



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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FINANCE & PERFORMANCE MANAGEMENT  
COMMITTEE MEETING  
MINUTES – APRIL 20, 2016

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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 March 16, 2016 meeting minutes, recommend approval of the safety & security training services contract, the remanufactured alternators contract, and the marketing and advertising services contract. The following members were present:

Joe Barkley, Committee Chair  
Brian Scott, Committee Vice-Chair  
Mark Deighton  
Dave Eggers  
Bill Jonson  
Lisa Wheeler-Brown, Alternate

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**

There were no public comments.

**ACTION ITEMS**

Approval of Minutes – Mr. Eggers made a motion, seconded by Mr. Jonson to approve the amended minutes of the March 16, 2016 meeting. The motion passed unanimously.

Safety & Security Training Services – Mike Gloss, Superintendent of Safety, Security & Training, said staff is asking the Committee to recommend approval of a three-year contract with two additional one-year renewals with K & J Safety and Security Consultants, Inc. and Elert & Associates Technology Consultants, Inc. for a total cost not to exceed \$435,000 over the maximum five-year period. Mr. Gloss indicated that in 2015, PSTA received a Transit Security Grant Program (TSGP) grant in the amount of \$435,000 for security training and drill exercises. He noted that in addition, the Agency will utilize safety, security, and training consultants on an as-needed basis for future projects when additional grant funding is received.

Mr. Gloss stated that in January 2016, a Request for Proposal (RFP) was released with two suppliers responding – K & J Safety and Security Consultants, Inc. and Elert & Associates Technology Consultants, Inc. After review by the Selection Committee, it was determined that both suppliers were qualified; however, each offered unique services that would benefit PSTA. Mr. Gloss noted that work will be assigned to the consultants on a task order basis with specific work tasks, deliverables, and a defined budget.

After questions were raised about the specifics of the training and consulting, the cost, and how many events per year, Mr. Scott made a motion, seconded by Mr. Deighton to approve the contract. There were no public comments. The motion passed (5:1) with Mr. Eggers dissenting, stating that he would like more details and specifics to justify how the grant money will be spent.

Remanufactured Alternators – Henry Lukasik, Director of Maintenance, stated that this was a joint procurement with the Hillsborough Area Regional Transit Authority (HART) who issued the solicitation. He said that as a result of the solicitation, seven suppliers responded to the Invitation to Bid (IFB). Mr. Lukasik indicated that PSTA and HART Procurement staff evaluated the submittals and selected Electric Sales & Services, Inc. as the most responsive, responsible, and lowest cost supplier.

Mr. Lukasik said staff is asking the Committee to recommend approval of a one-year contract with a one-year renewal with Electric Sales & Services, Inc. for a cost not to exceed \$171,204 over the maximum two-year period. He noted that this amount is funded by the Maintenance Department's operating budget and represents an anticipated savings over the previous contract of \$12,200 for the two-year contract period. Mr. Scott asked about the quality of Electric Sales & Service and Mr. Lukasik responded that HART is pleased with them. Committee Chair Barkley questioned which components would be remanufactured, which Mr. Lukasik answered. Mr. Jonson made a motion, seconded by Mr. Scott to recommend approval of the contract. There were no public comments. Motion passed unanimously.

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

Mr. Jonson reiterated his concern that the Strategic Communication Plan is selling PSTA instead of selling the services provided by PSTA. Ms. Raskin-Schmitt responded that one of the first tasks will be a market research and brand audit project which is 99.9% public engagement. Mr. Deighton expressed his concern about the research findings and what PSTA will do with those findings. Ms. Raskin-Schmitt said FKQ will put together a strong plan to move ahead on the findings. Mr. Scott asked how success is measured and what the year-one anticipated spending will be. Ms. Raskin-Schmitt said FKQ will be working on a task order basis, but the pricing for the market research and brand audit project is about \$150,000. Mr. Miller added that PSTA has \$300,000 for marketing in the current budget.

Mr. Scott would like to receive more clarification on how PSTA is going to measure success. Mr. Eggers stated that he would like periodic updates even on smaller projects. Committee Chair Barkley said perhaps these surveys and marketing tools can be used to demonstrate to the public how the environment and congestion can be improved through public transportation. Mr. Deighton made a motion, seconded by Ms. Wheeler-Brown to recommend approval of the Marketing and Advertising contract. There were no public comments. The motion passed unanimously.

## **REPORTS**

Monthly Financial Statement – The financial statements were included in the packet. Debbie Leous, Chief Financial Officer, provided a brief summary of the reports for the month ending February 29, 2016.

Ridership/Performance – A draft of the ridership/performance reports were included in the packet. The Committee had questions relating to the passenger fare revenue and ridership decline. Mr. Miller spoke about the current trend in the industry regarding ridership. Mr. Eggers requested a breakout of the U-Pass usage numbers/ridership.

PSTA Contracts – The quarterly report was included in the packet. Mr. Miller informed the Committee that the procurement has been issued for the Demand Response (DART) paratransit services, which is PSTA's biggest value contract.

### **FUTURE MEETING SUBJECTS**

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

### **OTHER BUSINESS**

No other business was discussed.

**[Mr. Eggers left the meeting at 10:05 AM and did not return.]**

### **PRESENTATION** (along with the Planning Committee)

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

Mr. Scott said he would like to see the fuel economy for each type of bus PSTA currently has as well as the average fuel economy for the proposed replacement buses. Mr. Barkley added that he would like the ecological numbers associated with emissions for each bus. The Committee also discussed community sustainability, new technologies, and the social aspect of sustainability.

### **ADJOURNMENT**

The meeting was adjourned at 10:38 AM. The next meeting will be held on May 18th at 9:00 AM.