



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING
AGENDA – MAY 19, 2015; 4:00 PM
PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:00	
3.	ACTION ITEMS		4:10	
	A. April 14, 2015 Meeting Minutes	5 min	VICE-CHAIR LEISHMAN	2
	B. Bus Advertising Contract/Policy	5 min	CYNDI RASKIN-SCHMITT	10
	C. Capital Improvement Program	15 min	DEBBIE LEOUS	31
4.	INFORMATION ITEMS		4:35	
	A. Comparable Codes of Conduct	15 min	JEFF THOMPSON	51
	B. Path Forward Plan/FY16 Budget	10 min	DEBBIE LEOUS	52
5.	FUTURE MEETING SUBJECTS		5:00	
	• ABBG Customer Service Survey			
	• Driver Training Presentation			
	• Customer Service Training			
	• Future Service Changes			
6.	OTHER BUSINESS		5:05	
7.	ADJOURNMENT		5:10	

THE NEXT MEETING IS JUNE 16, 2015 AT 4:00 PM



ACTION ITEM

3A: April 14, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



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- Staff recommends approval of the minutes of the April 14, 2015 TRAC Committee meeting.
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Attachments:

1. Minutes



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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 MINUTES – APRIL 14, 2015**

The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 4:00 PM on this date. The following members were present:

Present:

Catherine Baranowski, Alternate South County
 Lugene Blancher, Mid County
 Elaine Mann, North County, Chair
 Lee Ann McIlravey, Mid County
 Vivian Peters, Mid County
 Jaksa Petrovic, Professional
 Kimberly Rankine, DART
 G. W. Rolle, South County
 Lori Thomas, South County
 Carson Zimmer, Alternate Professional

Absent

Dennis Davis, Alternate North County
 Maranda Douglas, Alternate Mid County
 Sonny Flynn, Beaches
 Stephanie Lieshman, South County, Vice-Chair
 Christian Smith, Alternate Student
 Demetrius Sullivan, Student
 David Winchell, North County

Also Present:

PSTA Staff Members
 Bill Jonson, Chair, PSTA Board of Directors

CALL TO ORDER

The meeting was called to order at 4:06 PM by Committee Chair, Elaine Mann. Ms. Mann welcomed visiting Board Chairperson, Bill Jonson, to the meeting and introduced him to

the Committee. Mr. Jonson told the Committee how he came to be involved with PSTA and thanked the Committee for their efforts on the TRAC.

PUBLIC COMMENT

No public comment.

APPROVAL OF MINUTES

Mr. Rolle made a motion, seconded by Ms. McIlravey to approve the minutes of the March 17, 2015 meeting. The motion passed unanimously.

Advertising Policy – Cyndi Raskin-Schmitt, Director of Communications discussed PSTA’s revenue-generating bus advertising program and proposed expansion plans for the advertising program.

In the past, PSTA outsourced its bus advertising, but in the year 2000, PSTA began marketing ad space in-house and began restricting the content of ads to strictly commercial messages (selling of a product or service). Ad size restrictions were initiated in 2004 at the time of PSTA’s new branding began so that the new logo on the buses would not be covered up.

In 2014, PSTA began some new programs to increase revenue including hiring a part-time sales person who has generated much new business. Below is shown a history of revenue in the last few years.

- FY 2010 \$191,359
- FY 2011 \$305,286
- FY 2012 \$388,040
- FY 2013 \$351,806
- FY 2014 \$221,021
- FY 2015 \$309,000 contracted

PSTA proposes to outsource advertising in the future to further increase revenue. Outsourcing provides the opportunity to increase revenue while reducing overhead costs. The contracted vendor guarantees a minimum amount of revenue each year plus a percentage of any overage. The vendor also handles all the tasks including procuring vinyl, selling space, coordinating installation schedules with PSTA maintenance staff, and provides monthly reports. The contracted vendor will honor PSTA’s advertising policies and allow PSTA to maintain authority over ad content.

PSTA currently provides ads in the following sizes:

- Full Back
- Half Side
- Full Side
- King Kong
- Full Wrap

Additional small ad sizes such as King, Queen and Tail, will attract national sale advertisers. National companies (such as Coca Cola) buy a certain size ad that PSTA does not currently offer. Therefore, PSTA is losing potential revenue. The smaller ads will also target local businesses that prefer the lower cost.

PSTA's current content policy specifies the following:

- All ads must be commercial in nature, proposing the sale of a product or service
- Ads prohibit the following:
 - Alcohol or tobacco products
 - Depictions of violence, obscene or vulgar language
 - Promotion of a commercial transaction that is prohibited by federal, state or local law or regulation
 - Presents a clear and present danger of causing riot, disorder or other immediate threat to public safety, peace, or order
 - Political advertisements

PSTA is considering opening the policy slightly to accept service messages from other government agencies which could potentially increase ad revenue by \$200,000 per year and accepting alcohol ads could potentially increase ad revenue by \$50,000 per year.

A Request for Proposal (RFP) has been offered to advertising companies and is due at the end of April. PSTA expects to ask the Board of Directors for approval of a selected vendor in the May 27, 2015 meeting. Also in May, staff will ask the Board to refine the content policy.

The Committee asked various questions regarding current advertising policies, the bid process and advertising statistics. The TRAC requested that ad content should keep in mind "Florida Beautiful" that resonates with both tourists and locals. Mr. Miller told the Committee that PSTA would bring additional information to the TRAC after the RFP deadline.

Rider Code of Conduct - Jeff Thompson, Director of Transportation discussed the guiding principles posted on PSTA buses for the purpose of ensuring a safe and comfortable ride to customers. The current Courtesy Guidelines were drafted by the former Transit Advisory Committee (TAC) and Bus Operators and has been used for several years. The guidelines consist of the following:

- Fold strollers and carts before boarding
- Pay correct fare
- Use headphones when listening to music, at a volume that will not disrupt the safe operation of this vehicle
- Do not use rude, abusive, or vulgar language that disrupts the safe operation of this vehicle
- Refrain from eating, smoking, or drinking

Mr. Thompson told the TRAC that PSTA wishes to update the guidelines and asked the Committee for suggestions and comments. Mr. Miller added that perhaps the Committee might want to suggest more stringent rules, rather than guidelines, with bus driver enforcement. Some suggestions included the following:

- Please exit the bus using the rear doors
- Refrain from loud cell phone conversations
- Have correct fare ready prior to boarding the bus
- Remove personal belongings from seat so others can be seated

Mr. Thompson invited the Committee to e-mail additional comments or suggestions to him prior to the next meeting where he will present some guidelines from other transit authorities around the country. The Committee was in favor of exploring more stringent guidelines that would be enforceable by the driver. They also recommended more enhanced notification to riders that bus activity was under audio and video surveillance, stating that the likelihood of misconduct would decrease if riders were aware of this. In addition, they believe the riders would perceive the bus as a safer mode of public transportation. Some members of the Committee believe there are no problems with current guidelines.

Fare Revenue – Mr. Miller, Chief Executive Officer, Debbie Leous, Chief Financial Officer, and Ross Silvers, Mobility Manager, worked together to present a Fare Revenue Policy. Mr. Miller led the presentation by continuing the discussion of PSTA's new "Path Forward" concept and told the Committee that staff will be looking at ways to generate the appropriate amount of revenue from fares.

In the past, PSTA focused on maximizing the amount customers paid (fare box recovery) which sometimes negatively affected ridership. PSTA's new direction is toward a customer-oriented transit. This includes having a fare that is best for the customer such as U-Pass and other innovative programs. Fares remain a key source of revenue and provide \$14 million annually, but strategies must be developed to increase fares, allowing adequate revenue for the future.

Ms. Leous began by reviewing PSTA's current reserves stating that operating reserves are currently at two months, insurance reserves are fully covered, and general reserves are up as well. A good portion of these revenues come from the PSTA property tax, with some revenue coming from the state and the local beach trolley. To account for total fare revenue declines in the past few years, despite increasing ridership, PSTA staff is looking at increasing fare revenue to generate an additional \$1.2 million.

Mr. Silvers continued the presentation with a brief discussion about revenue generated from the U-Pass Program indicating that nearly 50,000 U-Pass trips occur each month, many trips being to destinations other than school and work. Thirty-nine percent of the U-Pass riders are new riders.

The Transportation Disadvantaged (TD) Program has also seen increased ridership. A year ago, 2,500 riders were receiving discounted bus passes. Today, that figure is 5,500 and still growing. Bus passes for TD trips are \$8.25 per month as compared to \$65.00 for a regular bus pass. The TD program also offers a 10-day pass for \$5.00. The increase in trips may result in some additional grant monies, supplementing the loss of revenue through discounted tickets, but not entirely. Those riders using the TD program must meet three criteria:

- Must live in Pinellas County
- Have no other means of transportation for life-sustaining purposes
- Have a household income below 150% of poverty level

PSTA works with agencies that serve the homeless and other agencies that provide assistance to those who need it. In the past, applicants needed to fill out a 2-page report documenting all medical and work related trips which then had to be verified by PSTA. This procedure was very labor-intensive and was recently changed to a more simplified process, allowing riders to qualify much faster. TD bus passes were also supplied to agencies that went through a certified training process with PSTA. These agencies work with PSTA to get riders who are in crisis get qualified within one hour. Non-profit agencies also receive a 10% discount on regular bus passes for those who do not qualify for the TD program.

It is important that PSTA find ways to increase revenue to compensate for the difference between the full retail value of TD passes and the amount received for those passes from both the customer and the grant combined. The Local Coordinating Board (LCB) has formed a subcommittee which includes two of PSTA's Board members. Public hearings will be planned for September 2015, after which time changes to the program will be voted upon.

PSTA Service Redesign Updates - Heather Sobush, Planning Manger, mentioned the presentation made by PSTA Senior Planner, Chris Cochran, last month on Performance Monitoring Methodology and the method used to evaluate route performance. The method made use of two screens, the first looking at ridership data, cost and fare revenue. The second screen consisted of a qualitative assessment based on the findings of screen #1. At that time, the TRAC had asked for additional information on the qualitative assessment, which Ms. Sobush presented at this meeting.

The process includes taking the results of Screen #1 using input from various data sources, focusing on improving higher performing routes through streamlining, increasing frequencies and hours of service, and providing more direct service. It also focused on modifying lower performing routes by redesigning through realignment, elimination of unproductive segments and reallocation of resources, combining with other routes.

The next step of the plan would be a more intense study, reviewing the following data:

- Number of low income, zero car households and seniors
- Number of people and jobs within walking distance
- Current ridership and number of boardings at stops
- Major trip generators and attractors served
- Other funding and partnership opportunities
- Travel demand
- Community goal served including economic development, community revitalization and tourism.

After some options are defined, PSTA will survey riders and speak to them about such topics as identifying potential alternatives for affected riders, and costs vs. benefits of change.

The timeline for reviewing routes has already begun. From January through May, staff will identify lower performing routes, review bus plan recommendations and current data and conduct targeted analysis of lower performing routes by surveying riders and identifying alternatives for riders of changed routes, engaging in community outreach,

and analyzing costs and benefits. In June and July, results will be presented from the targeted analysis, and options will be discussed.

FUTURE MEETING SUBJECTS

- Driver Training Presentation/Driver Experience
- Customer Service Training

OTHER BUSINESS

There was no other business.

ADJOURNMENT

The meeting was adjourned at 5:40 PM.

The next meeting of the TRAC will take place on May 19, 2015 at 4:00 PM.

ACTION ITEM



3B: Bus Advertising Contract/Policy

Action:

- A. Recommend Approval of Transit Advertising Services Agreement with Advertising Vehicles, Inc.**
- B. Recommend Repeal of Existing Resolution #99-01 – PSTA’s Bus Advertising Policy**
- C. Recommend Approval of the Revised Bus Advertising Policy**

Staff Resource: Cyndi Raskin-Schmitt, Dir. of Comm.
Sangita Land, Chief Compliance Officer
LouEmma Cromity, Dir. of Procurement



A. TRANSIT ADVERTISING CONTRACT

Background:

- PSTA used an outside firm to handle its bus advertising sales until around 2000 when bus advertising was brought in-house to be run by Marketing staff. In June 2014, a part-time sales representative was hired in the effort to boost sales. While this has been a success, outsourcing the program to a firm that specializes in this type of advertising business has the potential to significantly increase the revenues generated.
- The Procurement Division, in concert with the Marketing Department, developed and released a Request for Proposal (RFP) for Transit Advertising Services. The RFP was sent to over 15 suppliers directly and was posted on PSTA’s Procurement website. Eight suppliers participated in the Pre-Proposal Meeting with three suppliers submitting formal responses:

Firm Name	Home Office
Advertising Vehicles, Inc.	Cincinnati, OH
Direct Media, USA	Hingham, MA
Signal Outdoor Advertising, LLC	Roswell, GA

- A Selection Committee comprised of PSTA staff members evaluated each of the proposals and then following in-person presentations, Advertising Vehicles was selected as the highest ranked supplier.
- Advertising Vehicles will provide this service under contractual terms of three years with the option to extend for two one-year periods.

Potential Advertising Revenue to PSTA

In addition to demonstrating a sound sales plan, another critical evaluation measure in selecting an outsourced advertising firm is their revenue sharing proposal. In the bus advertising business, contracts are typically established to pay the transit authority a “minimum guaranteed” lump sum amount and then a percentage of the net revenues on sales exceeding the minimum guarantee.

- Following negotiations, Advertising Vehicles has agreed to a minimum guarantee for the first year of \$325,000, which significantly exceeds PSTA’s advertising revenue last year.
- Advertising Vehicles will pay this first year guarantee, quarterly with the payments to PSTA due at the beginning of each quarter. Additional revenue due to PSTA above the guarantee will be settled at the end of the year.
- PSTA will also receive 58% of revenues for sales exceeding the minimum guarantee.

Fiscal Impact:

- A minimum annual revenue of \$325,000 will be included in PSTA’s operating budget June 1st of each contractual year.

Recommendation:

- Approve the three-year Transit Advertising Services contract with Advertising Vehicles with the option to extend two one-year periods.

B. REPEAL OF EXISTING PSTA ADVERTISING POLICY RESOLUTION #99-01

Background:

- PSTA’s bus advertising program is currently governed by Board Resolution #99-01. The new Resolution #15-04 repeals Resolution #99-01 and replaces it with the new Bus Advertising Policy.
- The Bus Advertising Policy would be maintained by the PSTA Marketing Department, but any future changes would be subject to Board review and approval.

Recommendation:

- Approve Resolution #15-04 to Repeal Resolution #99-01.

C. REVISED BUS ADVERTISING POLICY

Background:

- A Board resolution from 1999 restricts bus advertising to strictly commercial messages and prohibits several categories of advertising content including governmental entity advertisement and alcoholic beverage advertisement.
- Expanding the permissible advertising content has the strong potential to increase advertising revenue.
- The proposed revisions to PSTA's Bus Advertising Policy allow advertising by governmental entities with messages that further their functions, objectives and/or public responsibilities. The revision also eliminates the prohibition against alcoholic beverages advertisement.

Fiscal Impact:

- Has the potential for increased advertising revenue.

Recommendation:

- Approve the revised PSTA Bus Advertising Policy.
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Attachments:

1. Scope of Work
2. Resolutions #99-01 and #15-04
3. Bus Advertising Policy



Transit Advertising Scope of Work

1.1 BACKGROUND

PSTA is part of a regional solution to transportation, and is working across the region with transit partners and planning agencies. Currently, PSTA operates bus and paratransit systems within Pinellas County. To help provide regional mobility, PSTA plans to implement operational efficiencies and envisions new services, infrastructure upgrades, transit partnerships, and other new transit solutions in concert with the community interests. PSTA will also continue an active dialogue with the public for all projects and system changes. PSTA is seeking a Supplier to manage its Transit Advertising Program.

1. Purpose

(a) PSTA's Transit Advertising Program contains Traditional Transit Advertising space opportunities that will be limited to on-vehicle advertising for exterior space. Traditional Transit Advertising may include, but not be limited to, on-vehicle Traditional Units and Signature Units (Traditional King; Traditional Queen, Super Tail, Super King, among others).

(b) The Supplier shall have rights to sell PSTA approved advertising space upon the exterior of the fixed-route fleet subject to the terms and conditions set forth in this contract.

(c) This program may include such graphic formats as full bus wraps (excluding bus fronts), ½ side Murals (vehicle wrapped only below the windows using approved production materials), and back/tail. Other related traditional and non-traditional advertising opportunities will be considered on a case by case basis, and are subject to PSTA's approval prior to installation. All advertising must be in accordance with ADA (American Disability Act) requirements.

(d) The Supplier shall develop PSTA as an advertising franchise that returns an increasing amount of revenue based upon the value that advertisers receive. The Supplier shall achieve this in part through aggressive sale of the space, program made available to the Supplier, and by selling that space at market rates that significantly add to the revenue returned to both the Supplier and PSTA.

2. Advertising Guidelines

(a) All advertising shall conform to the Advertising Policy as set forth in PSTA's Board Policy Manual, presented as Attachment A to this RFP and any updates that may occur to the Policy from time to time. All advertisements shall be presented to PSTA for its review. PSTA shall have the sole discretion of whether an advertisement (not limited to graphics, words, phrases and/or names) will be posted or displayed.

(b) Any advertisements that are inadvertently posted without pre-approval and are later determined not to be in compliance with PSTA's standards shall be removed by the Supplier at the direction of and at no cost to PSTA and within seventy-two (72) hours of the date/time of PSTA's written notice to the Supplier.



3. Business Plan

- (a) Within 60 days of Notice to Proceed, the Supplier shall submit a Business Plan for PSTA's review and approval. The Business Plan shall be, at the least, similar and of the quality provided in the Supplier's Technical Proposal. The Business Plan shall address the handling of all or any combination of the advertising. The plan shall detail proposed medium, as well as, specific plans and expectations for the Tampa Bay market. The primary goal of the plan shall be to sell the space available for sale as possible at the highest possible rates.
- (b) Throughout the implementation of the plan, the Supplier shall preserve PSTA brand image. The Supplier shall take every reasonable measure to maintain a high graphic standard for all materials that will be displayed on PSTA's fleet. These standards shall be reasonable and customary in the industry. All materials must be pre-approved by PSTA prior to use. In addition, any damage to the paint or underlying vinyl (e.g. logos) shall be repaired/replaced at Supplier's cost.

4. Sales Plan

- (a) Within 60 days of Notice to Proceed, the Supplier shall submit a detailed Sales Plan for PSTA's review and approval. The Sales Plan shall be, at the least, similar and of the quality provided in the Supplier's Technical Proposal. The Sales Plan must describe the business/sales strategies of its organization. The Sales Plan shall be focused to maximize revenues from the Supplier's advertising franchises through achievement of a reasonable mix of national, regional and local sales that is customary and usual for the industry. International based sales may also be considered. The plan shall include sales strategies that the Supplier will employ to sell advertising with the goal of achieving the maximum utilization of all space available for sale.
- (b) The Sales Plan shall respond to the different demographic, psychographic, and socioeconomic profiles of markets within PSTA's service area and the Tampa Bay Geographic Market footprint, and the special opportunities that these markets present. The Sales Plan shall detail efforts the Supplier will make to win national, regional and local advertising buys.
- (c) The Sales Plan shall discuss the potential for opportunities such as cross promotions or merchandising with advertisers. The Sales Plan shall include information regarding how national sales will be handled. In particular, the Sales Plan shall provide information on who will bear primary responsibility for national sales. The Sales Plan shall identify staff responsible for national, regional, and local sales and the offices where these individuals will be located.
- (d) At no time will PSTA allow for its advertising space to be subdivided or resold by any parties other than the Supplier and its designated sales agents without the express written consent of PSTA.
- (e) Throughout the duration of this contract, the Supplier shall recognize the importance PSTA places on national, regional and local sales activities for building a more robust PSTA advertising franchise. The Supplier must address the unique features of the Tampa Bay market and take actions to insure that sales will be maximized throughout PSTA's service area. The Supplier shall utilize creative sales strategies, but not at the expense of revenue. The Supplier's Sales Plan shall demonstrate that it employs the best strategies to maximize revenues.



- (f) The Sales Plan shall explain the types of marketing/sales materials that will be developed to support the sales activity and any advertising or other forms of marketing, current internal research, primary, secondary or third party research, trade publications, and other vehicles employed to maximize revenue that will be used to influence media buyers, or other persons of decision-making capacity, to consider PSTA advertising franchises. The Supplier's Sales Plan shall also include sales staff inside sales quotas, outside sales quotas, cold call solicitation quotas, revenue quotas, on both an individual and collective sales basis, as well as rationalization as to the quotas imposed and timing of review of said goals (i.e., weekly, monthly, quarterly).
- (g) The Sales Plan shall list all current proprietary, primary, secondary, or related third party research it currently subscribes and how it will be used to procure PSTA advertising business. Any primary, secondary, or third party research, or otherwise that is to be obtained by the Supplier should be listed separately.
- (h) The Supplier shall disclose the cost of any current or procurement of any additional research it deems necessary only if it is being included in any PSTA advertising rate plans.

5. Vehicle Staging

PSTA cannot guarantee vehicles will be available for promotional staging. PSTA will not remove vehicles from scheduled service or in any way diminish quality of service to provide vehicles for staging. The Supplier shall give notice to PSTA's designated representative at least 72 hours in advance of the staging event. The Supplier shall supply the exact location and duration of the promotional event with the contact name(s) of person(s) and organizations that vehicle will support. PSTA will consider Advertiser promotional opportunities only on a case by case basis.

6. Annual Audits

(a) PSTA may execute periodic, unscheduled and unannounced physical and financial audits of all the advertising elements included in this contract. Audits will be reconciled with the Supplier's sales for the same period of time. Audits may serve as an assessment of the Supplier's performance in compliance with the terms and conditions of the contract.

(b) The physical audit may include visible audits of all, or samples, of the advertising posted on PSTA's fixed route fleet, or other PSTA advertising vehicles and any advertising mediums, or advertising vehicles and programs implemented and approved by PSTA.

(c) Financial audits will constitute a detailed review of the Supplier's sales and will collect records for the purpose of determining that sales were executed at the established rate card rates, discounts offered (if any), premiums (if any) and that the number of advertising spaces allocated to the advertiser were the amount sold and that the amounts collected were in accordance with the rates approved by PSTA. PSTA's financial audit may include gross sales, net revenue earned or full disclosure of any rates from which PSTA receives revenue.

(d) In order to assist PSTA in its efforts to perform both physical as well as financial reviews, the Supplier shall provide a listing of all advertising elements sold (and unsold) and posted each month on or before the 15th day of each month. This report shall be sent to a PSTA designated representative by the 28th day of each month that the Supplier's contract shall remain in effect.



(e) The results of both reviews shall be compared with the Supplier billings and any deficiencies or irregularities shall be corrected in the Supplier billing statements within ten (10) working days of notification by PSTA. Any net underpayment to PSTA disclosed by audit shall be due and payable upon demand by PSTA.

7. Contract and Billing Reports

The Supplier shall provide monthly reports detailing all contracts and billing collection activity, as well as monthly (and total) net revenue earned by PSTA by advertising vehicle, and medium, during that monthly reporting period, as well as the number of months contracted and number of months left on the contract. This will include a report breakdown by different PSTA fixed route bus sizes, and by proposed and implemented established rate card categories and future opportunities. The report shall include a copy of all fully executed space advertising sales contracts. The contracts should detail the amount of advertising purchases including the size and duration of the buy. Report data relating to sales and billings shall be provided, in an electronic form. Electronic copies shall be presented in a storable spreadsheet file format.

8. Over Posting and Removal of Dated Materials

(a) The Supplier shall maintain a clean and well-kept environment for PSTA's customers, the public and PSTA's employees. Since empty advertising spaces may diminish the appearance of vehicles, the practice of over posting is allowable.

(b) Over-posted advertising must remain in "like-new" condition. The Supplier shall report monthly on the rate of over posting in conjunction with its monthly reporting on available and used inventory.

(c) The Supplier must remove all dated materials within three (3) days of the end of a contract.

(d) All removed materials shall be removed by the Supplier from PSTA's premises and disposed of properly.

9. Reserved (5%) and Unsold Space

(a) Each contract year, five percent (5%) of all exterior advertising space shall be reserved for PSTA's own messages or co-promotional messages, at the sole discretion of PSTA, and is not pre-emptible by the Supplier. PSTA may review the reserved amount of reserved space at any time of the contract and increase/decrease said amount depending upon marketplace conditions. Every attempt will be made to maximize revenue for PSTA and the Supplier.

(b) Every reasonable effort shall be made by PSTA and the Supplier to apportion the use of this space so as to not interfere with the Supplier's potential sale of the space. PSTA shall coordinate with the Supplier for the intended use of the space no later than thirty (30) days prior to the intended use of the space. PSTA will coordinate to ensure that the use of any unsold space does not limit the Supplier's ability to sell future advertising. For this purpose the Supplier will provide copies of the Monthly Contract and Billing Reports to PSTA.

(c) PSTA shall maintain the right to place its own promotional materials in unsold spaces, in addition to the 5% of all space that is reserved for the use of PSTA. PSTA also reserves the right to enter into cooperative promotions that will utilize unsold spaces to promote the use of PSTA services.



(d) PSTA self-promotion materials may be provided to the Supplier to fill unsold space. PSTA may produce these materials and provide them to the Supplier that shall post these materials at no cost to PSTA.

(e) PSTA may also permit the use of unsold space for the purpose of promoting the advertising franchise of PSTA. PSTA will not grant the Supplier any other use of unsold space without compensation to PSTA without the express written permission of PSTA's Director of Communications.

(f) The Supplier will provide an available monthly space report to PSTA's designated representative to ensure PSTA's reserved 5% space is maximized.

(g) However, as stated above PSTA would prefer that no advertising space be left empty for long durations of time. PSTA may provide the Supplier with self-promotion materials that shall be used to fill unsold space.

10. Barter Agreements

PSTA will not allow barter agreements for goods or services. PSTA will consider barter agreements for media time, space, new and emerging technologies, or other appropriate marketing or marketing related vehicle(s), on an individual basis, which can be used exclusively for the benefit of PSTA. Barter rates will either be market rates or rate card rates, whichever is higher at the time of contracting for service.

11. Cooperative Promotions and Retained Rights

(a) PSTA may enter into cooperative promotions with advertisers that would benefit both existing and potential users of PSTA's services.

(b) PSTA reserves the right to develop cooperative promotions on its own and to enter into direct trade and other compensatory relationships with advertisers in support of those cooperative promotions.

(c) PSTA reserves the right to use unsold space to publicize these promotions without compensation to the Supplier. PSTA may provide the Supplier with co-promotional advertising materials to be installed by the Supplier's personnel at no cost to PSTA.

(d) PSTA reserves the right to use advertised images on all PSTA advertising inventory for promotional and marketing purposes.

12. Service Interruptions and Changes in Fleet Size

(a) Should PSTA suffer an interruption of service of more than five (5) consecutive days on more than 50% of its assigned fleet because of labor disputes, fire, mechanical failures, acts of God or public emergencies causing loss of revenue for the Supplier, the minimum guarantee on all affected advertising elements will be reduced on a pro-rated basis for the period services were not operated.

(b) In the event PSTA increases or decreases the size of its transit advertising inventory through a reduction or increase in fleet size of more than 20%, the Supplier and PSTA will renegotiate the compensation terms of the agreement for all affected advertising elements.



13. Labor, Training and Cost of Service

- (a) The Supplier shall utilize its own labor, at its own expense, to perform all work associated with the design, development, sales, installation and maintenance of all advertising elements
- (b) Production of materials may be charged at market rates. Installation and production charges shall not be included in the calculation of net revenues earned by PSTA.

14. Acceptance of Existing Contracts

The Supplier agrees to accept assignment of existing advertising contracts that are in effect on the date of contract execution. The Supplier agrees to enter into negotiations with PSTA to determine an acceptable assignment of existing advertising contracts prior to award of this contract.

15. Assignment of Future Contracts for Advertising Space

At the end of the contract, the Supplier shall immediately transfer all existing advertising contracts to PSTA or its designee. The Supplier will be entitled to the payment of a twenty percent (20%) commission of the gross amount collected from such contracts for a period of six months. For this purpose the Supplier shall not enter into any contract with advertisers, which extends for more than a 12 month period without the express written permission of PSTA. No payment shall be made to the Supplier if the Contract is terminated early

16. Ownership of Existing Advertising Materials

The Supplier will be allowed to post self-adhesive materials, as no frames will be allowed on PSTA vehicles. At the end of the contract, the Supplier will give to PSTA any remaining advertising devices or materials that it has applied to PSTA's vehicles or programs implemented and approved by PSTA within contract term.

17. Required Advertising Materials

- (a) All materials to be used in the placement of advertising shall be of the highest industry standards. PSTA wishes to maximize the use of direct application materials on the exterior of its vehicles. The vinyl allowed for use must be 3M products, or an equivalent material preapproved by PSTA. The wrap materials currently approved are 3M Controltac 160 or 180, Flexcon or industry equivalent.
- (b) All static advertising displays and units to be placed on or in PSTA owned and operated inventory or elsewhere are subject to review by PSTA prior to installation.
- (c) All maintenance shall be performed using industry standard practices. All work in and on PSTA's facilities shall be approved in advance by PSTA and will be scheduled by PSTA as requested by the Supplier. At no time will the Supplier schedule or perform maintenance that will impede or interfere with PSTA operations.
- (d) Due to the nature of bus operations and the safety measures required, the Supplier is obligated to contact PSTA prior to the installation of advertising materials and or equipment. At all times, the employees of the Supplier will be allowed the right of reasonable entry and egress to all facilities subject to the rules and regulations of PSTA. All of the Supplier's employee shall wear PSTA-issued Supplier Identification Cards at all times when on PSTA property.



- (e) The Supplier shall assume all costs attributable to damage to the fleet and facilities which result from such activities or from any other actions performed by the Supplier, its employees, agents or representatives.
- (f) When posting and re-posting advertising, the Supplier shall remove and properly dispose of scrap materials at the time of removal. In the event that scrap materials left by the Supplier are discovered on PSTA property, PSTA may, without prior notice, remove and dispose of the materials of the Supplier.

18. Design, Develop, Install and Maintain Advertising Signage

PSTA grants the Supplier the exclusive right to design, develop, sell, install and maintain various types of advertising signs, displays and materials on, and upon the buses owned or operated by PSTA. The Supplier hereunder extends only to the inventory set forth and any additional inventory which PSTA subsequently adds thereto.

19. Vehicle Frames and Inventory

- (a) The Supplier shall use only direct application materials on the exterior of buses, such as the 3M and FlexCon materials. Frames shall not be allowed on buses under this program. All advertising will be manufactured with direct application materials.
- (b) The change out of advertising displays is the sole responsibility of the Supplier. Further, the Supplier is responsible for all costs attributable to damage resulting from the activities of the Supplier, especially damage to paint resulting from the misapplication of pressure-sensitive direct application materials.
- (c) When damage is identified by PSTA, the Supplier shall be notified. Repairs to PSTA assigned fleet, or other inventory in any PSTA program under this contract will be made by PSTA or its designee and the cost of these repairs will be paid by the Supplier directly to PSTA.

20. Approval of Advertising Materials, Devices and Locations

- (a) PSTA reserves the right to approve all materials, devices and locations of advertising to be placed under this contract
- (b) All PSTA buses are available for exterior application of advertising. All proposed advertising content must be approved by PSTA in advance of posting. All types of wraps will be considered as long as the material does not excessively block vision into the interior of the bus for safety and security purposes. While partial coverage of window area via spectaculars may be approved for use, these devices cannot block more than 50% of the window area of any bus. Trolley vehicles may not have ads covering the windows. Advertising may not be placed on the front of PSTA's vehicles. In addition, PSTA reserves the right to restrict future advertising from specific routes.

21. Rate Changes

- (a) PSTA reserves the right to review rates charged for all its advertising vehicles, and inventory. The Supplier shall establish a rate card with rates for all advertising space to be sold on PSTA buses, and other PSTA inventory related to this contract. This rate card will be published and furnished to PSTA for review at least once each year during the term of the contract. All materials must be reviewed by PSTA's Director of Communications to ensure proper use of PSTA branding and logo.



(b) The rates for production and advertising space shall be separate. PSTA will not allow the Supplier to commingle the charges for production and space. Production costs are separate and apart from the agreement between PSTA and the Supplier. The guarantee to be paid to PSTA will be based solely on the value of the advertising space sold and not production costs.

22. Storage and Work Space

(a) The Supplier agrees to assume all expenses associated with the installation and maintenance of advertising space on PSTA buses. Reasonable space will be provided at PSTA's garage for the handling and storage of materials and supplies.

(b) PSTA shall incur no expenses or liability whatsoever for the activities of the Supplier and/or Supplier's employees or Suppliers while on PSTA's property.

(c) The Supplier shall hold PSTA harmless from any claims resulting from injuries to its employees while installing or maintaining advertising materials on its property.

23. General Requirements

(a) Availability of exterior advertising space on dedicated buses, or any other advertising space may change during the period of this agreement for reasons including, but not limited to, the procurement of new buses, or other vehicles and the retiring of old buses, or other vehicles and the implementation of any new advertising opportunities as implemented and approved by PSTA.

(b) A single Supplier representative shall be designated as the point of contact to answer any inquiries, troubleshoot any problems, resolve any issues and be the general liaison for any business between PSTA and the Supplier. Said person must be accessible during regular business hours, Saturdays and Sundays and must provide to PSTA two reliable telephone numbers for contact.

(c) The Supplier shall comply with generally accepted industry standards with respect to good taste and applicable laws, regulations, and other applicable governmental requirements, including but not limited to, truth in advertising, copy rights and trademarks. The Supplier will have a graphic bus, vehicle, or transit advertising space and transit related advertising space designer who will oversee or prepare bus designs for consistency, quality and appearance of the assigned fleet.

24. Monthly Remittance and Reports

(a) The Supplier shall submit an annual reconciliation with financial statements, in a form satisfactory to PSTA within 90 days of the end of each contract year with respect to the prior year and upward adjustments at the Supplier's participation made immediately, at that time.

(b) The Supplier shall report the annual income at the end of each contract year. In the event that PSTA's contractual share of this revenue exceeds the minimum annual guarantee for the contract year, the extra income shall be paid to PSTA within 30 days of the contract year.

(c) The Supplier is required to remit the minimum guaranteed payment each month within 20 calendar days after the end of the month in which they were earned. The revenue must be accompanied by a report that includes details of:



- (i) All contracts in effect
- (ii) All advertising elements sold and unsold in the month
- (iii) Gross Billings for the month
- (iv) Gross Revenues Earned for the Month
- (v) Net Revenue Earned for the Month
- (vi) Collections for the month, including bus and graphics
- (vii) Past due amounts
- (viii) Total remaining balances on accounts
- (ix) Contract expiration dates
- (x) Total % and Number of Advertising Space sold vs. total inventory by Advertising space, space type, positioning on PSTA's fleet (i.e. bus operator side vs. curbside), or what is applicable to that particular advertising medium
- (xi) A rolling total of 60% of Net Revenue Earned compared to the a rolling total of guaranteed monthly minimum revenue

(d) The Supplier shall also supply the quarterly sales activity report this RFP.

(e) The Supplier shall furnish PSTA with copies of all signed contracts and correspondence (including changes in process, lengths of contracts and cancellation notices) within a month of their execution.

(f) The Supplier shall maintain all required records for three (3) years after the final payment by the Supplier to PSTA. However, if any audit, claim, or litigation is started before the expiration of the three (3) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

(g) The Supplier will permit PSTA to inspect/audit all records and financial data involved in the operation of the concession during regular business hours maintained by the Supplier, and at such other times upon ten (10) day's written notice.

25. Specific Requirements

(a) PSTA shall provide the Supplier bus and other applicable vehicle route assignment schedule information which identifies by unit number what the bus, or vehicle assignments are. This data shall include buses or other vehicles available for the program, and buses or other vehicles under current contract with advertisers. Sole discretion of bus, or vehicle assignments shall remain with PSTA.

(b) No guarantees shall be made about route specific advertising.

(c) The Supplier shall not self-promote on any PSTA vehicle without express written consent from PSTA.

(d) Potential trade agreements for space initiated by the Supplier must be presented to PSTA in writing by the Supplier for PSTA review and approval on a case by case basis.

(e) The Supplier guarantees that any trade time negotiated will not be pre-empted by paid advertising contracts by said media. Certified logs are required to verify the placements made of advertisements. PSTA may cancel the provisions of this paragraph at any time, except for previously approved contracts.



- (f) PSTA initiated trades shall be placed against PSTA allotted space.
- (g) No barter or trade for anything other than media time, or media space to be used by PSTA will be allowed.
- (h) All installations, unless otherwise arranged, must be scheduled through PSTA.
- (i) The Supplier's designated representative shall be responsible for submitting all proposed advertising for review, approval or disapproval to PSTA.
- (j) This review and subsequent feedback shall take place within 10 business days after receipt unless extenuating circumstances prevail. The Supplier is responsible for the cost associated with bus preparation, maintenance of exterior ad, and return to white envelope after ads have run its course.

26. Approval of Advertising Material

PSTA shall approve all advertising, exhibit material, announcements, or any other communications displayed and/or exhibited on its fleet, or its owned, leased or managed property. No defamatory, libelous, slanderous, obscene, religious or political advertising shall be allowed, and final determination about such shall be at the sole discretion of PSTA. Any communication that fails to meet PSTA's standards as set forth in Board Advertising Policy (see Attachment A), will not be accepted by the Supplier for display on PSTA fleet, or other inventory.

27. Compensation

In consideration for the rights and privileges granted herein, Supplier shall pay PSTA for each contract year the total lump sum annual revenue guarantee listed below or percent of total gross billings, whichever is greater.

A contract year commences upon PSTA's Board Approval. Commencing upon Board Approval and every quarter thereafter during the term of this contract, Supplier shall pay in advance twenty-five percent of the annual revenue guarantee in effect for that contract year to PSTA. Commencing one month after PSTA's Board Approval, and every quarter thereafter during the term of this Agreement, by the fifteenth business day after the quarter end, Supplier shall send PSTA a statement signed by an officer of Supplier of the previous quarter's billings together with any sum due and owing to PSTA in addition to the revenue guarantee. Within forty-five days after the conclusion of each contract year Supplier shall provide PSTA with a summary of quarterly and annual gross billings which shall be certified by an independent certified public accountant, together with any sum due and owing PSTA in addition to the annual revenue guarantee.

The term gross billings, as used herein, shall be defined as the amount billed by Supplier to advertisers or their agencies for the use of the advertising facilities pursuant to this Agreement. Gross billings shall not include standard commissions paid to advertisers' recognized advertising agencies, or any taxes imposed by law which are separately stated to and paid by a customer directly to Supplier, but shall include late or uncollected billings.

28. Use of Advertisements

PSTA shall have the right to make photographs and videotapes of its property and buses with advertising displayed in or upon them, and to use such photographs and videotapes for the promotion of PSTA's transit system and services, without further consent of Suppliers or of the advertisers. Supplier shall secure the consent and agreement of all advertisers to such use by PSTA.



29. Services and Equipment to Be Furnished By Supplier

- a) Supplier shall make a continuous, full-time and good faith effort to sell the greatest practicable amount of advertising on PSTA's vehicles to advertisers throughout the world. Supplier shall provide an adequate national and local organization and adequate sales and other personnel sufficient for this purpose. All sales shall be made in the name of Supplier. Supplier shall bill and collect all advertising revenues from clients for the display spaces sold.
- b) Supplier shall produce, at its own expense, all advertising materials to be displayed, or shall secure them from the advertisers or their agencies, and ensure that they are of the best design and quality.
- c) Supplier shall install and remove, at its own expense, all advertising materials to be displayed, and shall maintain all such materials and displays in a clean, safe and first-class condition. Supplier shall remove all graffiti from such materials and displays, and shall remove or replace all damaged and defaced materials and displays. Supplier shall inspect all displays for this purpose in accordance with a schedule approved by PSTA and shall clean or remove any damaged or defaced materials within one business day after being notified by PSTA
- d) Upon installation of any advertising Supplier must clean installation area and be sure it is free of all debris, mastics, adhesives or glues when the job is completed. Debris from advertising that was removed or installed must be totally disposed of according to rules set forth by PSTA.
- e) Supplier shall remove all dated or time-sensitive advertising materials and displays within three business days after the period for which they are to be displayed expires.
- f) Supplier shall be responsible for its own sales, service and traffic material costs.
- g) Supplier shall at all-time keep the areas used for advertising free from debris and waste materials and in a clean and presentable condition.
- h) PSTA shall repair or have repaired any damage which results from the operation of Supplier under this Contract.
- i) Neither party shall be liable to the other party for indirect, special, incidental, punitive or consequential damages arising from this Contract or the performance or nonperformance of services hereunder, irrespective of whether the claims or actions for such damages are based upon contract, tort, negligence, strict liability, warranty or otherwise.
- j) The Supplier will provide a report identifying each bus asset identification number with the corresponding revenue realized relative to that asset on a monthly basis.

Wrap or Direct Application Material Installation Requirements – When wrap or direct application materials are applied to a bus:

If the wrap material covers a bus number, the Supplier must provide and install a number of the same height and of contrasting color at the approximate location of the existing number. The location and color of the number shall be approved when the creative for the wrap is approved.

If the wrap material covers a required safety label, the Supplier must expose the existing label or provide and install the required label over the wrap material. The safety label requirements shall be approved when the creative for the wrap is approved.

Wrap or Direct Application Material Requirements

PSTA must approve all materials furnished by the Supplier. Wrap or direct application materials must be 3M Controltac Plus, MACtac BFree or an approved equal.



The wrap and direct application materials must be covered with 3M UV laminate 8519 or an approved equal.

Perforated wrapped or direct application material placed on a window must have a clear film placed over the perforated material. Such clear film must be of the same manufacture of the underlying wrap or direct application material and comply with the manufacturer's requirements. The supplier of the wrap and direct application materials must meet all of the requirements of and be certified by the material manufacturer with regards to printing and installation in order to realize material manufacturer's warranty.

If wrap or direct application material is applied over a surface not permitted by the material manufacturer, the Supplier must apply 3M #77 spray adhesive or an approved equal to such a surface before the material is installed.

The material type must be listed on the creative list for approval. Printed materials must have a minimum of 300 DPL.

Logo, Numbers, and Safety Label Material Requirements

- PSTA must approve all materials furnished by the Supplier.
- Logo, numbers, and safety labels must be 3M – 680CR-10 and when necessary be printed with 3M 9800 series or an approved equal colored and clear inks.
- The labels must be applied over the wrap or direct application material. The wrap or direct application material must not be trimmed to expose the existing label.
- The safety labels must not be covered with wrap or direct application material. The wrap or direct application material may be trimmed to expose these labels.

Supplier Employee Requirements

The Supplier must submit picture identification for all employees to PSTA. Such identifications must be displayed at all times.

The Supplier's fall protection plan must be submitted to PSTA. The Supplier must demonstrate that employees have been trained in the fall protection plan before they start work.

Material Safety Data Sheets are required to be submitted to PSTA before products are brought on site. Suppliers must demonstrate that employees have been trained according to the Hazardous Communications Act.

Supplier employees are required to wear appropriate footwear (no sneakers) and safety glasses.

The Supplier must maintain a telephone contact or email address to be used by PSTA to report damage to Supplier supplied materials. The Supplier must replace and install such materials within 5 business days after notification. This activity must be recorded on the monthly report.



Bus Garage Hours of Work

The Supplier's work must be accomplished simultaneously with ongoing daily operations. Such operations include, but are not limited to, the passage of buses, storage of buses, and maintenance of buses, etc. To avoid disruption to PSTA operations, the Contractor shall coordinate the installation schedule with PSTA. PSTA may require the Supplier to perform the Work at night or on the weekends when the buses are available.

#99-01

**A RESOLUTION OF THE PINELLAS SUNCOAST TRANSIT
AUTHORITY BOARD OF DIRECTORS ADOPTING
ADVERTISING STANDARDS FOR ADVERTISEMENTS
PLACED ON THE EXTERIOR AND INTERIOR OF
PINELLAS SUNCOAST TRANSIT AUTHORITY'S BUSES,
AND PROVIDING FOR AN EFFECTIVE DATE**

WHEREAS, the PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA) Board of Directors desires to make it clear that the advertising space on the exterior and interior of PSTA's buses is intended to be considered non-public fora;

WHEREAS, PSTA has entered into agreements with contractors to place advertisements on the exterior and interior of PSTA buses, for the purpose of creating revenue for PSTA; and

WHEREAS, PSTA has consistently restricted certain types of advertising; and

WHEREAS, PSTA Board of Directors does not wish to allow the advertising space on the exterior and interior of its buses to be a place for general discourse; and

WHEREAS, in order to maintain a position of neutrality on political, religious, and other non-commercial issues, and to prevent a reduction in income earned for selling advertising space by commercial advertisers, and so as to protect and increase revenue;

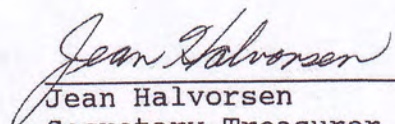
NOW, THEREFORE, the PSTA Board of Directors resolve that:

1. The above recitals are true and correct and incorporated herein as if set forth in full.
2. The Executive Director, or his designee, and PSTA's bus advertising contractor shall reject advertising that does not comply with the standards set forth in paragraphs 3 and 4.
3. The subject matter of all on-bus advertising shall be limited to speech which proposes solely a commercial transaction. The advertisements must contain only expressions related to the economic interest of the advertiser and its audience. Non-commercial advertisements that add an offer to purchase some item containing a non-commercial message are not permitted pursuant to this policy.

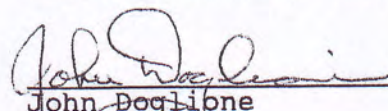
4. The following standards for advertising on the exterior or interior of buses is hereby adopted and advertising copy may be not displayed which:
- a. Is false, misleading, libelous, or deceptive
 - b. Relates to an illegal activity
 - c. Is explicit sexual material, or obscene material, or material harmful to minors as these terms are defined in Chapter 847, Florida Statutes
 - d. Advertises alcohol or tobacco products
 - e. Depicts violence
 - f. Includes language which is obscene, vulgar, profane, or scatological
 - g. Promotes a commercial transaction that is expressly prohibited by federal, state, or local law or regulations
 - h. Presents a clear and present danger of causing riot, disorder, or other immediate threat to public safety, peace, or order
5. Any person, firm, or corporation who believes that he, she, or it is aggrieved by the failure or refusal of advertising material to be placed on any PSTA vehicles shall have the right to appeal such refusal to the Executive Director. Such decision shall be final and binding upon all parties. In determining whether the ads or proposed ads comply with this policy, the Executive Director shall make his determination based upon commonly used and understood English language definitions and inferences which can be drawn from the material in question.
6. This Resolution shall take effect immediately upon its passage and adoption.

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA



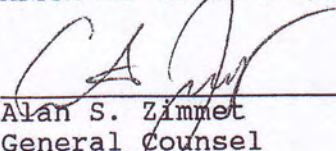
Jean Halvorsen
Secretary-Treasurer



John Doglione
Chairperson

DATE: February 24, 1999

APPROVED AS TO FORM



Alan S. Zimmet
General Counsel

RESOLUTION # 15-04

A RESOLUTION OF THE PINELLAS SUNCOAST TRANSIT AUTHORITY BOARD OF DIRECTORS REPEALING RESOLUTION #99-01 ADOPTING STANDARDS APPLICABLE TO REGARDING ADVERTISEMENTS ON THE EXTERIOR AND INTERIOR OF PINELLAS SUNCOAST TRANSIT AUTHORITY BUSES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Pinellas Suncoast Transit Authority (PSTA) Board of Directors has approved Resolution #99-01 adopting advertising standards for advertisements placed on the exterior and interior of ~~PSTA's Pinellas Suncoast Transit Authority's~~ Buses;

WHEREAS, the PSTA Board of Directors desires to repeal that Resolution to be replaced with a PSTA ~~a~~Advertising policy that shall be approved by PSTA's CEO and administered by ~~drafted and maintained by~~ the PSTA Marketing Staff.

NOW, THEREFORE, BE IT RESOLVED BY THE PINELLAS SUNCOAST TRANSIT AUTHORITY BOARD OF DIRECTORS THAT:

1. Resolution #99-01 is hereby repealed.
2. PSTA's CEO shall implement an advertising policy applicable to advertisements placed on the exterior and interior of PSTA's buses, which shall be administered by PSTA's Marketing Staff ~~shall draft and maintain a PSTA Advertising Policy.~~
3. This Resolution shall take effect immediately upon its adoption.

Dated this ___ day of May, 2015

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA

Janet C. Long
Secretary-Treasurer

~~Bill~~ William C. Johnson
Chairperson

DATE: May ___, 2015

APPROVED AS TO FORM:

Alan S. Zimmet
PSTA General Counsel

PSTA POLICY 22
BUS ADVERTISING

A. PURPOSE

This Policy applies to the posting of all new advertisements on the exterior and interior of PSTA's transit vehicles on or after the effective date hereof.

1. The advertising space on PSTA's transit vehicles constitutes a non-public forum. PSTA's acceptance of transit advertising will not provide or create a general public forum for expressive activities. In keeping with its proprietary function as a provider of public transportation, PSTA does not intend its acceptance of transit advertising to permit its transit vehicles to be used as open public forums for public discourse and debate.
2. PSTA's fundamental purpose and intent is to accept advertising as an additional means of generating revenue to support its transit operations, while minimizing the chances of abuse and appearance of favoritism. In furtherance of that discreet and limited objective, PSTA will retain strict control over the nature of the advertisements accepted for posting on or in its transit vehicles and will maintain its advertising space as a nonpublic forum.

B. SCOPE

This policy applies to the posting of all new advertisements on PSTA's transit vehicles on or after the effective date hereof. PSTA shall maintain a position of neutrality on political, religious, and other non-commercial issues.

C. GUIDELINES

The Chief Executive Officer, or his designee, and PSTA's bus advertising contractor(s) shall reject advertising that does not comply with the standards set forth herein.

1. The subject matter of all on-bus advertising shall be limited to either: (1) Commercial Advertisements; or (2) Governmental Entity Public Service Announcements.
2. "Commercial Advertisement" shall mean an advertisement that solely proposes a commercial transaction related to the economic interest of the advertiser and his or her audience. Non-commercial advertisements that add an offer to purchase some item containing a non-commercial message are not permitted pursuant to this policy.
3. "Governmental Entity Public Service Announcements" are announcements or information provided by any governmental entity or governmental agency in furtherance of such governmental entities' or agencies' functions, objectives and/or public responsibilities. A governmental entity is a state, county or municipality or any agency, department, commission, authority, or board created for the purpose of carrying out any functions of the state, county or

municipality or any other entity statutorily created or created pursuant to a statutorily authorized process, such as special districts or the like to carryout, implement or monitor any governmental function whether it be proprietary, regulatory, administrative, educational or otherwise related to the public health, safety or welfare.

3.4. The following standards for advertising on the exterior or interior of PSTA's transit vehicles is hereby adopted and advertising copy may be not displayed which:

- a) Is false, misleading, libelous, or deceptive;
- b) Relates to an illegal activity;
- c) Is explicit sexual material, or obscene material, or material harmful to minors as these terms are defined in Chapter 847, Florida Statutes;
- d) Advertises ~~alcohol or~~ tobacco products;
- e) Depicts violence;
- f) Includes language which is obscene, vulgar, profane, or scatological;
- g) Promotes a commercial transaction that is expressly prohibited by federal state, or local law or regulations;
- h) Presents a clear and present danger of causing riot, disorder, or other immediate threat to public safety, peace, or order.

4.5. Any person, firm, or corporation who believes that he, she, or it is aggrieved by the failure or refusal of advertising material to be placed on any PSTA vehicles shall have the right to appeal such refusal to the Chief Executive Officer. Such decision shall be final and binding upon all parties. In determining whether the ads or proposed ads comply with this policy, the Chief Executive Officer shall make his determination based upon commonly used and understood English language definitions and inferences which can be drawn from the material in question.

D. D. POLICY ADMINISTRATION

The overall administration of this policy will rest with the Director of Communications.

Chief Executive Officer

Date

Adopted:



ACTION ITEM

3C: FY 2016-2020 Capital Improvement Program Five-year Budget

Action: Recommend Approval of PSTA’s FY 2016-2020 Capital Improvement Program (CIP) Budget and All Necessary Submissions of Applications for Federal Transit Administration (FTA) Assistance Per the FY2015 Program of Projects (POP)

Staff Resource: Pam Reitz, Grants Manager
Deborah Leous, Chief Financial Officer



Background:

- The FTA requires all grantees, like PSTA, to publish a list of the projects (called in federal terms the “Program of Projects”) it proposes to fund with its annual federal apportionments and to provide an opportunity for public comment.
- For the last several years, PSTA has adopted a more comprehensive multi-year Capital Improvement Program (CIP) that forecasts future capital revenues and needed capital improvements. Therefore, the official “Program of Projects” is a subset of projects contained within the overall PSTA CIP.
- PSTA held the required Public Hearing on May 20, 2015 which allowed the public to submit any comments/concerns regarding the Federal Fiscal Year (FFY) 2015 PSTA Program of Projects funded by FTA Section 5307, 5310, or 5339 federal funding. Additionally, PSTA took public comment on all other PSTA Capital projects in its CIP as well.
- A Presentation on PSTA’s redesigned CIP program, with a new emphasis on a sustainable bus replacement program will be presented.
- The PSTA Board will review and approve the proposed Five Year CIP and the FFY 2015 POP for the purpose of submitting the federal grant applications for FTA Sections 5307, 5339, and 5310.

Fiscal Impact:

Federal FY2015 Program of Projects

- Based on the partial release of funds (8/12) dated February 9, 2015 (Congress only extended federal transportation authorization until May, 31, 2015) for the proposed FFY 2015 FTA Apportionment, PSTA’s allocation will receive:

- \$8,378,851 million in Section 5307 fund (Estimated full \$12.5 million)
 - \$962,825 million in Section 5339 funds (Estimated full \$1.4 million)
- PSTA has applied for \$891,741 in FFY 2015 Section 5310 funding for capital projects through the Florida Department of Transportation (FDOT).

Recommendation:

- Staff recommends that the PSTA Board of Directors approve the recommended FY2016-FY2020 CIP with its new emphasis on a sustainable bus replacement program.
 - Staff recommends that the PSTA Board approve the FTA FFY 2015 POP and submittal of FFY 2015 FTA Section 5307 and Section 5339 grant applications.
-

Attachments:

1. PowerPoint
2. FY 2016-2020 5-Year Capital Budget
3. Proposed FFY 2015 Program of Projects
4. Resolutions 15-05 & 15-06



DEVELOPING A NEW SUSTAINABLE CAPITAL PROGRAM

Transit Riders Advisory Committee
May 19, 2015

Path Forward: A New CIP in a New Era

DRAFT
4/30/15

PINELLAS SUNCOAST TRANSIT AUTHORITY PATH FORWARD

Visionary Service Design: High Frequency Grid

- Incremental progress towards planned Countywide High Frequency Grid.
- Examine a variety of new revenue and delivery alternatives.

<p>Sustainable Capital Program</p> <ul style="list-style-type: none"> • Prioritize Bus Replacement • Use Reserves for Buses • Seek Future Year Partners to Prioritize Transit Costs • Strong Federal & State Advocacy 	<p>Customer Oriented Service Redesign</p> <ul style="list-style-type: none"> • Focus Resources where transit works best. • Alternatives for disadvantaged customers • Operator & Customer Sensitive Approach 	<p>Incremental Expansion</p> <ul style="list-style-type: none"> • Secondary but parallel advocacy • First Projects that support community & fit within PSTA Plans
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Avoid 30% Cut in Public Transportation Service

- We will examine all possible options, not just one solution including reducing expenses
- First looking to appropriately maximizing revenues already available to PSTA.
- We will seek new external partnerships

PSTA will develop a strong Governance Model for a foundation of long-lasting Pinellas Transportation Leadership

- Modified Executive Committee Assists Board in High-Level Policy Consensus.
- Existing PSTA Board Committees' Roles in Assisting the Full Board will be Strengthened.
- ~~New Multi-Agency Standing Committee similar to AGTT will be included.~~

Customer-Oriented Focus on Core Mission

- Constant Statement of PSTA Bus Services for Customers & Non-Riders.
- Ongoing Community Communication/Messaging.
- No planning for 2016 ballot initiative.

- Sustainable Program
- Focused on Bus Replacements
- First Use of Reserves

- Review CIP: Eliminate Lower Priorities Focus on “Needs”
- “St. Pete Process” – Savings from Completed Projects redeployed.



Projects Eliminated or Reduced

- Financial Software - \$3.8M Savings
- Fare box Hardware to be rebuilt and not replaced - \$3.4M Savings
- Bus Shelter Reductions \$70K
- \$286K in Other Projects Eliminated

\$7.5M+ Moved to Bus Replacements

2



Focus on Buses But Other Projects Still Needed

- Regional Fare Media Project
- Short Range and Long Range Planning
- Federally Funded Employee Training
- Technology Upgrades
 - Phone System
 - Software/Server and Equipment Upgrades

3



Not All \$15M Reserve Recommended for Buses

\$4M of Reserves to Be Set Aside for Matching Funds

- Federal & State BRT Grants
- Other Funding Opportunities

Decision Can Be Revisited Annually.

4



Bus Replacement

5



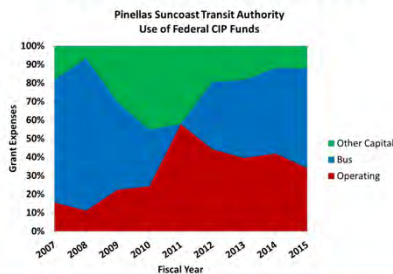
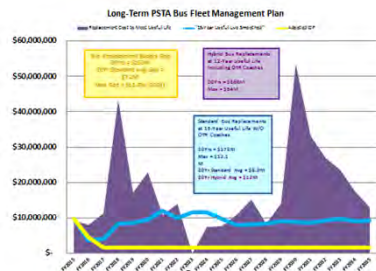
Bus Replacement Strategies Employed

- **Smaller** – Planning Analysis of Route Capacities
- **Lower Cost** – Diesel vs. 100% Hybrid
 - Considering CNG & 100% Electric Bus Funding Opportunities.
- **Contract Out Service** – Reduce Fleet Size

6



Sustainable Strategy



- Allow Longer Lives for Some Buses to “Smooth out Hump”
- 180 Buses ÷ 12 Yrs = **15 Per Year**
- Mid-Life Major Overhauls
- Mitigate But Plan for Increased Maintenance Expenses
- Cap Fed Operating to 40%.

7



65 Replacement Buses Funded Through 2020

Bus Type	2016	2017	2018	2019	2020	2021
35' & 40' Diesel Bus	7	5	15	15	16	15
29' Upgraded Connector Bus		7				
Trolley Buses						4
Express Bus Coach						
Total	7	12	15	15	16	19

- Bus Replacements Funded through Project Reductions & Reserves Through 2020. Without Additional Funding, becomes unbalanced in **2021**.



8



Federal STP Funding – Through MPO

- Pinellas MPO Sets Priority
- FDOT Programs Funds in 5-Yr. Work Program
- Years 1-5 (FY2016-2020) Already Allocated
Small portions of STP to Road Projects.
Changing Priorities without FDOT supplements
would jeopardize road expansion schedules.
- Year 6 (2021) – planned by FDOT in late
summer 2015. Timing may not allow for new
priorities.

9



What If We Don't Get STP Funds?

- PSTA Reserves Fund New CIP Through: 2020 and into a portion of 2021
- STP or other funds needed in 2021 to maintain program and service.
- If Short Delay (1-2 Yrs.), or Lower Amounts – Increased PSTA Maintenance Costs can Bridge Gap (Est. \$1M extra- Reduce bus services to cover.)
- If No STP Ever –Fleet size & service should be additionally reduced by approximately 10%.

10



Summary

- New CIP Developed Focused on Bus Replacement.
- New CIP + Use of Reserves Funds Buses Through 2020 and into a portion of 2021 when MPO Allocated Funds might be available.
- New Federal Lobbyist to advocate for increased “State of Good Repair” bus funding.
- If Reduced or No STP Funding Materializes, Future Maintenance Costs may require further service adjustments.

11



**PINELLAS SUNCOAST TRANSIT AUTHORITY
FIVE-YEAR CAPITAL IMPROVEMENT PROJECTS**

Project Title	Funding	Total Project Budget	FY 2015 Project Forecast	FY 2016 Project Budget	FY 2017 Project Budget	FY 2018 Project Budget	FY 2019 Project Budget	FY 2020 Project Budget
Vehicles								
APC Equipment	FTA	\$128,650				\$128,650		
Bus Security upgrades (DVRs & Cameras)	FTA	\$1,800,000						\$1,800,000
Farebox Rebuild	FTA	\$952,000		\$500,000	\$452,000			
GFI Vault Replacement	FTA	\$50,000		\$50,000				
Replacement Support Facilities Trailers	FL 90-X811	\$10,000	\$10,000					
Radio Replacement/Upgrade	FTA	\$1,200,000					\$1,200,000	
WiFi	FL 90-X783	\$206,024	\$206,024					
Replacement Connector Buses	FTA	\$1,168,000			\$1,168,000			
Standard Cutaway Bus Quantity		7			7			
Replacement Buses	FTA	\$25,832,978		\$3,619,497	\$2,662,915	\$8,445,272	\$7,449,294	\$3,656,000
Standard Diesel Bus Quantity		47		7	5	15	13	6
Replacement Buses	General Reserve	\$6,949,704		\$0	\$0	\$0	\$1,130,034	\$5,819,670
Standard Diesel Bus Quantity		12		0	0	0	2	10
Total		\$32,782,682		\$3,619,497	\$2,662,915	\$8,445,272	\$8,579,328	\$9,475,670
Replacement Buses	FL 04-0162	\$19,843	\$19,843					
Replacement Buses	FL 34-0003	\$2,780,228	\$2,780,228					
Replacement Buses	FL 90-X783	\$1,390,114	\$1,390,114					
Replacement Buses	FL 90-X811	\$5,529,379	\$5,529,379					
Replacement Buses	FL 90-X841	\$5,457,203	\$5,457,203					
Total		\$15,176,767	\$15,176,767					
Hybrid Bus Quantity		21						
Support Vehicles	FTA	\$415,021			\$415,021			
Support Vehicles	FL 90-X689	\$4,780	\$4,780					
Support Vehicles	FL 90-X811	\$50,825	\$50,825					
Support Vehicles	FL 90-X841	\$28,411	\$28,411					
Total	Restricted Funds	\$512,057	\$97,036		\$415,021			
Expansion Connector Vehicles	Section 5310	\$288,000		\$288,000				
	FDOT	\$36,000		\$36,000				
	General Reserve	\$36,000		\$36,000				
Total		\$360,000		\$360,000				
Wheelchair Securement Equipment	Section 5310	\$644,000		\$644,000				
	FDOT	\$80,500		\$80,500				
	General Reserve	\$80,500		\$80,500				
Total		\$805,000		\$805,000				
Passenger Amenities								
Big Belly Trash Compactors	FTA 811 & 841	\$109,383	\$109,383					
Bus Stop Poles/Hardware	FTA	\$15,000				\$15,000		
Bus Stop Trash Cans	FTA	\$18,900				\$18,900		
Bus Stop Trash Cans	FTA 648 & 689	\$25,101	\$25,101					
Largo Commons Shelters and Passenger Amenities	FL 90-X689	\$57,569		\$57,569				
Passenger Benches	FTA	\$88,750			\$31,250		\$25,000	
Purchase SimmeSeats	FTA	\$31,000				\$31,000		
Pedestrian Access/Walkways	FTA	\$600,000		\$200,000	\$200,000	\$200,000		
Pedestrian Access/Walkways	FTA 723 & 758	\$925,000	\$700,000	\$225,000				
Total		\$1,525,000	\$700,000	\$425,000	\$200,000	\$200,000		
Passenger Shelters	FTA	\$530,000			\$130,000	\$200,000	\$200,000	
Passenger Shelters	FL 90-X689	\$636,205	\$636,205					
Passenger Shelters	FL 90-X783	\$200,000	\$113,795	\$86,205				
Passenger Shelters	FL 90-X811	\$200,000		\$200,000				
Passenger Shelters	FL 90-X841	\$200,000		\$100,000	\$100,000			

PINELLAS SUNCOAST TRANSIT AUTHORITY
FIVE-YEAR CAPITAL IMPROVEMENT PROJECTS

Project Title	Funding	Total Project Budget	FY 2015 Project Forecast	FY 2016 Project Budget	FY 2017 Project Budget	FY 2018 Project Budget	FY 2019 Project Budget	FY 2020 Project Budget
<i>Total</i>		\$1,766,205	\$750,000	\$386,205	\$230,000	\$200,000	\$200,000	

**PINELLAS SUNCOAST TRANSIT AUTHORITY
FIVE-YEAR CAPITAL IMPROVEMENT PROJECTS**

Project Title	Funding	Total Project Budget	FY 2015 Project Forecast	FY 2016 Project Budget	FY 2017 Project Budget	FY 2018 Project Budget	FY 2019 Project Budget	FY 2020 Project Budget
Training & Third Party Contracts								
Alternative Analysis/Howard Frankland Bridge (HFB)	General Reserve	\$462,979	\$240,000	\$222,979				
Consultant Services	FTA	\$200,000				\$200,000		
Consultant Services	FL 90-X811	\$25,891	\$25,891					
In-Person Assessments	FTA	\$125,000		\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
In-Person Assessments	FTA 811 & 841	\$24,682	\$24,682					
Long Range Planning	FL 90-X841	\$200,000		\$200,000				
Public Outreach-Contractor	MPO	\$30,000	\$30,000					
Employee Education	FTA	\$100,000			\$30,000	\$30,000	\$20,000	\$20,000
Employee Education	FL 90-X783	\$9,644	\$9,644					
Employee Education	FL 90-X811	\$20,000	\$10,000	\$10,000				
Employee Education	FL 90-X841	\$20,000	\$1,219	\$18,781				
Total		\$149,644	\$20,863	\$28,781	\$30,000	\$30,000	\$20,000	\$20,000
Short Range Planning	FTA	\$1,100,000		\$200,000	\$100,000	\$400,000	\$200,000	\$200,000
Short Range Planning	FL 90-X689	\$14,459	\$14,459					
Short Range Planning	FL 90-X758	\$85,667	\$85,667					
Short Range Planning	FL 90-X783	\$50,442	\$50,442					
Short Range Planning	FL 90-X811	\$147,190	\$147,190					
Short Range Planning	FL 90-X841	\$290,000	\$90,000	\$200,000				
Total		\$1,687,758	\$387,758	\$400,000	\$100,000	\$400,000	\$200,000	\$200,000
Regional Fare Media Project	FDOT	\$954,880		\$954,880				
Regional Fare Media Project	FL 90-X723	\$39,000		\$39,000				
Regional Fare Media Project Short Range Planning	FL 90-X758	\$74,710	\$74,710					
Total		\$1,068,590	\$74,710	\$993,880				

Facilities								
Above Ground Fuel Storage Tanks	FL 90-X758	\$500,000	\$250,000	\$250,000				
A/C Chiller and Building Control System	FL 90-X689	\$500,000	\$500,000					
Audio Visual Equipment - Auditorium	FL 90-X723	\$25,972	\$25,972					
Audio Visual Equipment - Boardroom	FL 90-X723	\$309,010		\$309,010				
Audio Visual Lectern for Training Classrooms (2)	FTA	\$1,500					\$1,500	
Cleaverwater Downtown Intermodal Terminal	FL 04-0135	\$950,000		\$550,000	\$200,000	\$200,000		
Misc. Support Equip- Admin/Maint. Facility	FTA	\$1,398,304			\$421,032	\$250,000	\$363,636	\$363,636
Park & Ride - FDOT	FDOT	\$200,000		\$200,000				
Replacement Office Furniture and Equipment	FTA 689 & 841	\$100,000	\$50,000	\$50,000				
Rehab/Renovation Facilities - Scherer Drive	FL 90-X841	\$80,000	\$40,000	\$40,000				
Rehab/Renovation Facilities -A/C for Server Room	FL 90-X723	\$37,580	\$37,580					
Rehab/Renovation Facilities - Service Lane Infrastructure	FL 90-X841	\$245,000	\$245,000					
Repaint Grand Central Station (exterior)	FL 90-X811	\$35,000	\$19,750	\$15,250				
Surveillance/Security Equipment	FTA	\$46,000			\$46,000			
Surveillance/Security Equipment	FTA 648 & 758	\$270,330	\$270,330					
Pinellas Park Transfer Center	FL 90-X689	\$117,264	\$117,264					
	General Reserve	\$229,218	\$229,218					
	Pinellas Park	\$0	\$0					
Total		\$346,482	\$346,482					
Central Avenue BRT	Future Project	\$16,500,000			\$8,250,000	\$8,250,000		

**PINELLAS SUNCOAST TRANSIT AUTHORITY
FIVE-YEAR CAPITAL IMPROVEMENT PROJECTS**

Project Title	Funding	Total Project Budget	FY 2015 Project Forecast	FY 2016 Project Budget	FY 2017 Project Budget	FY 2018 Project Budget	FY 2019 Project Budget	FY 2020 Project Budget
Technology								
COMPUTER HARDWARE								
Campus WiFi	FL 90-X723	\$75,000		\$75,000				
Data Center Upgrade	FTA	\$300,000					\$300,000	
Fiber Upgrade	FL 90-X723	\$60,000		\$60,000				
Fuel Management System (Fleetwatch)	FL 90-X723	\$185	\$185					
Laminator	FL 90-X723	\$4,352	\$4,352					
Laptops	FTA	\$25,000					\$25,000	
Laptops	FTA 689 & 783	\$24,685	\$8,168	\$16,517				
Misc. Computer Hardware	FTA 648 & 689	\$22,488	\$22,488					
On-Board GIS Computers For Connector Services	FTA	\$12,000				\$12,000		
Photo ID System	FTA	\$25,000				\$25,000		
Plotter for mapping (Auto CAD)	FTA	\$30,000				\$30,000		
Polycom Conference Phones	FTA	\$3,600			\$3,600			
Printers	FTA	\$150,000					\$150,000	
Printers	FTA 689 & 758	\$68,601	\$34,300	\$34,301				
Purchase Servers	FTA	\$175,000					\$175,000	
Purchase Servers	FL 90-X723	\$200,000	\$50,000	\$150,000				
Replace/Upgrade Phone System and Phones	FTA	\$250,000		\$250,000				
Replacement Work Stations	FTA	\$146,000			\$146,000			
Replacement Work Stations	FTA 689 & 758	\$18,712	\$18,712					
UPS Upgrades	FL 90-X783	\$83,000		\$83,000				
Virtual Desktop Server Hardware	FL 90-X783	\$46,281			\$46,281			
COMPUTER SOFTWARE								
Application tracking Software	FL 90-X689	\$12,000	\$12,000					
AVM 3 Project	FL 90-X758	\$160,000		\$160,000				
ArcView Software	FL 90-X811	\$6,000		\$6,000				
Clever Works	FL 90-X689	\$171,216	\$50,000	\$121,216				
Cisco 3750 POE switch	FTA	\$30,000			\$30,000			
Document Image Software	FL 90-X758	\$30,000		\$30,000				
DART Software Route Match	FTA	\$125,000					\$125,000	
DART Software Route Match	FL 90-X758	\$44,809	\$44,809					
FleetNet	FL 90-X689	\$45,950	\$45,950					
Flex Service Connection Service	FL 90-X723	\$7,500	\$7,500					
Hastus Upgrade	FTA	\$411,000		\$411,000				
Misc. Computer Software	FTA 723 & 758	\$142,040	\$71,020	\$71,020				
Microsoft Office Professional VL 20XX (Work Stations)	FL 90-X783	\$38,100			\$38,100			
Microsoft Office 20XX Version (Servers)	FTA	\$39,000			\$39,000			
Phone System Software	FL 90-X723	\$21,000		\$21,000				
RTBI Software Replacement	FTA	\$1,000,000				\$500,000	\$500,000	
Virtual Desktop Upgrade- workstation software	FTA	\$145,000					\$145,000	

**PINELLAS SUNCOAST TRANSIT AUTHORITY
FIVE-YEAR CAPITAL IMPROVEMENT PROJECTS**

Project Title	Funding	Total Project Budget	FY 2015 Project Forecast	FY 2016 Project Budget	FY 2017 Project Budget	FY 2018 Project Budget	FY 2019 Project Budget	FY 2020 Project Budget
Miscellaneous								
Air Compressor	FTA	\$100,000					\$100,000	
Check Sealer	FTA	\$7,500				\$7,500		
Forklift Replacement	FTA	\$200,000						\$200,000
Lease mailing equipment	FTA 648 & 841	\$2,425	\$2,425					
Lease Copiers	FL 90-X841	\$16,363	\$16,363					
Lift Station Pump	FL 90-X723	\$7,500	\$7,500					
Misc. Communication Equipment	FL 90-X689	\$4,476	\$4,476					
Misc. Support Equipment	FTA 689 & 723	\$297,226	\$148,613	\$148,613				
Rehab/Renovation Misc. Equipment	FL 90-X841	\$25,000	\$25,000					
Revenue Room Equipment	FL 90-X841	\$60,000	\$60,000					
Shop Hose Exhaust Replacement	FTA	\$8,000				\$8,000		
Shop Hose Exhaust Replacement	FL 90-X783	\$7,419	\$7,419					
Two ARI Portable Lifts	FL 90-X811	\$150,000	\$150,000					
Contingency	FTA	\$1,320,000		\$320,000	\$250,000	\$250,000	\$250,000	\$250,000
Contingency	FL 90-X689	\$29,424	\$14,712	\$14,712				
Contingency	FL 90-X723	\$286,223	\$143,112	\$143,112				
Contingency	FL 90-X758	\$932,474	\$466,237	\$466,237				
Contingency	FL 90-X783	\$260,252	\$130,126	\$130,126				
Contingency	FL 90-X811	\$374,078	\$187,039	\$187,039				
Contingency	FL 90-X841	\$459,781	\$229,891	\$229,891				
Total		\$3,662,232	\$1,171,116	\$1,491,116	\$250,000	\$250,000	\$250,000	\$250,000

Total Capital Expenses	\$93,004,470	\$21,625,725	\$12,616,954	\$14,784,199	\$19,258,822	\$12,384,464	\$12,334,306
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FTA Funding Under Grant	\$26,196,466	\$21,113,487	\$4,498,598	\$384,381	\$200,000	\$0	\$0
FTA Future Funding	\$40,303,203	\$0	\$5,575,497	\$6,149,818	\$10,808,822	\$11,254,430	\$6,514,636
Future Project	\$16,500,000	\$0	\$0	\$8,250,000	\$8,250,000	\$0	\$0
MPO Funding	\$30,000	\$30,000	\$0	\$0	\$0	\$0	\$0
FDOT Funding	\$1,271,380	\$0	\$1,271,380	\$0	\$0	\$0	\$0
Section 5310	\$932,000	\$0	\$932,000	\$0	\$0	\$0	\$0
Restricted Funds for FTA Projects	\$13,020	\$13,020	\$0	\$0	\$0	\$0	\$0
PSTA General Reserves	\$7,758,401	\$469,218	\$339,479	\$0	\$0	\$1,130,034	\$5,819,670
City of Pinellas Park	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CAPITAL PROGRAM	\$93,004,470	\$21,625,725	\$12,616,954	\$14,784,199	\$19,258,822	\$12,384,464	\$12,334,306

PSTA FFY 2015 PROGRAM OF PROJECTS

Section 5307 Formula Funds

FL 90-X873

Preventative Maintenance		\$4,568,677
Shop Labor	\$4,568,677	
Capital Maintenance		\$440,000
Tire Lease	\$440,000	
Purchase Replacement Revenue Vehicles		\$1,216,449
Purchase Replacement Revenue Vehicles	\$1,216,449	
Misc. Support Equipment		\$50,000
Replace GFI Vaults	\$50,000	
Rehab/Renovate Misc. Support Equipment		\$500,000
Rehab Farebox Rebuild	\$500,000	
Passenger Amenities		\$130,000
Purchase Passenger Shelters	\$130,000	
Computer Hardware		\$250,000
Replacement/Upgrade Phone System & Phones	\$250,000	
Computer Software		\$411,000
Purchase Upgrade Hastus system	\$411,000	
FTA Sponsored Employee Education/Training		\$20,000
Travel Expenses for FTA Sponsored Workshops/Training	\$20,000	
3rd Party Contracts		\$25,000
ADA In-Person Assessments	\$25,000	
Long & Short Range Planning		\$380,775
Short Range Planning	\$200,000	
Short Range Planning to Increase Ridership - Planners	\$180,775	
Contingency, Project Administration		\$386,950
Contingency	\$320,000	
Project Administration	\$66,950	
Proposed FY 2015 Section 5307 Initial Application:		\$8,378,851

PSTA FFY 2015 PROGRAM OF PROJECTS

Section 5307 Formula Funds

FL 90-X873

Purchase Replacement Revenue Vehicles		\$4,121,149
Purchase Replacement Revenue Vehicles	\$4,121,149	
Proposed FY 2015 Section 5307 Amendment Application:		\$4,121,149

PSTA FFY 2015 PROGRAM OF PROJECTS

Section 5339 Formula Funds

FL 34-0034

Purchase Replacement Revenue Vehicles		\$962,825
Purchase Replacement Revenue Vehicles	\$962,825	
Proposed FY 2015 Section 5339 Initial Application:		\$962,825

PSTA FFY 2015 PROGRAM OF PROJECTS

Section 5339 Formula Funds

FL 34-0034

Purchase Replacement Revenue Vehicles		\$437,175
Purchase Replacement Revenue Vehicles	\$437,175	
Proposed FY 2015 Section 5339 Amendment Application:		\$437,175

FFY 2015 Section 5310 (Capital Funding)

Enhanced Mobility of Seniors and Individuals with Disabilities

(Application submitted to FDOT on February 19, 2015)

Mobility Management		\$86,741
Mobility Manager - Section 5310 - 80%	\$69,393	
Mobility Manager - State - 10%	\$8,674	
Mobility Manager - PSTA - 10%	\$8,674	
W/C Seating/Tie Down Securement Equipment		\$805,000
W/C Seating/Tie Down Securement Equipment - Section 5310 - 80%	\$644,000	
W/C Seating/Tie Down Securement Equipment - State - 10%	\$80,500	
W/C Seating/Tie Down Securement Equipment - PSTA - 10%	\$80,500	
		<hr/>
		\$891,741
		<hr/> <hr/>

RESOLUTION OF THE PINELLAS SUNCOAST TRANSIT AUTHORITY AUTHORIZING THE FILING OF AN APPLICATION WITH THE DEPARTMENT OF TRANSPORTATION, UNITED STATES OF AMERICA, FOR GRANTS AND/OR GRANT AMENDMENTS UNDER THE FEDERAL TRANSIT ADMINISTRATION ACT OF 1964, AS AMENDED

WHEREAS, the Secretary of Transportation is authorized to provide grants and approve grant amendments for a mass transportation Capital Improvement Projects and budget; and

WHEREAS, the contract for financial assistance will impose certain obligations upon the applicant, including a local share of the project costs in the program; and

WHEREAS, it is required by the U.S. Department of Transportation in accordance with the provisions of Title VI of the Civil Rights Act of 1964, as amended, that the applicant provide an assurance that it will comply with Title VI of the Civil Rights Act of 1964 and the U.S. Department of Transportation requirements thereunder; and

WHEREAS, it is the goal of the applicant that minority business enterprise be utilized to the fullest extent possible in connection with this project, and that definite procedures are established and administered to ensure that minority business enterprises have the opportunity to participate in construction contracts, supplies, equipment contracts, or consultant and other services; and

WHEREAS, a total of \$8,378,851 is partially allocated (8/12) to PSTA in Fiscal Year 2015 through the Federal Transit Administration (FTA) Section 5307 formula program appropriations.

NOW, THEREFORE, BE IT RESOLVED BY THE PINELLAS SUNCOAST TRANSIT AUTHORITY:

1. That the Chief Executive Officer is authorized to execute and file applications or amendments on behalf of PSTA with the U.S. Department of Transportation to aid in the financing of capital assistance projects pursuant to Section 5307 of the Federal Transit Administration (FTA) Act of 1964, as amended.

2. That the Chief Executive Officer is authorized to execute and file with such applications an assurance or any other document required by the U.S. Department of Transportation effectuating the purposes of Title VI of the Civil Rights Act of 1964.
3. That the Chief Executive Officer is authorized to furnish such additional information as the U.S. Department of Transportation may require in connection with the application for the Program of Projects and budget.
4. That the Chief Executive Officer is authorized to set forth and execute affirmative procurement policies in connection with the Capital Improvement Projects and budget.
5. That the Chief Executive Officer is authorized to execute grant agreements and amendments on behalf of the Pinellas Suncoast Transit Authority with the U.S. Department of Transportation for financial assistance.

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA

Janet C. Long
Secretary/Treasurer

William C. Jonson
Chairperson

DATE: May 27, 2015

APPROVED AS TO FORM

Alan S. Zimmet
General Counsel

RESOLUTION OF THE PINELLAS SUNCOAST TRANSIT AUTHORITY AUTHORIZING THE FILING OF AN APPLICATION WITH THE DEPARTMENT OF TRANSPORTATION, UNITED STATES OF AMERICA, FOR GRANTS AND/OR GRANT AMENDMENTS UNDER THE FEDERAL TRANSIT ADMINISTRATION ACT OF 1964, AS AMENDED

WHEREAS, the Secretary of Transportation is authorized to provide grants and approve grant amendments for a mass transportation Capital Improvement Projects and budget; and

WHEREAS, the contract for financial assistance will impose certain obligations upon the applicant, including a local share of the project costs in the program; and

WHEREAS, it is required by the U.S. Department of Transportation in accordance with the provisions of Title VI of the Civil Rights Act of 1964, as amended, that the applicant provide an assurance that it will comply with Title VI of the Civil Rights Act of 1964 and the U.S. Department of Transportation requirements thereunder; and

WHEREAS, it is the goal of the applicant that minority business enterprise be utilized to the fullest extent possible in connection with this project, and that definite procedures are established and administered to ensure that minority business enterprises have the opportunity to participate in construction contracts, supplies, equipment contracts, or consultant and other services; and

WHEREAS, a total of \$962,825 is partially allocated (8/12) to PSTA in Fiscal Year 2015 through the Federal Transit Administration (FTA) Section 5339 program appropriations.

NOW, THEREFORE, BE IT RESOLVED BY THE PINELLAS SUNCOAST TRANSIT AUTHORITY:

1. That the Chief Executive Officer is authorized to execute and file applications or amendments on behalf of PSTA with the U.S. Department of Transportation to aid in the financing of capital assistance projects pursuant to Section 5339 of the Federal Transit Administration (FTA) Act of 1964, as amended.

2. That the Chief Executive Officer is authorized to execute and file with such applications an assurance or any other document required by the U.S. Department of Transportation effectuating the purposes of Title VI of the Civil Rights Act of 1964.
3. That the Chief Executive Officer is authorized to furnish such additional information as the U.S. Department of Transportation may require in connection with the application for the Program of Projects and budget.
4. That the Chief Executive Officer is authorized to set forth and execute affirmative procurement policies in connection with the Capital Improvement Projects and budget.
5. That the Chief Executive Officer is authorized to execute grant agreements and amendments on behalf of the Pinellas Suncoast Transit Authority with the U.S. Department of Transportation for financial assistance.

ATTEST:

PINELLAS SUNCOAST TRANSIT AUTHORITY
PINELLAS COUNTY, FLORIDA

Janet C. Long
Secretary/Treasurer

William C. Jonson
Chairperson

DATE: May 27, 2015

APPROVED AS TO FORM

Alan S. Zimmet
General Counsel



INFORMATION ITEM

4A: Comparable Codes of Conduct

Action: Information Item

Staff Resource: Jeff Thompson, Director of Transportation
Shirley Howard, Superintendent of Customer Service



Background:

- In an effort to develop a Customer Code of Conduct for PSTA riders, Jeff Thompson, Director of Transportation, will review three transit agency websites:
 - Star Metro - Tallahassee, Florida
 - DART – Dallas, Texas
 - CATS – Charlotte, North Carolina
 - MARTA – Atlanta, GA
- This review is for informational purposes only and will help staff determine what to include in PSTA’s Customer Code of Conduct at a future meeting.

Attachments: None



INFORMATION ITEMS

4B: Path Forward Plan/FY16 Budget

Action: Information Item

Staff Resource: Debbie Leous, Chief Financial Officer

TRAC

Background:

- In June the Board receives the first draft of the FY 2016 Operating Budget to review. In advance of that at the May Board Workshop there are six areas that will be discussed:
 - Advertising Revenue
 - Sustainable Bus Plan
 - Routes – Including service reductions to low performing routes
 - Ad Valorem (Property Tax) Adjustment to the cap
 - Overhead Savings
 - Fare Adjustments
- The TRAC Committee comments and recommendations will be most important regarding the Route and fare adjustments and the Committee will review the schedule for when those issues will come before the Committee.

Attachments:

1. Path Forward One Page Summary

PSTA - PATH FORWARD

5/22/2015

<u>STRATEGIC CHANGES</u>	<u>ACTION</u>	<u>FY2016 IMPACT</u>
ADVERTISING REVENUE - INCREASE AND OUTSOURCE	May	\$300,000
BUSES - SUSTAINABLE REPLACEMENT PLAN	May	\$0
ROUTES - LOW-PERFORMING SERVICE REDUCTIONS	August	\$930,000
AD VALOREM - ADJUST TO .75 MILL CAP	September	\$970,432
OVERHEAD - IMPROVE EFFICIENCIES AND SAVE	September	\$103,000
FARE ADJUSTMENT - INCREASE AVERAGE FARE REVENUE	September	\$1,282,931