



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 – MAY 27, 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
Pat Gerard
Curtis Holmes
Patricia Johnson
Wengay "Newt" Newton
Darden Rice
Brian Scott
Kenneth Welch

Also Present:

Brad Miller, CEO
Alan Zimmet, PSTA General Counsel
PSTA Staff Members
Members of the Public

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairperson Jonson called the meeting to order at 9:00 AM and the Board was led in a moment of silence and the Pledge of Allegiance.

[Mr. Barkley entered the meeting at 9:01 AM.]

PUBLIC COMMENT

[Mr. Newton entered the meeting at 9:02 AM.]

Walter Slupecki, Tampa resident and transit blogger, stated that he was impressed with the recent Proterra electric bus presentation at PSTA and asked the Board to consider purchasing a few of the electric buses. He said he visited Tallahassee and saw their electric bus system. Mr. Welch asked for the name of his blog and Mr. Slupecki responded 'publictransitastoldbyHARTride2012.'

Carl Hussenbuttal, Clearwater resident, expressed his concern about Route 19 and 60 to Clearwater Mall. He also made mention of what he believes are children over five years of age riding for free. He said he would like Routes 19, 60, 52 and 18 to run later on Saturdays and Sundays. He stated that the Real Time system is working well, but sometimes the system is not operating at certain hours. Chairperson Jonson asked staff to address his concerns.

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

Phil Compton, Sierra Club, thanked PSTA for the Proterra bus presentation and said the electric buses could be helpful in the Path Forward. He asked the Board to explore all new technology options.

PRESENTATIONS

Florida Department of Transportation (FDOT) Presentation – This item was postponed until the next Board meeting.

NON-BOARD COMMITTEES

Transit Riders Advisory Committee (TRAC) – Elaine Mann, Committee Chair, reported on the May 19th TRAC meeting which Committee Vice-Chair Stephanie Leishman presided over in Committee Chair Mann's absence. She reported that Committee Vice-Chair Leishman welcomed the newest TRAC member for North County, Gloria Lepik-Corrigan who replaced outgoing member David Winchell. The TRAC received a presentation from Cindy Raskin-Schmitt, Director of Communications, on bus advertising, outsourcing the advertising, and the repeal of a 1999 Resolution regarding the bus advertising policy. The Committee endorsed all the items. Debbie Leous, Chief Financial Officer, presented the Sustainable Capital Improvement Program (CIP) and informed the TRAC of PSTA's search for a federal lobbyist. The Committee endorsed

both actions. Committee Chair Mann reported that as an informational item, Jeff Thompson, Director of Transportation, delivered a follow-up presentation of the Rider Code of Conduct which is still in development. She indicated that the next TRAC meeting will be held on June 16th at 4:00 PM.

Metropolitan Planning Organization (MPO) – Ms. Bujalski reported that at the last MPO meeting, PSTA’s revised Surface Transportation Program (STP) request letter was not discussed and there were no comments, so she believes they accepted the letter. Ms. Bujalski reported that the MPO received a presentation on a ferry study in Hillsborough County going from McDill to St. Petersburg. The MPO Board directed MPO staff, PSTA, the Barrier Island Governmental Council (BIG-C) as well as beach hotels to work with the ferry group to see if this would be a viable form of transportation for Pinellas County.

Ms. Bujalski said that the Hillsborough Area Regional Transit Authority (HART) applied for a Transportation Investment Generating Economic Recovery (TIGER) grant for the regional fare card system on behalf of PSTA so there would not be two requests from Pinellas County. The MPO had their own TIGER request for completion of the trail. Ms. Bujalski said that PSTA asked the MPO to support both requests, but at the meeting, she reported that the MPO chose not to support the HART project. She said they were not against it, but they felt that it was too conflicting for them to support two projects and would take away from their own project. Ms. Long requested that the Board be allowed to see the ferry presentation because she believes that could be a good option for Pinellas County.

MPO’s Local Coordinating Board (LCB) – Ms. Johnson reported that the MPO’s LCB had an informative meeting on May 19th. She said that presentations related to Medicaid transportation services in Pinellas County were made by the Agency for Healthcare Administration (AHCA) and their new Pinellas County Non-Emergency Transportation (NET) contractor called Medical Transportation Management (MTM). Ms. Johnson indicated that the new grant from the Florida Commission for the Transportation Disadvantaged (FCTD) takes effect on July 1st with the amount available in Pinellas County unchanged from the current year. She noted that this is unfortunate for PSTA as demand for TD keeps rising. She reported that the LCB’s TD Changes Subcommittee will meet on May 28th at PSTA to prepare for a special full LCB meeting in the summer to focus solely on TD changes.

CONSENT AGENDA

Mr. Bevis made a motion, seconded by Ms. Gerard to approve the Consent Agenda. Regarding item 5D, Mr. Welch asked if PSTA has any outstanding bonded debt and Debbie Leous, Chief Financial Officer, responded that PSTA has no debt. Mr. Welch asked who the advisor is for investment strategies and Ms. Leous replied that is handled internally, and added that any debt would have to be approved by the Board. Ms. Long said by next year, she would like PSTA to have a three month operating reserve. Mr. Barkley stated that the Finance Committee had extensively discussed the financial policies and the two month operating reserve and recommended approval.

There were no public comments. The Board unanimously approved the Consent Agenda, which included the approval of the April 22, 2015 Board meeting minutes, the settlement with Marcia and Robin Oder, the bus tire lease, and the financial policies annual update.

ACTION ITEMS

Path Forward Plan Approval – Chairperson Jonson explained that at the May 22nd workshop, the Board had the opportunity to ask questions and make suggestions on the Plan Forward. There was no response to Chairperson Jonson’s request for public comment on the Plan Forward. The Board discussed each section and made suggestions.

Mr. Eggers suggested changing the Mission Statement to “PSTA provides safe, affordable, attractive public transit to our community supporting land use decisions and economic vitality to enhance our quality of life.” He also suggested adding “strategic cost control” to the third bullet under Visionary Service Design. Mr. Welch said he believes the Mission Statement still needs some work and Mr. Miller responded that the Executive Committee will review the Mission Statement. Mr. Eggers made a motion, seconded by Ms. Bujalski to add “strategic cost control” to the Visionary box. There were no public comments. Motion passed unanimously.

In the Sustainable Capital Program section, Mr. Scott made a motion, seconded by Mr. Welch to change the last bullet to read “Advocate for strong federal, state, and local capital funding.” There were no public comments. Motion passed unanimously.

There were no comments on the Customer Oriented Service Redesign section.

On the Incremental Expansion section, Mr. Welch made a motion, seconded by Mr. Newton to change the second bullet to read “Support pilot projects that fit within the

community and PSTA plans.” There were no public comments. Motion passed unanimously.

In the second bullet under the section Provide Effective, Financially Viable Public Transportation that Supports Our Community, Ms. Gerard made a motion, seconded by Mr. Welch to revise the bullet to read “Appropriately maximize revenue sources already available to PSTA.” There were no public comments. Motion passed unanimously. Ms. Gerard suggested taking out the words “not just one solution” in the first bullet point. Chairperson Jonson asked for and received Board consensus for that change. Mr. Scott suggested changing the first bullet to read “Examine all possible financing options including strategic cost control measures.” Ms. Bujalski made a motion, seconded by Ms. Long to approve all the changes in the section. There were no public comments. Motion passed unanimously.

There were no changes to the Develop a Strong Governance Model for Effective Pinellas Transportation Leadership section. Ms. Bujalski made a motion, seconded by Mr. Welch to approve the section. There were no public comments. Motion passed unanimously.

In the Focus on Customer-Oriented Public Transit Services section, Mr. Welch made a suggestion to change the first bullet to read “Continuous improvement of PSTA bus services for our community.” The Board agreed. Mr. Eggers made a motion, seconded by Mr. Welch to change the second bullet to read “Engage the broader community with ongoing communication and outreach.” There were no public comments. Motion passed unanimously. Mr. Welch suggested the third bullet read “Build an inspired workforce that is empowered and accountable for ever improving customer service.” Mr. Bevis made a motion, seconded by Ms. Bujalski to approve the section with the suggested modifications. There were no public comments. Motion passed unanimously.

Ms. Rice said she would like to see “security” and “accessibility” added to the document; perhaps in the Mission Statement. Mr. Welch suggested using the word “update” instead of “change” in the first bullet of the Visionary box. Mr. Bevis made a motion, seconded by Mr. Welch to make the suggested change. There were no public comments. Motion passed unanimously.

Ms. Bujalski made a motion, seconded by Ms. Long to approve the wording in all the boxes. In response to Chairperson Jonson’s call for public comment, Mr. Rask (speaking for Mr. Grasso also), made some suggestions on the Mission Statement. He also indicated that he sent the Board an email about the draft Path Forward and changes that were made.

Mr. Bevis noted that under the Incremental Expansion section there was a bullet “Leverage partnership with MPO/Others” on page 60, but not on the page 59 version. Ms. Gerard made a motion, seconded by Ms. Bujalski to amend the first motion to include the bullet under Incremental Expansion. There were no public comments. Motion passed unanimously. There were no public comments on the original motion to accept the Path Forward as amended. Motion passed unanimously.

FY2016-2020 Capital Improvement Program (CIP) – Ms. Leous explained the two parts of the CIP program, 1) the Federal Program of Projects for FY2016, and 2) the five-year CIP. She explained that greater emphasis was placed on the bus replacement plan and in reviewing the CIP, eliminated or reduced the lower priorities and shifted \$7.5 million to bus replacement. Ms. Leous said staff is recommending \$4 million of reserves be set aside for matching funds for federal and State Bus Rapid Transit (BRT) grants and other funding opportunities. She also spoke of some bus replacement strategies and a sustainable strategy. Ms. Leous reported that staff, using the sustainable strategies, has been able to set aside funds to purchase 65 buses over the next five years. She stated by 2021, PSTA will have to find funding sources or partners, but the planning has to start now, such as with the STP funds through the MPO. Ms. Long requested that a discussion be added to the agenda for the next Executive Committee meeting about strategic elements and how to ensure that PSTA is moving forward with the MPO to broaden their scope beyond roads.

In response to Chairperson Jonson’s call for public comment, Mr. Rask said that he questions compiling a five-year plan when PSTA does not know its needs. Ms. Long responded that transportation is a huge issue across the country that needs to be planned responsibly, and the five-year plan is also a state and federal requirement. Alan Zimmet, General Counsel, stated that the Board is not approving the expenditure of funds beyond the first year of the CIP; the Board is approving the CIP for years two through five, but not the expenditure of funds. Ms. Bujalski made a motion, seconded by Ms. Long to approve the FY2016-2020 CIP budget. There were no public comments. Motion passed unanimously.

Mr. Zimmet read Resolution #15-05 by title and Ms. Long made a motion, seconded by Mr. Bevis to approve. There were no public comments. Motion passed unanimously. Mr. Zimmet read Resolution #15-06 by title and Ms. Long made a motion, seconded by Mr. Bevis to approve. There were no public comments. Motion passed unanimously.

Bus Advertising Contract/Policy – Chairperson Jonson said staff requested item 6A be pulled for additional legal review. Mr. Miller added that, in a separate issue, one of the non-winning vendors had filed a bid protest.

Mr. Miller stated that PSTA would like to move ahead with approval of items 6B - repeal of Resolution #99-01, and 6C - approve the revised Bus Advertising Policy with two changes: 1) allow governmental advertising on the buses, and 2) allow alcohol advertising on the buses. Ms. Long asked Mr. Zimmet to advise the Board on the governmental advertising, and Ms. Bujalski stated that she would like all three items pulled.

In response to Chairperson Jonson's call for public comment, Vivian Peters, Largo resident, stated that she is against the alcohol advertising. Mr. Rask commented about the bid protest and he questioned allowing alcohol advertising. Ms. Laurie Gage, representing Direct Media (one of the bidders for the advertising contract), urged the Board to review the financials when it comes to the bid selection.

After much discussion, Ms. Bujalski made a motion, seconded by Mr. Newton to postpone items B and C. There were no public comments. Motion to postpone passed (11:4) with Mr. Barkley, Mr. Deighton, Mr. Holmes, and Chairperson Jonson dissenting.

REPORTS/CORRESPONDENCE

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

[Mr. Eggers left the meeting at 11:54 AM and did not return.]

FUTURE MEETING SUBJECTS

The Board received a schedule of future meeting subjects. Mr. Miller indicated that the next Executive Committee meeting would be on June 1st, and the first meeting with the Hillsborough Area Regional Transit Authority (HART) Executive Committee is scheduled for June 8th. Mr. Miller said that the Board will receive the FY2016 draft budget at their June 24th meeting.

[Ms. Bujalski left the meeting at 11:56 AM and did not return.]

OTHER BUSINESS

No other business.

BOARD MEMBER COMMENTS

Mr. Bevis asked for clarification on the bus advertising policy and was told that this item had been postponed until the next Board meeting.

Ms. Johnson said she is very passionate about PSTA and transit, adding that she is an advocate for the people who utilize the TD program.

Mr. Deighton spoke about successful transportation systems and the convenience to the people. He believes that the Path Forward has pushed PSTA in that direction.

Mr. Diamond commented that he enjoyed refining the Path Forward and is very pleased with the outcome.

Mr. Scott talked about the TD program and said that PSTA has done a lot, but some changes need to be made.

Ms. Rice thanked the Chair, her colleagues, and staff for the productive workshop and said she is proud of the Path Forward strategic document and is very excited on how PSTA is moving forward.

Mr. Newton said he believes the Board is very diverse and the Path Forward is proof of that. He also recognized 29 Bus Operators and four Customer Service Representatives (CSR) for passenger commendations and thanked them for their service.

Ms. Long stated that she is proud and honored to serve on the Board with all her colleagues, and she is grateful for their opinions and candor and for all the hard work at Friday's workshop. She believes the Board is moving forward to adopting a very solid foundation from which to make decisions.

Chairperson Jonson thanked everyone for participating in the workshop on Friday. He indicated that he viewed the Golden Circle on YouTube and encouraged everyone to watch it. He said he is pleased with the Path Forward product and thanked the staff for their help.

ADJOURNMENT

There being no further business, Chairperson Jonson adjourned the meeting at 12:05 PM. The next meeting is scheduled for June 24th at 9:00 AM.

Chairperson