



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**FINANCE & PERFORMANCE MANAGEMENT
MEETING MINUTES – NOVEMBER 16, 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 October 19, 2016 meeting minutes, and recommend approval of the revised Direct Connect agreements, the Clearwater Intermodal Facility task work order, and the annual Real Time bus information software and support agreement. The following members were present:

Joe Barkley, Committee Chair
Mark Deighton
Dave Eggers
Bill Jonson

Absent

Brian Scott, Committee Vice-Chair
Lisa Wheeler-Bowman, Alternate

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Barkley opened the meeting at 9:02 AM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes – Mr. Jonson made a motion, seconded by Mr. Deighton to approve the minutes of the October 19, 2016 meeting. The motion passed unanimously.

[Mr. Eggers entered the meeting at 9:03 AM.]

Revised Direct Connect Agreements – Chris Cochran, Senior Planner, outlined the Direct Connect program and the change to the agreements. He explained that the original agreements listed seven connecting points, but one has been added in Largo, bringing the total to eight. The Committee had questions relating to the connecting points and destinations to which Mr. Cochran explained. He noted that this change will help eliminate "hopscoching" between the connecting points.

Mr. Miller indicated that the total contract value is \$100,000 for all vendors to draw from. He noted that if the goal of 50 rides per day is met, the total cost would be \$40,000, leaving some cushion in the event ridership is higher. He said it is PSTA's hope to draw new riders to using transit with this innovative program.

In response to a question regarding marketing, Cyndi Raskin-Schmitt, Director of Communications & Marketing, provided information about how this program will be marketed and the steps staff and the five providers will take to get the word out. Mr. Jonson made a motion, seconded by Mr. Deighton to recommend approval of the revised Direct Connect agreements. There were no public comments. Motion passed unanimously.

Clearwater Intermodal Facility Task Work Order – Cassandra Borchers, Chief Development Officer, gave a presentation on the Clearwater Intermodal Center. She said that staff is requesting approval of a task work order in the amount of \$550,000. Mr. Eggers asked if this will help with connectivity to places such as the beaches and Tampa International Airport (TIA), and Ms. Borchers replied yes. Mr. Deighton asked about the proposed site of the new Intermodal Center, and Ms. Borchers indicated that the City of Clearwater purchased this lot with the intent to use it for transit. Mr. Jonson relayed the discussions that took place with the City of Clearwater Councilmembers about this parcel of land.

Mr. Deighton asked if PSTA has something in writing that outlines what the Authority is getting and where the center will be built. Mr. Miller spoke about the Project Development and Environment (PD&E) Study that will be conducted which will show more details such as exact location and other elements like parking. He said that once the design phase is complete, there will be an agreement before any construction begins. Mr. Eggers stated his belief that there needs to be something in writing since this involves taxpayer dollars.

Mr. Deighton made a motion, seconded by Mr. Eggers to recommend approval of the task work order, pending resolutions by PSTA and the City of Clearwater formally expressing intent to use the preferred site as a transit center and to engage in a real estate transaction. There were no public comments. Motion passed unanimously.

Annual Real Time Bus Information Software and Support – Debbie Woodward, Director of Information Technology (IT), outlined the three-year agreement with Clever Devices. Mr. Eggers asked what PSTA is spending now and Ms. Woodward responded that this went up slightly from \$255,000 last year to \$265,000 this year. She noted that this is funded by IT's operating budget. Additionally, Ms. Woodward pointed out that approving this contract will lock in the price for the duration of the contract. Mr. Jonson made a motion, seconded by Mr. Deighton to recommend approval of a three-year agreement with Clever Devices. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Genfare Odyssey Farebox Rebuild – Henry Lukasik, Director of Maintenance, demonstrated how the farebox equipment works and what is involved in a farebox rebuild. In response to questions about the funding, Debbie Leous, Chief Financial Officer, stated that the money is already in PSTA's capital budget. Mr. Lukasik noted that this rebuild is 100% funded by the Federal Transit Administration (FTA).

Committee Chair Barkley asked if this rebuild will accommodate potential new technologies in the future and Mr. Lukasik said that in addition to the fareboxes continuing to accept dollars and coins, the new Smart Card system that PSTA will be implementing will be compatible with this equipment as well. Mr. Eggers asked about maintenance on the equipment, and Mr. Lukasik responded that PSTA Maintenance staff has been trained to repair and maintain the equipment, which will result in a significant cost savings for PSTA.

REPORTS

Monthly Financial Statement - The financial statements were included in the packet. Ms. Leous gave a brief summary of the reports for the month ending September 30, 2016.

Ridership/Performance – The reports were handed out at the meeting. Mr. Eggers asked if ridership is still trending downward. Mr. Miller replied that for the month of October, ridership was down 12%.

Quarterly Reports - The Committee received the quarterly reports in their agenda packet. Ms. Leous briefly outlined the quarterly reports on capital projects, fuel, investments, and reserves. Michael Hansen, Director of Finance, reported that PSTA has \$46 million invested, mostly with Bank United. He added that the Authority closed the Florida Prime account effective September 1st.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

Committee Chair Barkley asked about trolley service from Gulf Boulevard to Belleair Bluffs. Mr. Miller responded that staff is compiling cost estimates regarding extending the trolley. Mr. Eggers asked when the extended and weekend service improvements will officially begin and Mr. Miller responded February 1, 2017.

[A break was taken from 10:26 AM to 10:36 AM.]

PRESENTATION (along with Planning)

Public Transit in the Future: Integrated Mobility – Ms. Borchers gave a presentation that she presented at the American Public Transportation Association (APTA) Leadership class relating to innovative and technological strategies for transit.

Mr. Miller delivered a presentation on the various technologies and transit options currently being used by PSTA as well as a look into the future.

ADJOURNMENT

The meeting was adjourned at 11:24 AM. The next meeting will be held on January 15th at 9:00 AM.