



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**FINANCE & PERFORMANCE MANAGEMENT
COMMITTEE MEETING
MINUTES – JANUARY 15, 2016**

The Finance & Performance Management Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 9:00 AM on this date. The purpose of the meeting was to approve the November 18, 2015 meeting minutes, recommend approval of the hybrid battery parts and equipment agreement, the Short Message Service (SMS) texting service agreement, and the Strategic Communication Plan. The following members were present:

Joe Barkley, Committee Chair
Brian Scott, Committee Vice-Chair
Mark Deighton
Dave Eggers
Bill Jonson

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Barkley opened the meeting at 9:00 AM.

PUBLIC COMMENT

Doug Ebbers, Executive Vice President, Pepper Contracting Services, provided background information on the concrete project and spoke of the fuel remediation costs that Pepper has incurred. Mr. Miller updated the Committee on the situation adding that Mr. Ebbers has agreed to a mediation process.

ACTION ITEMS

Strategic Communication Plan - Cyndi Raskin-Schmitt, Director of Communications, provided a presentation on PSTA's Strategic Communication Plan. She explained that this comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating PSTA's messaging with the public, and describe new and ongoing initiatives and activities.

Mr. Jonson stated his opinion that the Strategic Communication Plan was not aligned with the Path Forward; that the plan is more about PSTA's message to the community instead of seeking input from the community about their needs. Mr. Deighton spoke about the 100 signatures from the Route 58 riders who use the bus to get to work. He expressed his belief that it is very important to state in the plan that PSTA helps people get to work. Mr. Deighton added how important market research is and making sure we reach the right target.

[Mr. Jonson left the meeting at 9:33 AM and did not return.]

Bob Clifford, Jolley Trolley, asked that their company be better informed about the U-Pass program. Rosemary Windsor, Jolley Trolley, commented that she would like PSTA and the Jolley Trolley to work more closely together on special events.

[Mr. Scott entered the meeting at 9:35 AM.]

Mr. Deighton made a motion, seconded by Mr. Eggers to forward the Strategic Communication Plan to the Board for consideration. There were no public comments. The motion passed unanimously.

Approval of Minutes – Mr. Deighton made a motion, seconded by Mr. Scott to approve the minutes of the November 18, 2015 meeting. There were no public comments. The motion passed unanimously.

Hybrid Battery Parts & Equipment – Mr. Lukasik stated that staff is asking for a recommendation to the Board to approve a one-year agreement with two one-year options to purchase hybrid batteries, parts, and equipment from Florida Detroit Diesel-Allison. He said that an Invitation For Bid (IFB) was issued with two companies responding; Florida Detroit Diesel-Allison, which is the sole distributor in Florida, and ICT Power, LLC, which purchases the parts from Florida Detroit Diesel-Allison. Mr. Lukasik noted that purchases would be conducted on an as-needed basis within the operating budget.

Mr. Scott reiterated his concerns with the diesel/hybrid fleet and the high cost of parts. Mr. Scott made a motion to recommend approval. Mr. Deighton had questions about the costs which Mr. Lukasik answered. Mr. Eggers stated that it is important for the Board to be educated on the incremental costs and benefits for each bus type that PSTA is considering for future purchases. Mr. Eggers seconded the motion. There were no public comments. Motion passed unanimously.

SMS Texting Service – Debbie Woodward, Director of Information Technology (IT), indicated that staff is asking for the Committee to recommend Board approval of a one-year service agreement with the option for two one-year renewals with TextMarks, Inc., for a total three-year agreement not to exceed \$150,000. Ms. Woodward answered a few questions from the Committee and Mr. Scott made a motion, seconded by Mr. Deighton to recommend approval of the agreement with TextMarks, Inc. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Central Avenue Bus Rapid Transit (BRT) Action Plan – Heather Sobush, Planning Manager, delivered an action plan for the Central Avenue BRT including entry into project development, public outreach and engagement, and project development phase requirements. She noted that staff is also preparing for a meeting with the Florida Transit Administration (FTA) in early February to review the documentation required to formally ask permission to enter into the project development phase. Mr. Eggers suggested looking at other BRT projects and reaching out to the Center for Urban Transportation Research (CUTR) Group for their input. In response to Mr. Scott's question about when the system would be complete, Ms. Borchers answered October 2020. Ms. Sobush replied to Mr. Deighton's questions about the BRT route.

Bus & Bus Stop Cleanliness – Mr. Lukasik provided a presentation on bus and bus stop cleanliness and ongoing efforts. Mr. Lukasik and Ms. Borchers responded to Committee Chair Barkley's question about the stand-alone benches and shelter placement.

REPORTS

Monthly Financial Statement – The financial statements were included in the packet. Ms. Leous gave a brief summary of the reports for the months ending October 31st and November 30th.

Ridership/Performance – This report was included in the packet. Mr. Eggers had a question regarding passenger fares, which Mr. Miller answered.

PSTA Contracts – The contracts list was included in the packet.

Fuel Report – Ms. Leous indicated that this is the first time the fuel report has been included in the packet and summarized the report.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects. Mr. Eggers suggested adding an item regarding PSTA's discussions with the municipalities and the County to acquire pull-off areas for the buses.

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 10:30 AM. The next meeting will be held on February 17th at 9:00 AM.