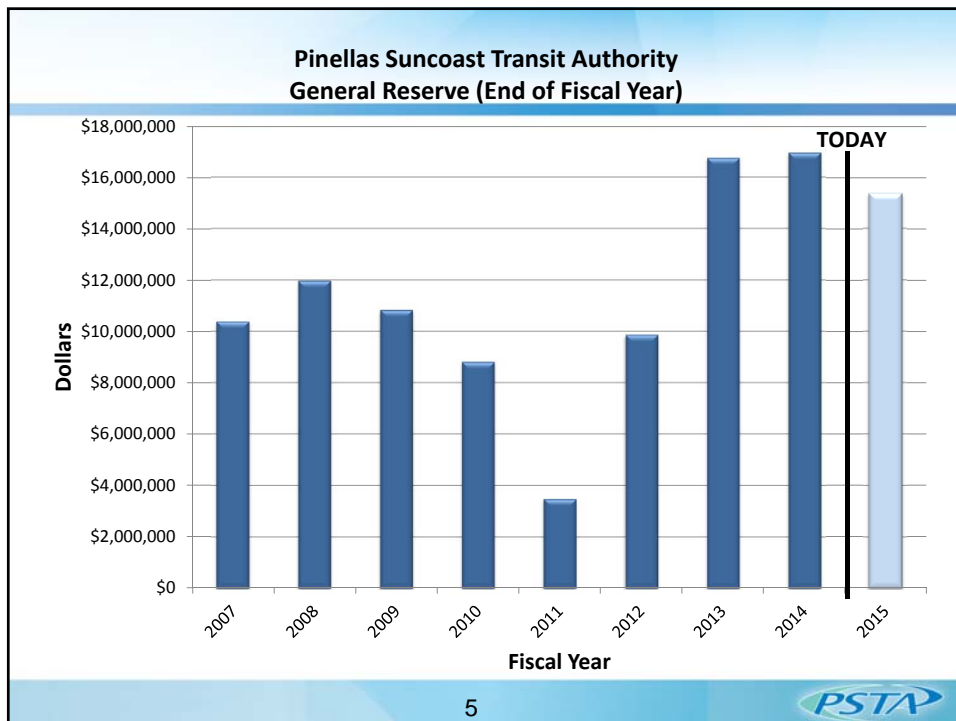
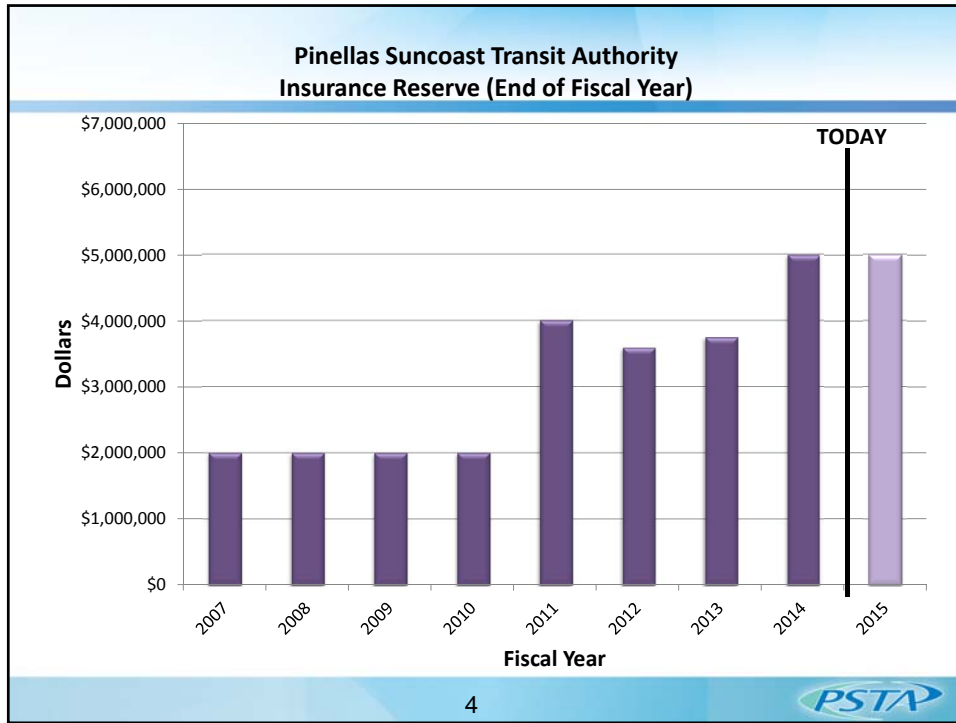
- Previous PSTA Leadership Focus on Maximizing Customer Payments has changed to providing Customer Oriented Service.
- PSTA customers are getting transportation at less out of pocket cost to them while PSTA's reserve balances and funding is maintained.
- At \$14M Annually, PSTA fares remain a key source of revenue and strategies must be considered to increase it along with all others.

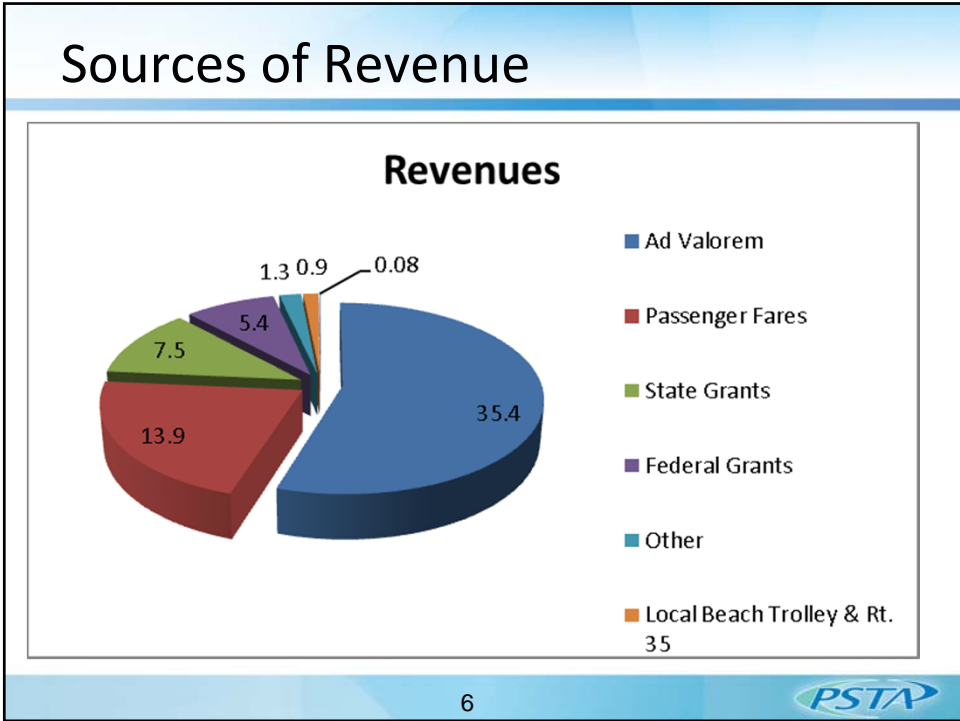
Lowering Our "Price"



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







- ### Suggested Goals to Consider
- Increasing Revenue From Fare, TD, UPASS, Medicaid and other “Fare-Like” Programs equivalent of 15% Increase in Average Revenue.
 - Generate \$1.2M in Additional Revenue.
- 7
-

How Did This Happen?

- Huge Expansion of TD Low-Income Bus Pass Program
- PSTA UPASS Program
 - Success: Nearly 50,000 UPASS Trips/Month
 - Many more UPASS trips to other destinations than school/work.
 - 2015 Survey: 61% of UPASS Riders rode PSTA Previously.
 - Regular, Steady Increases with Partners will Close Gap.

8

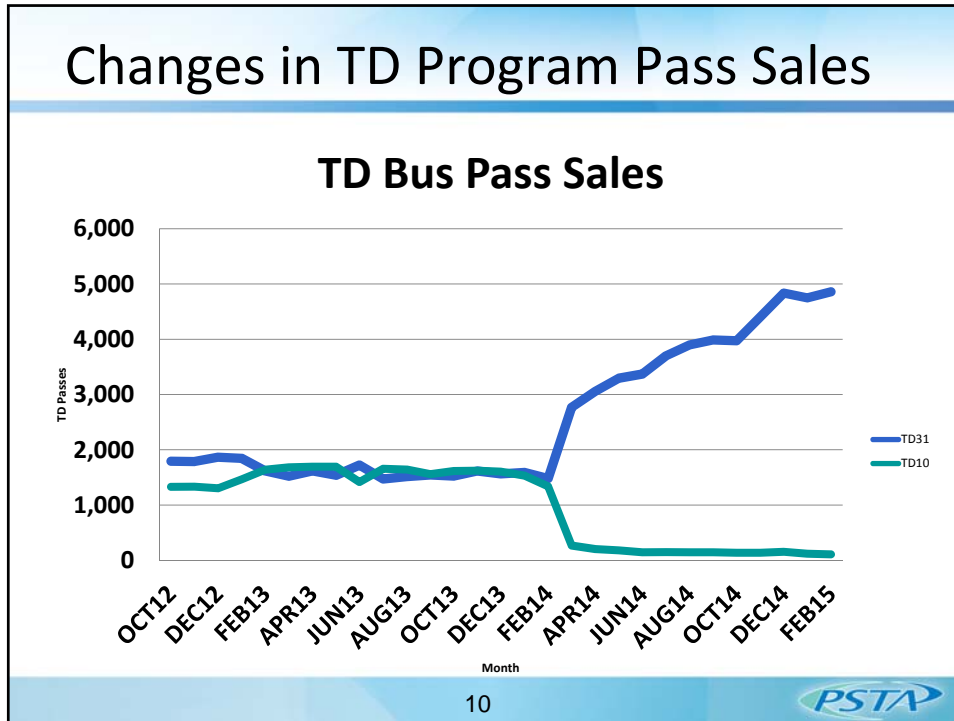


TD Low-Income Bus Passes

- <150% Poverty Line Qualifies for \$8.25 Monthly Pass vs. \$65 Regular.
- A Year Ago: 2,500 Recipients
- Today: 5,500 Recipients & Growing

9





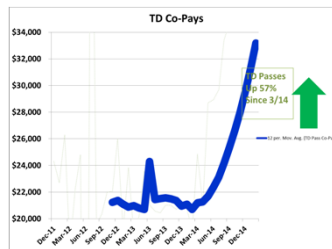
Did We Anticipate This? Yes, Partially

- #1 Complaint & PSTA Administrative Burden: Medical & Work Trip Verification Restricted Pass Eligibility.
- #2 Complaint: Human Service Agency Certification Delays
- Accurately anticipated existing demand.
- Did not predict pent-up demand unleashed by these program improvements.
- Without restrictions, what is demand?

11

Mitigating Revenues

- State TD Funds Stable – Increased Pinellas Demand Increases Funding via State Formula.
- TD Co-Pays
- Other Partnerships
- New Technology



12



TD Math

$$\begin{array}{r}
 3,000 \text{ New Monthly TD Pass Holders} \\
 \times \\
 12 \text{ Months} \\
 \hline
 36,000 \text{ New TD Bus Passes Sold Per Year} \\
 \times \\
 \text{\$56.75 Savings Per Month (Say \$50)} \\
 \hline
 = \\
 \text{\$1.8M Possible Revenue Reduction to PSTA}
 \end{array}$$

13



Challenge in Increasing Fare Revenue

- Increasing Base Fares Only May Drive Even More Demand for Discounted TD Fares.
- Large Portion (approximately 9%) of TD Bus Passes Purchased by Agencies – Free to Customers.



Public Transit Is Essential



Deliberate Process

- **MPO's Local Coordinating Board:** Patti Johnson/Brian Scott/Ross Silvers
- **PSTA's Riders:** TRAC Committee
- **Pinellas Homeless Leadership Board & Providers**
- **Other Providers:** Cabs & Uber

Timing

- **Start Communication Now**
- **Public Hearings/Decisions in September, 2015**



7A:	PSTA Performance/Updates for the Month of March
Action:	Information Item

Staff Resource: Brad Miller, CEO

Total Ridership*	
UP 8.9% Monthly Compared to Last Year	UP 5.3% Year-to-Date

* a detailed report is attached

Contract Awards between \$25,000 - \$100,000		
Vendor	Amount	Description
None		
Total:		

Transportation Disadvantaged (TD)	3/2015	YTD
Number of Telephone Inquiries	959	5,094
Number of Applications Mailed	36	321
Number of TD Discounted Bus Passes	4,911	27,511

Customer Service	3/2015	YTD
Number of Real Time Text Messages Sent to Riders	200,139	1,359,519
Number of Times Voice System Provided Info to Riders	141,315	780,296
Number of Times RidePSTA.net was visited	175,429	1,006,954
Number of InfoLine Calls	40,757	233,127
Average Call Length	2:11	1:30
Average Hold Time	2:13	1:26

PSTA.net	3/2015	YTD
Number of Website Visits Per Day	5,835	5,562
Number of Users	57,613	255,733
Total Pages Viewed	342,501	1,911,047
Percent of First Time Visitors	25%	23%
Number of Online Bus Pass Orders	900	4,477

Social Media Statistics (by the end of the month)	3/2015
Number of Twitter Followers	1,657
Number of Facebook Fans	8,611
Number of LinkedIn Followers (Company Page)	535
Number of People Belonging to PSTA's LinkedIn Group	158
Number of Times Blog Pages were Viewed	865

Attachments:

1. Operating Statistics
2. Performance Graphs

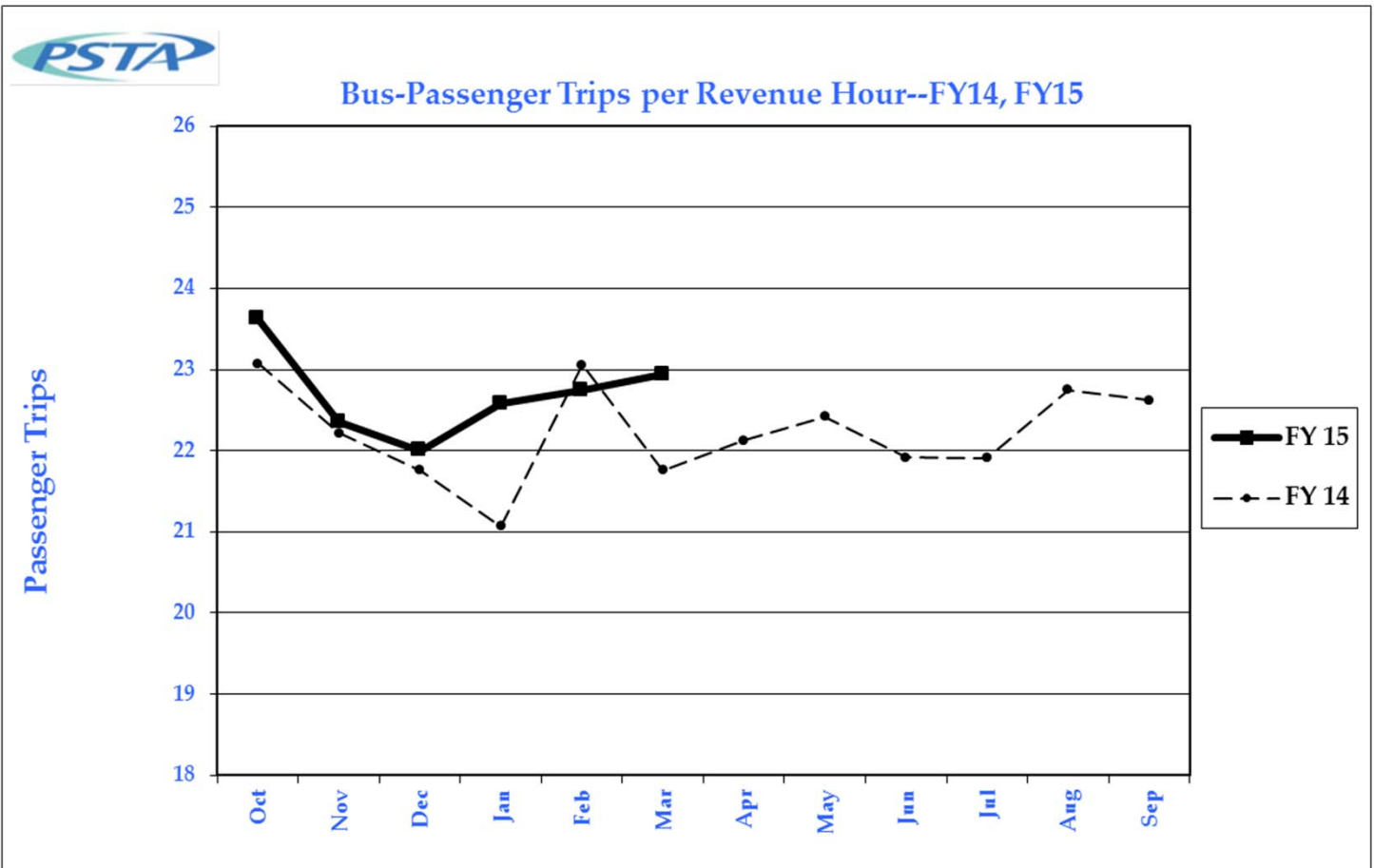
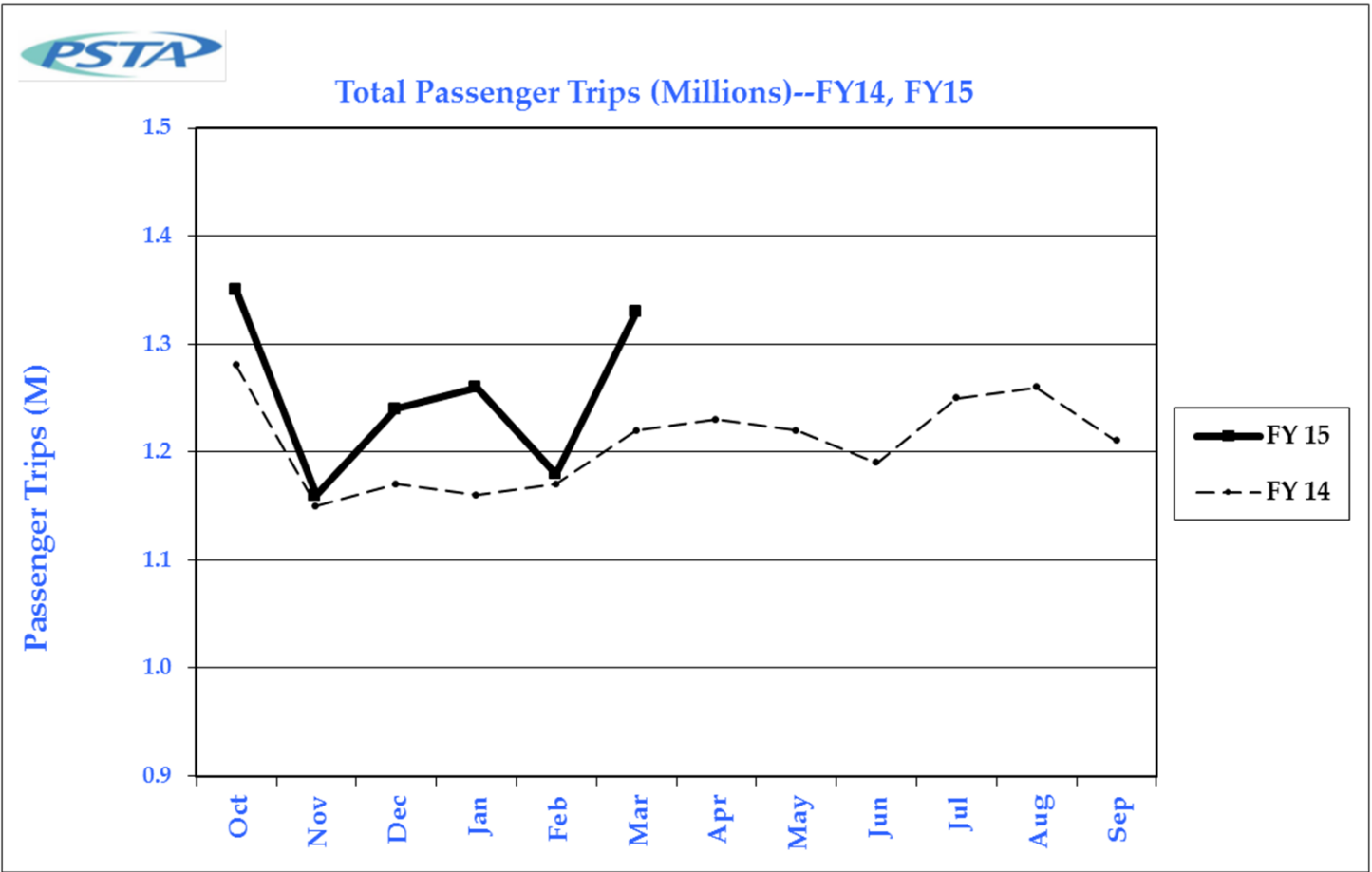


OPERATING STATISTICS
Board Report
MARCH 2015

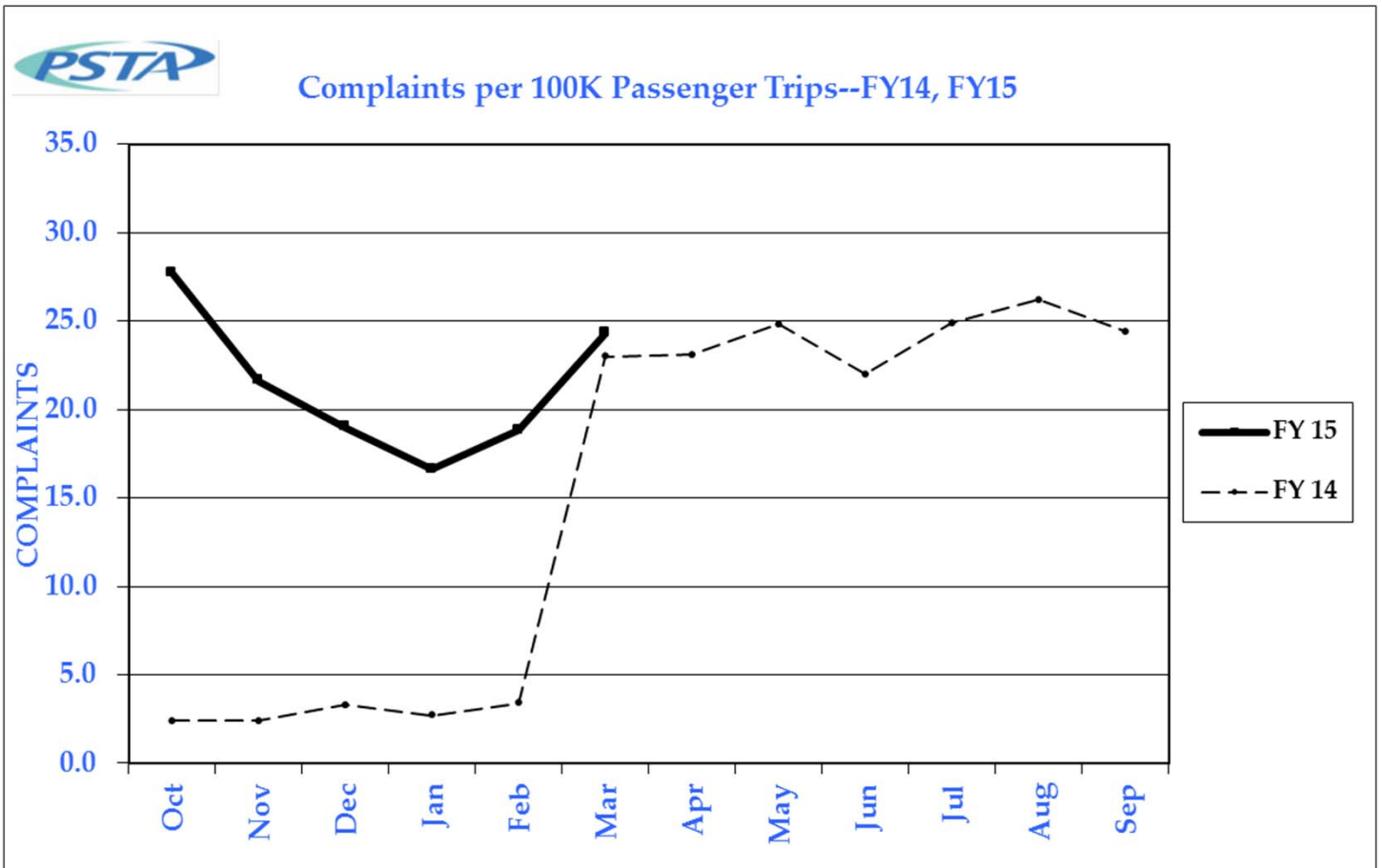
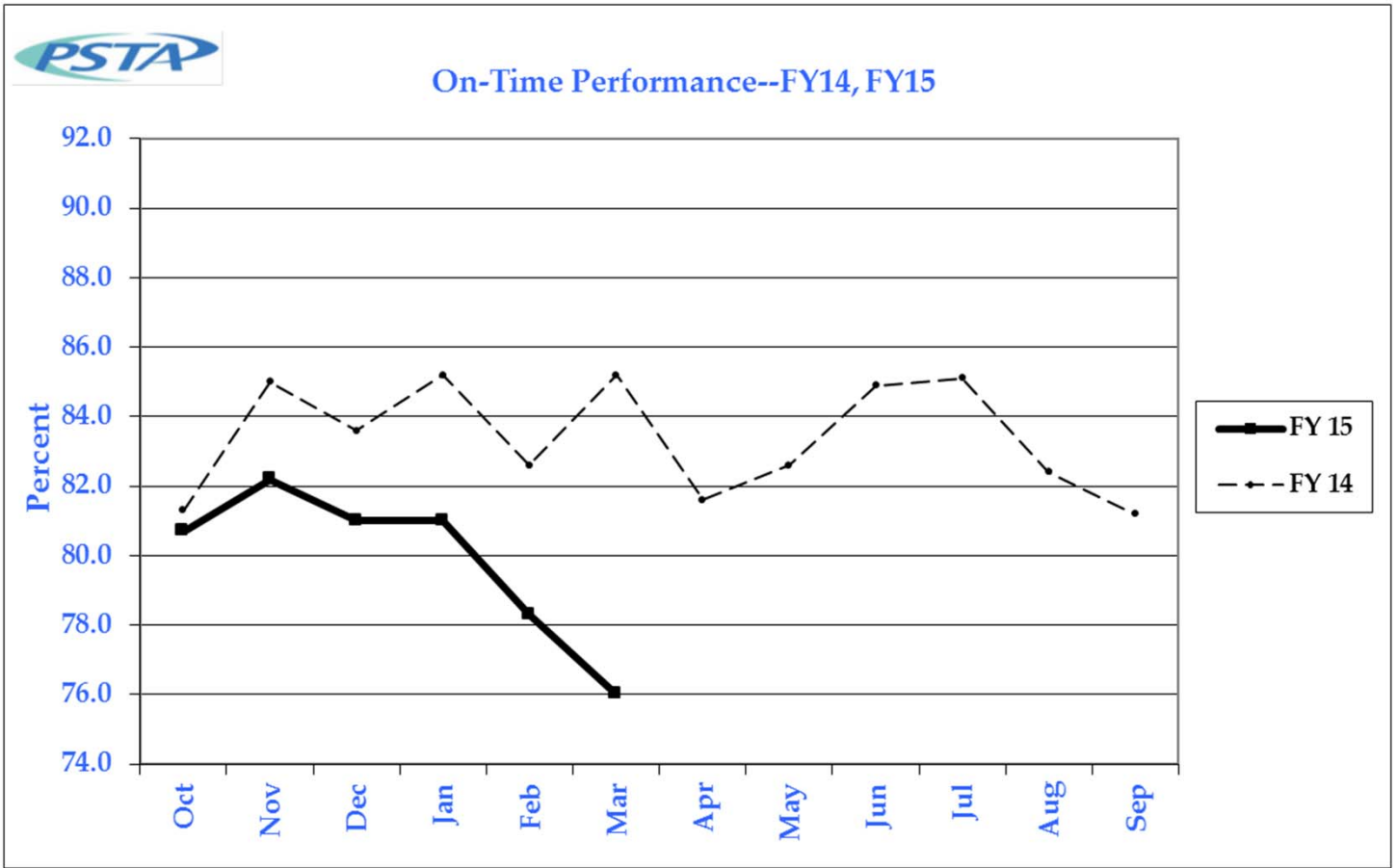
CURRENT MONTH			RIDERSHIP STATISTICS Per FTA requirements, each boarding = 1 trip.	FISCAL YEAR-TO-DATE		
THIS MONTH	THIS MONTH LAST YEAR	% CHANGE		THIS YEAR	PRIOR YEAR	% CHANGE
1,166,897	1,088,004	7.3%	Total Bus Revenue Passenger Trips ⁽¹⁾	6,707,098	6,498,107	3.2%
42,116	37,046	13.7%	Other Bus Passenger Trips (includes East Lake) ⁽²⁾	275,509	248,039	11.1%
6,423	5,731	12.1%	Looper Trolley Passenger Trips ⁽³⁾	29,427	23,553	24.9%
89,764	66,698	34.6%	Jolley Trolley Passenger Trips ⁽⁴⁾	348,684	213,383	63.4%
1,305,200	1,197,479	9.0%	Total Fixed Route Passenger Trips ⁽¹⁻⁴⁾	7,360,718	6,983,082	5.4%
23,536	22,623	4.0%	DART Client Trips ⁽⁵⁾	136,654	136,426	0.17%
359	624	-42.5%	DART TD Trips ⁽⁶⁾	2,448	3,556	-31.2%
3,367	2,982	12.9%	DART PCA Trips ⁽⁷⁾	18,900	18,307	3.2%
27,262	26,229	3.9%	Total DART Passenger Trips ⁽⁵⁻⁷⁾	158,002	158,289	-0.2%
1,332,462	1,223,708	8.9%	Total Passenger Trips ⁽¹⁻⁷⁾	7,518,720	7,141,371	5.3%
5,736	5,389	6.4%	Wheelchairs	33,513	31,829	5.3%
35,423	31,289	13.2%	Bikes on Buses	207,088	194,299	6.6%
51,680	45,469	13.7%	Average Weekday Passenger Trips			
36,346	29,713	22.3%	Average Saturday Passenger Trips			
21,261	17,353	22.5%	Average Sunday Passenger Trips			
OPERATING STATISTICS						
608	592.0	2.6%	Employees-Budgeted			
753,782	739,031	2.0%	Total Revenue Miles	4,400,304	4,346,371	1.2%
52,697	51,695	1.9%	Total Revenue Hours	307,422	304,580	0.9%
76.0	85.2	-10.8%	On-Time Performance	79.8	83.8	-4.7%
24.3	23.0	5.7%	Complaints Per 100,000 Passenger Trips*	21.5	6.2	246.0%
3.81	3.19	19.4%	Accidents--Total-Per 100,000 Miles	3.98	3.87	2.8%
1.15	0.83	39.1%	Accidents--Preventable-Per 100,000 Miles	1.03	0.86	19.7%
11,103	13,225	-16.0%	Miles Per Roadcall	10,352	9,788	5.8%
12,158	9,987	21.7%	Miles Per Service Interruption	11,925	9,901	20.4%
1.60	1.52	5.5%	Bus-Total Passenger Trips / Revenue Mile	1.59	1.55	2.4%
22.94	21.76	5.4%	Bus-Total Passenger Trips / Revenue Hour	22.71	22.15	2.5%

*Note: Starting March 2014, complaint number will be total complaints reported (vs. valid).

PSTA Performance Measures



PSTA Performance Measures



FUTURE MEETING SUBJECTS



PSTA BOARD MEETINGS	
May 27, 2015	
Action Items	Information Items
<ul style="list-style-type: none"> • Bus Tire Lease • Outsourced Bus Advertising Contract • FTA Required Capital Grant Public Hearing • Path Forward Plan Approval 	<ul style="list-style-type: none"> • Capital Improvement Program • FDOT Presentation • Explanation of Route Performance Monitoring Tool Methodology • FY-2016 Budget– Personnel Assumptions
June 24, 2015	
Action Items	Information Items
<ul style="list-style-type: none"> • Federal Lobbyist Contract 	<ul style="list-style-type: none"> • Triennial Review • FY2016 Draft Budget
July 22, 2015	
Action Items	Information Items
<ul style="list-style-type: none"> • Proposed Millage Rate 	<ul style="list-style-type: none"> • Recommendations of Fare Adjustments.

<u>KEY MEETINGS/DATES</u>
<p><u>Legislative Committee</u></p> <ul style="list-style-type: none"> • <i>May 6, 2015; 9:30 AM – PSTA</i>
<p><u>Executive Committee</u></p> <ul style="list-style-type: none"> • <i>May 11, 2015, 11:00 AM – PSTA</i>
<p><u>MPO Meeting</u></p> <ul style="list-style-type: none"> • <i>May 13, 2015; 1:00 PM – Clearwater MPO Offices</i>
<p><u>TRAC</u></p> <ul style="list-style-type: none"> • <i>May 19, 2015; 4:00 PM</i>
<p><u>Finance & Performance Mgmt. Committee</u></p> <ul style="list-style-type: none"> • <i>May 20, 2015; 9:00 AM</i>
<p><u>Planning Committee</u></p> <ul style="list-style-type: none"> • <i>May 20, 2015; 10:30 AM</i>
<p><u>PSTA/HART Meetings</u></p> <ul style="list-style-type: none"> • <i>TBD.</i>
<p><u>TBARTA Board Meeting</u></p> <ul style="list-style-type: none"> • <i>May 29, 2015; 9:30 AM – FDOT, Tampa</i>