



# **FY 2017 Millage Rate/Proposed Service Improvements**

**PSTA TRAC and Planning Committees  
July 19 & 20, 2016**

Pinellas Suncoast Transit Authority  
St. Petersburg, Florida

## Outline

- FY2016 Projections – Path Forward Objectives Accomplished.
- FY2017 Initiatives based on Path Forward/Benchmarking
- Ad Valorem Tax Rate Use – Increase Service













## FY 2016 Forecast Summary

No.	Line Item	FY 2016 Projected Over / Under
1	Revenues (Under)	(\$1,760,582)
2	Expenses (Under)	\$2,528,503
3	Total FY 2016 Projected Surplus	\$767,921
4	Surplus Transferred to Reserves	\$767,921
5	Budgeted Transfer to Reserves	\$2,628,446
6	<b>Total Transfer to Reserves</b>	<b>\$3,396,367</b>

**FY 2016 Will Be PSTA's 5<sup>th</sup> Straight Year of Substantial Savings**

# Path Forward Initiatives

- PSTA must be both the most environmentally sustainable as well as financially sustainable.

May 2015 Path Forward Strategic Plan Goals	Success
Customer Satisfaction Surveys	 ✓
Strategic Marketing Plan	 ✓
Expand Bus Cleaning Staff	 ✓
Staff Training & Development	 ✓
Board Governance Training	 ✓
Develop Succession Plan	 ✓
Hire a Federal Affairs Team	 ✓
Continue Principals of Community Bus Plan	 ✓
Redirect Resources from Low Performing Routes to High Performing Routes	 ✓
Identify Cost Savings to Reduce Expenditures below FY2015 Budget Levels	 ✓

## Path Forward Focus Area: Outreach

- New Employees:
  - Planning: Community Outreach
  - Marketing: Media Coordinator



Reduced Funding for Schedule Printing Allows for:

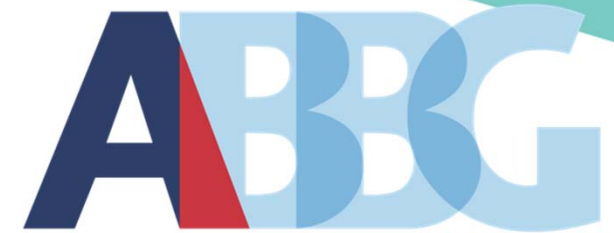
- Improved website
- Marketing Campaigns for Specific Routes
- More targeted branding/community outreach

## FY2017 – Draft Budget

Initiatives Based on Benchmarking Data:

### PSTA Strengths

- Cost Efficiency
- Cost Effectiveness
- Labor Productivity
- Fare Revenue Per Mile



### PSTA Focus Areas

- Employee Training
- Capital Investment
- Service Frequency

**FY2017 Recommended Budget Addresses Focus Areas & Capitalizes on Strengths**

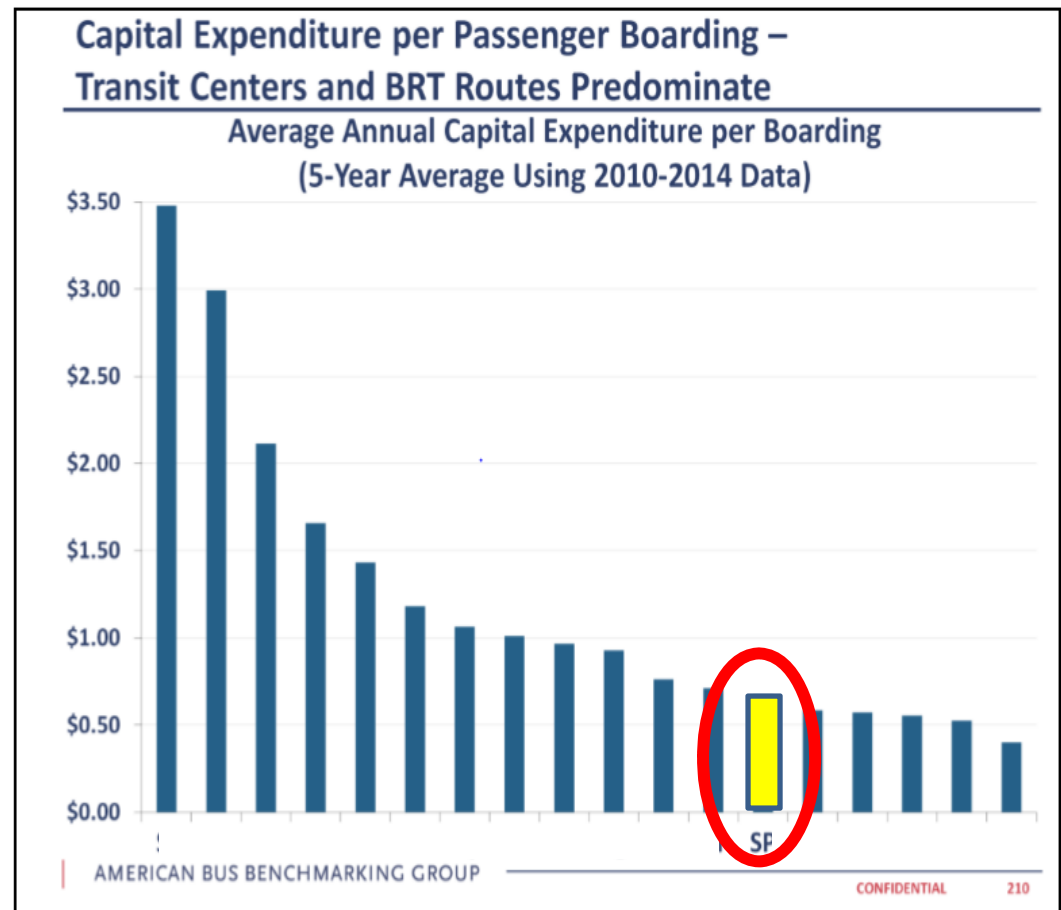
## Focus Area: Employee Training

- \$200,000 dedicated to Employee Training representing an increase of 26% over last fiscal year
- New Exciting Programs:
  - PSTA University
  - Leadership PSTA
- Ranked 17<sup>th</sup> (of 19) in Benchmarking Group for Training Hours Per Employee
- Significant Investment in Maintenance Training Past 2 Years



## Focus Area: Capital Investment

- New Investment: 10% Increase in Bus & Facility Maintenance Investment
  - Better Transfer Center Upkeep
  - Older Buses/15-Year Cycle/Hybrid Batteries

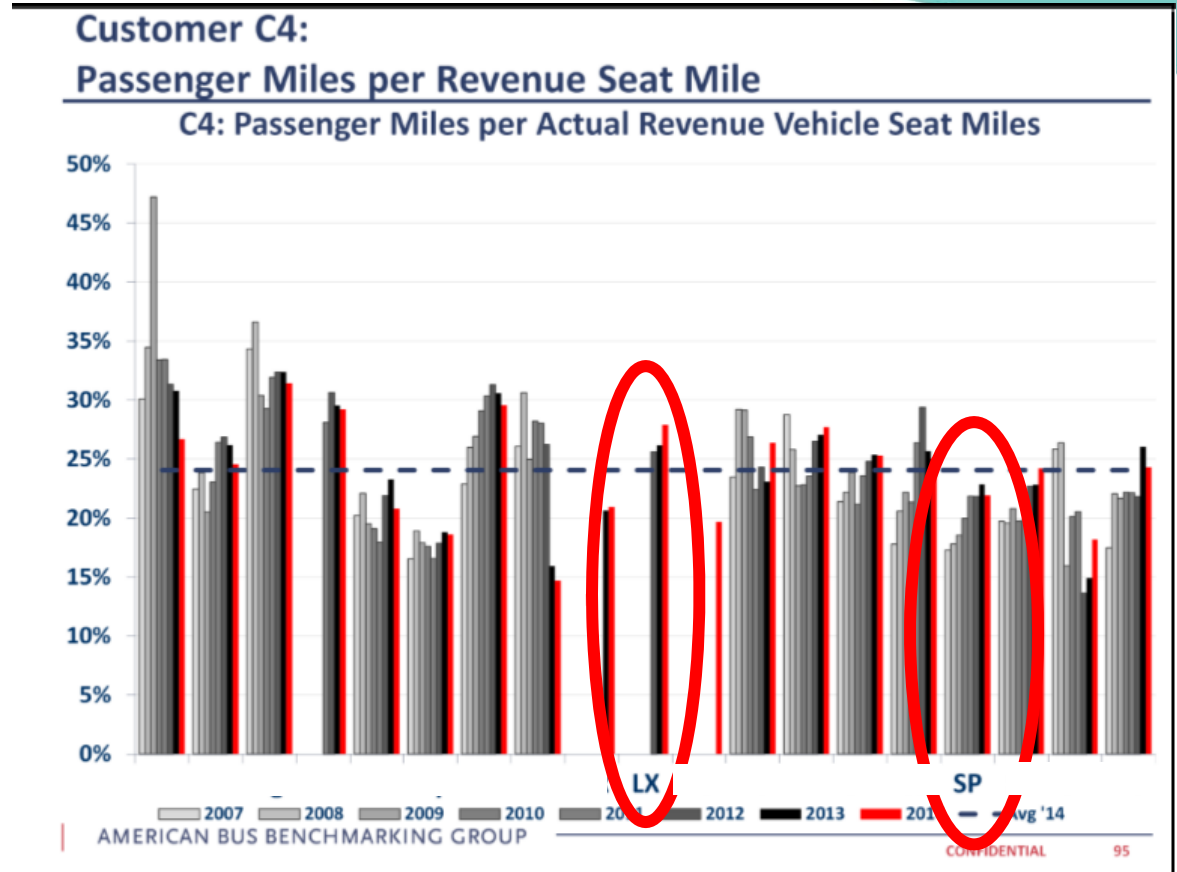


- HART investing \$10M in FY2017 Budget in Non-Vehicle Capital due to Outside STP & County funding.



# Focus Area: Service Frequency

- Community Bus Plan: Frequency & Span drives Ridership.
- Ranked 13<sup>th</sup> (of 19) in Percent of Seats Filled
- Ad Valorem Rate Adjustment for Increased Service.



## FY 16 Forecast to FY 17 Budget Key Variances

- Property Valuation Increases \$2.9 Million or \$1.4M more than Adopted Budget had forecast.
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Use:

- ***Balances FY2017 Budget Despite \$2.1 Million Farebox Drop.***
- Supplies (Bus Parts) Increased \$500K, and \$750K More than Forecast.
- Diesel Fuel Up: \$500K
- North Pinellas Service Expansion: \$250K
- Salaries & Benefits Up \$2.9M As Forecast
- Other Expense Increases \$800K

# FY 2017 Budget Summary

Source:	FY 2016 Adopted Budget	FY 2016 Forecast	FY 2017 Proposed Budget	Variance to Forecast
Revenues	\$67,875,291	\$66,114,709	\$69,478,902	\$3,364,193
Expenses	\$65,246,845	\$62,718,342	\$69,400,407	\$6,682,065
Surplus/ (Deficit)	\$2,628,446	\$3,396,367	\$78,495	(\$3,317,872)

**FY2017 Budget Without Ad Valorem  
Adjustment Balanced. Adjustment can provide  
Increased Service.**

## Summary

- FY2017 Budget Looks Strong
- Targeted Cost Reduction & Investment based on:
  - Path Forward Strategic Plan
  - Focus Areas Identified from Benchmarking.
- Ad Valorem Adjustment to maximum millage would provide \$1.1 million that can be used for Increased Service to Customers.



# Proposed Service Improvements

# Incremental Expansion

- Budget from increased ad valorem (~\$1.1M)
- Extend weekday hours on heavily used routes (core & frequent local)
- Improve service consistency
  - Improve weekend frequencies
  - Match weekend service spans
- February 2017 Start

## PATH FORWARD

**Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.**

### Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



### Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



### Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



### Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



### Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



### Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



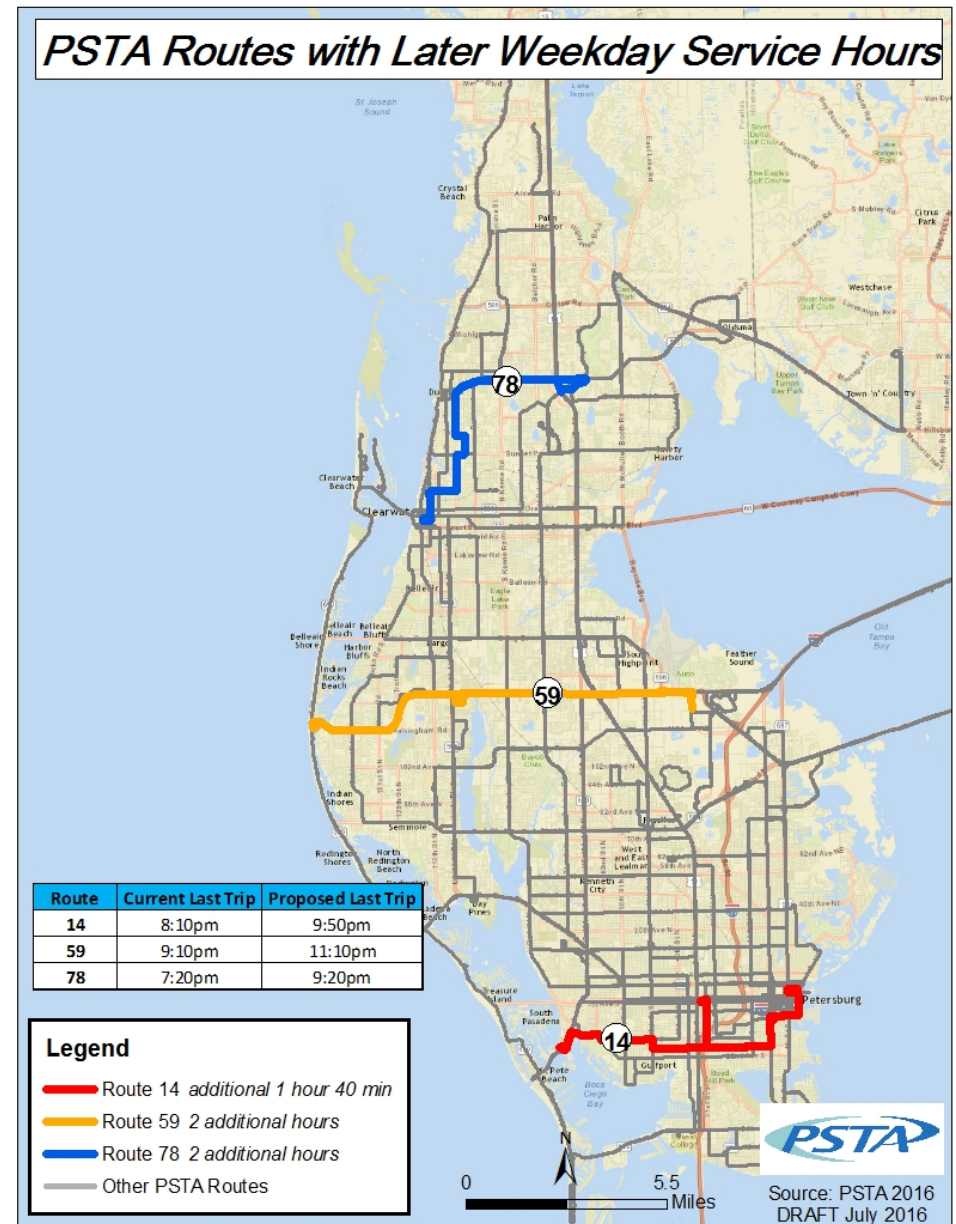
### Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



# Weekday Service Span Extensions

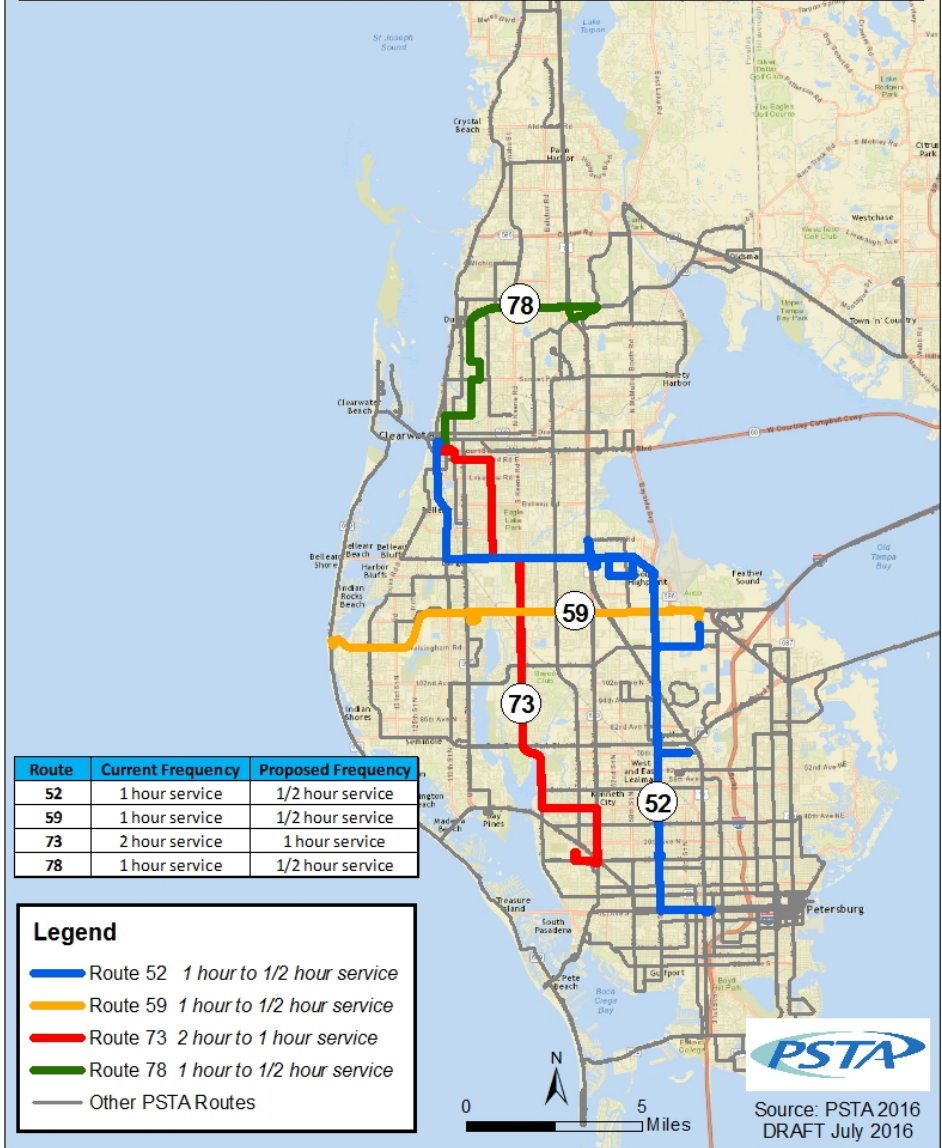
- **Route 78 (Blue)**  
2 hours later
- **Route 59 (Dark Yellow)**  
2 hours later
- **Route 14 (Red)**  
Almost 2 hours later



# Saturday Frequency Improvements

- **Route 78 (Green)**  
Improve to 30 minute service
- **Route 59 (Dark Yellow)**  
Improve to 30 minute service
- **Route 73 (Red)**  
Improve to hourly service
- **Route 52 (Blue)**  
Improve to 30 minute service

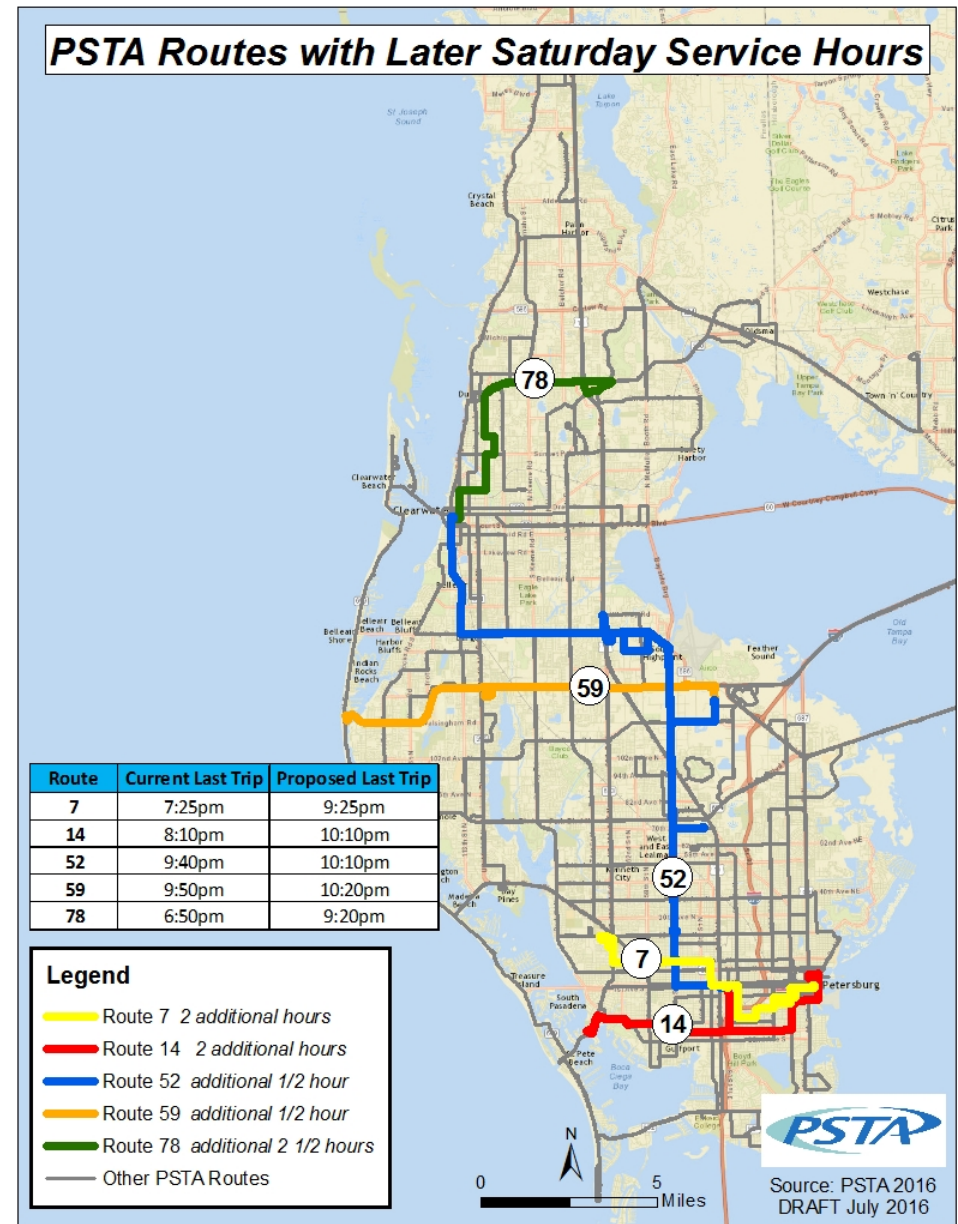
**PSTA Routes with Increased Saturday Frequency**





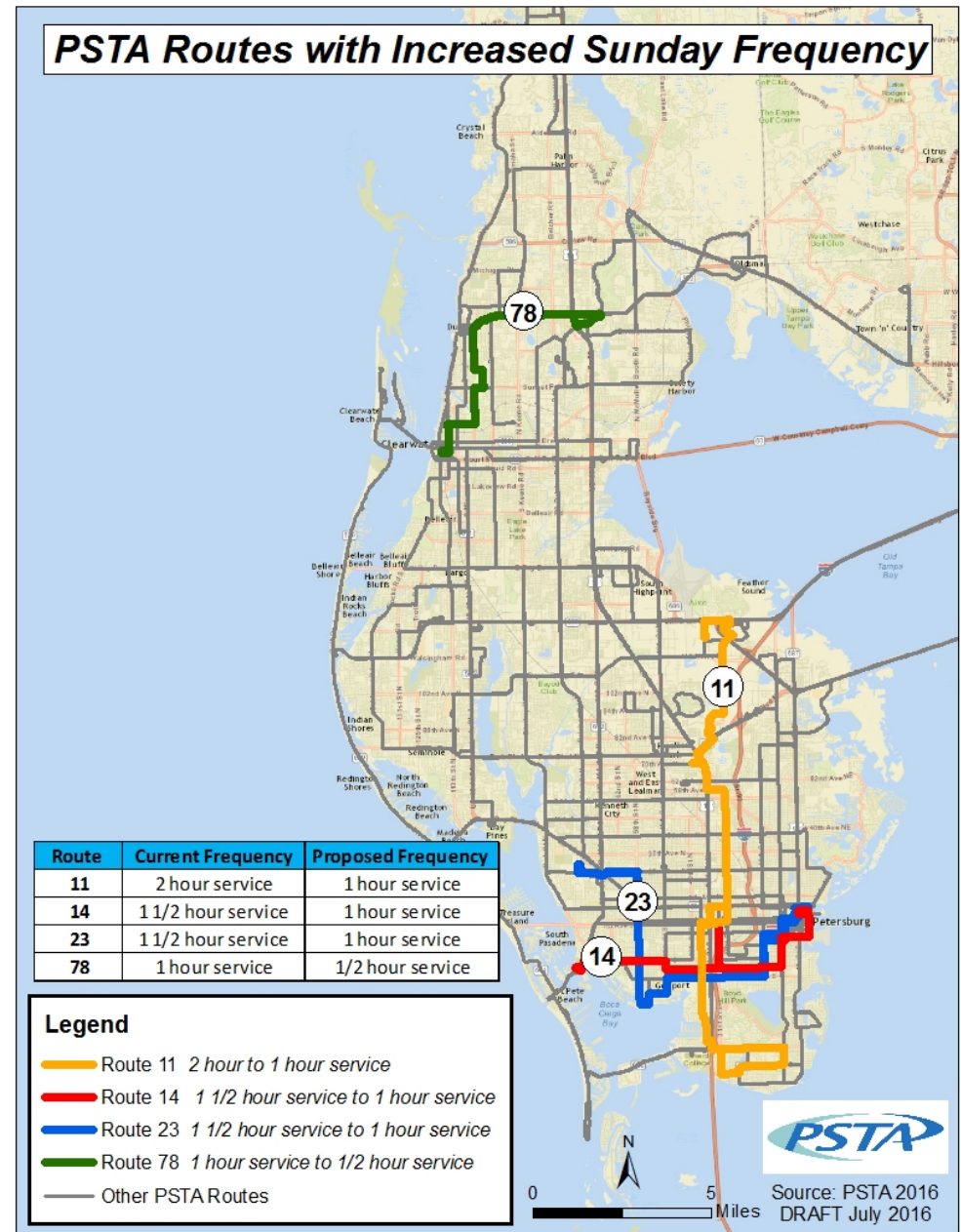
## Saturday Service Span Extensions

- **Route 78 (Green)**  
Extend 2 ½ hours
- **Route 59 (Dark Yellow)**  
Extend ½ hour
- **Route 7 (Bright Yellow)**  
Extend 2 hours
- **Route 14 (Red)**  
Extend 2 hours
- **Route 52 (Blue)**  
Extend ½ hour



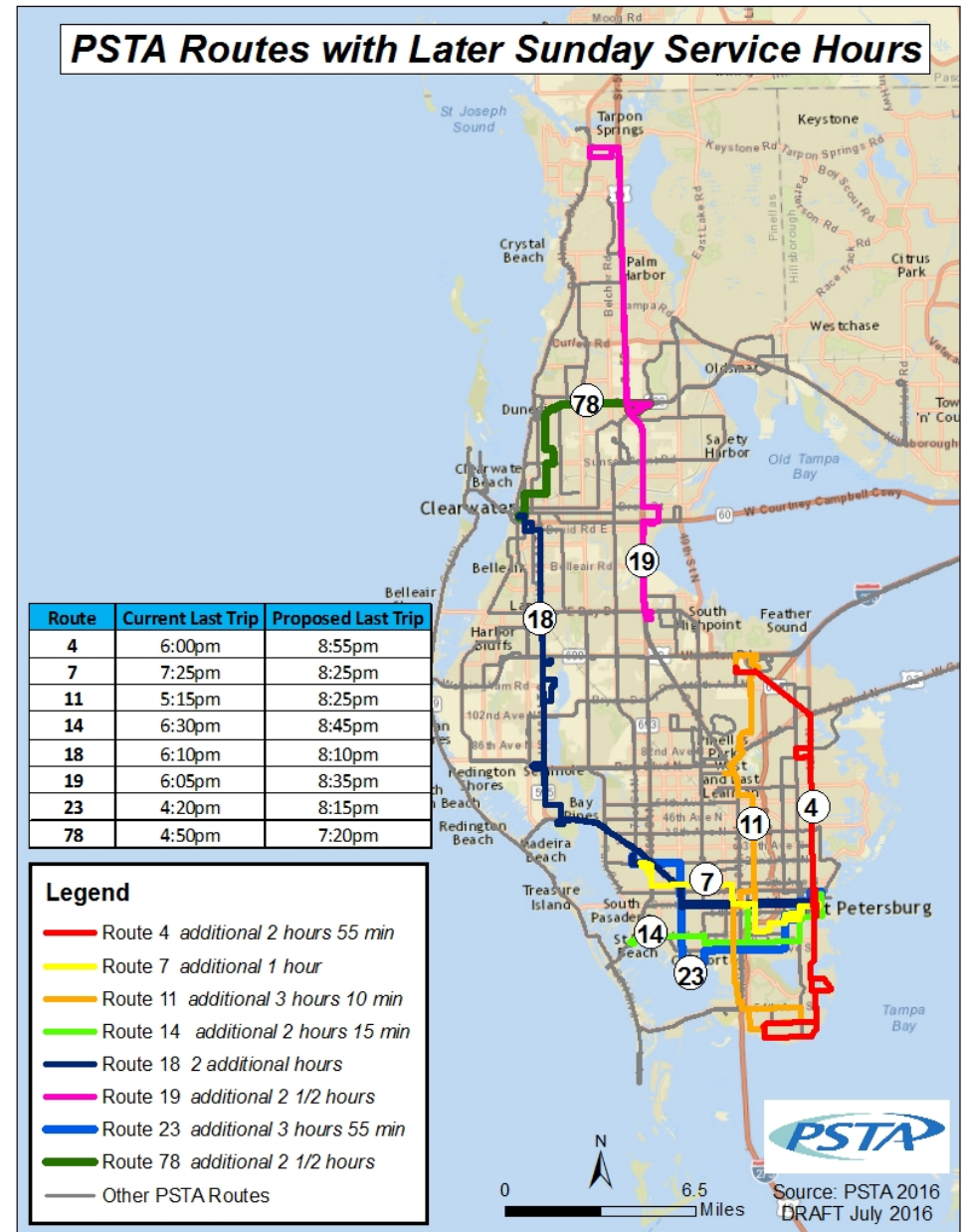
# Sunday Frequency Improvements

- **Route 78 (Green)**  
Improve to 1/2 hour service
- **Route 11 (Dark Yellow)**  
Improve to hourly service
- **Route 14 (Red)**  
Improve to hourly service
- **Route 23 (Blue)**  
Improve to hourly service



# Sunday Service Span Extensions

- **Route 78 (Green)**  
Extend 2 ½ hours
- **Route 19 (Pink)**  
Extend 2 ½ hours
- **Route 18 (Navy)**  
Extend 2 hours
- **Route 11 (Dark Yellow)**  
Extend 3+ hours
- **Route 4 (Red)**  
Extend almost 3 hours
- **Route 7 (Bright Yellow)**  
Extend 1 hour
- **Route 14 (Lime)**  
Extend 2+ hours
- **Route 23 (Blue)**  
Extend almost 4 hours



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# Proposed FY17 Improvement Overview

		Weekday		Saturday		Sunday	
Route	Description	Current	Proposed	Current	Proposed	Current	Proposed
<b>North County</b>							
<b>78</b>	<b>Dunedin</b> Main Street.580 from Park Street Terminal to Westfield Countryside	Last trip: 7:20p	Last trip: 9:20p	Last trip: 6:50p 1 hr service	Last trip: 9:20p ½ hr service	Last trip: 4:50p 1 hr service	Last trip: 7:20p ½ hr service
<b>19</b>	<b>Pinellas County</b> US 19 from Pinellas Point to Tarpon Springs	No Change		No Change		Last trip: 6:05p	Last trip: 8:35p
<b>Mid County</b>							
<b>52</b>	<b>Pinellas Park/Largo</b> St Petersburg to Park Street Terminal	No Change		Last trip: 9:40p 1 hr service	Last trip: 10:10p ½ hr service	No Change	
<b>59</b>	<b>Largo</b> St Petersburg to Indian Rocks Beach	Last trip: 9:10p	Last trip: 11:10p	Last trip: 9:50p 1 hr service	Last trip: 10:20p ½ hr service	No Change	
<b>73</b>	<b>Seminole/Largo/Clearwater</b> Starkey/Keene from Tyrone Square Mall to Park Street Terminal	No Change		Last trip: 8:00p 2 hr service	Last trip: 7:00p 1 hr service	No Change	
<b>11</b>	<b>Lealman/Pinellas Park</b> Pinellas Point to PSTA Facility	No Change		No Change		Last trip: 5:15p 2 hr service	Last trip: 8:25p 1 hr service
<b>18</b>	<b>Seminole/Largo/Clearwater</b> Seminole Blvd from Bay Pines to Park Street Terminal	No Change		No Change		Last trip: 6:10p	Last trip: 8:10p
<b>4</b>	<b>St. Petersburg</b> 4th Street from St. Petersburg to Gateway	No Change		No Change		Last trip: 6:00pm	Last trip: 8:55pm
<b>South County</b>							
<b>7</b>	<b>South St. Pete.</b> St Petersburg to Tyrone Square Mall	No Change		Last trip: 7:25p	Last trip: 9:25p	Last trip: 7:25p	Last trip: 8:25p
<b>14</b>	<b>St. Petersburg/S. Pasadena</b> St Petersburg to Palms of Pasadena Hospital	Last trip: 8:10p	Last trip: 9:50p	Last trip: 8:10p	Last trip: 10:10p	Last trip: 6:30p 1½ hr service	Last trip: 8:45p 1 hr service
<b>23</b>	<b>South St. Pete/Gulfport</b> St Petersburg to Tyrone Square Mall	No Change		No Change		Last trip: 4:20p 1½ hr service	Last trip: 8:15p 1 hr service