



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**BOARD OF DIRECTORS MEETING
MINUTES – OCTOBER 26, 2016**

The Pinellas Suncoast Transit Authority (PSTA) Board of Directors met in regular session in the Board Room at PSTA Headquarters at 9:00 AM on this date with the following members present:

Darden Rice, Chairperson
Julie Bujalski, Vice-Chairperson
Janet Long, Secretary/Treasurer
Joseph Barkley
Doug Bevis
Mark Deighton
Ben Diamond
Samantha Fenger
Patricia Johnson
Bill Jonson
Charlie Justice
Brian Scott

Absent:

Dave Eggers
Pat Gerard
Lisa Wheeler-Bowman

Also Present:

Brad Miller, CEO
Alan Zimmet, PSTA General Counsel
PSTA Staff Members
Members of the Public

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairperson Rice called the meeting to order at 9:06 AM and the Board was led in a moment of silence and the Pledge of Allegiance.

AWARDS AND RECOGNITION

Chairperson Rice introduced and welcomed new Board member, Pinellas County Commissioner Charlie Justice.

PRESENTATION

Uber Presentation – Danielle Spif, Uber Senior Operations Manager, provided background history about Uber and demonstrated how to use the app. She spoke about the PSTA/Uber partnership on the first mile/last mile Direct Connect program and the phase two countywide pilot program. Ms. Spif also provided information on the partnership for the Transportation Disadvantaged (TD) Late Shift program.

[Ms. Fenger entered the meeting at 9:18 AM.]

Natalia Montalvo, Uber Strategic Partnerships & Community Engagement Manager, answered questions from the Board regarding the length of the trips, cancellations, and customer service.

PUBLIC COMMENT

Cameron Bettle, Pinellas County resident, indicated that he would like to make a presentation at the December 7th Board meeting on bus shelter designs.

COMMITTEE UPDATES

Transit Riders Advisory Committee (TRAC) – Gloria Lepik-Corrigan, Committee Vice-Chair, provided an update from the October 18th TRAC meeting.

Forward Pinellas – Ms. Bujalski reported on the Forward Pinellas Board meeting that took place on October 12th.

Forward Pinellas Local Coordinating Board (LCB) – Mr. Scott noted that there was an LCB sub-committee meeting on October 19th to review the Community Transportation Coordinator (CTC) evaluation results for PSTA. He reported that there were no findings and it was the sub-committee's opinion that PSTA is doing an excellent job. Mr. Scott noted that the full report will be presented for approval at the November LCB meeting.

CONSENT AGENDA

Mr. Scott made a motion, seconded by Mr. Barkley to approve the Consent Agenda. There were no public comments. The Board unanimously approved the Consent Agenda, which included the approval of the September 28, 2016 Public Hearing/Board meeting minutes.

ACTION ITEMS

2017 Meeting Schedule – Mr. Bevis made a motion, seconded by Mr. Barkley to approve the meeting schedule for 2017. There were no public comments. Motion passed unanimously.

Direct Connect Agreements – Mr. Miller explained PSTA's three innovative programs; the Direct Connect, the TD Late Shift, and the upcoming Sandbox program. He stated that staff is asking the Board to approve a second pilot of the Direct Connect program to encompass the whole county. He showed the seven connecting points for this pilot and demonstrated how the program works. Mr. Miller indicated that there will be five providers for this service: Uber, Lyft, United Taxi, Care Ride and Wheelchair Transport. He noted that the budget for this second pilot program is \$100,000 and the goal is to have 50 rides per day. PSTA will pay a \$5.00 discount for each ride.

Mr. Barkley reported that the Finance Committee had a number of questions and concerns, which were addressed. He said that the Committee unanimously recommended approval with the additional requirement of monthly reporting to the Board. Some Board members had questions about the \$5.00 cost, the length of the pilot program, direct marketing, and concerns about TD riders and seniors not owning Smartphones to use the Uber app. After Mr. Miller answered their questions, Mr. Jonson made a motion, seconded by Mr. Bevis to approve the Direct Connect agreements. There were no public comments. Motion passed unanimously.

February 2017 Service Changes - Cassandra Borchers, Chief Development Officer, presented the proposed February 2017 service changes. She explained the incremental expansion of service, as well as frequency improvements. She also spoke about the elimination of the Safety Harbor Jolley Trolley route and that there were two public hearings held on October 24th concerning the changes. She indicated that the TRAC had a lengthy discussion and was very excited about the service improvements. Mr. Deighton reported that the Planning Committee unanimously recommended approval.

The Board asked for elaboration on Safety Harbor's position not to continue supporting the Jolley Trolley route, the service improvements in Dunedin, and the October 2nd

service change on Route 66. After Ms. Borchers answered the Board's questions, Mr. Deighton made a motion, seconded by Mr. Scott to approve the February 2017 service changes. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Central Avenue Bus Rapid Transit (BRT) – Mr. Miller spoke about the October 12th St. Pete Beach workshop. He said he will meet with the City Manager and each City Council member individually to address their concerns and questions. Ms. Long pointed out St. Pete Beach's issue with their sewer system. Mr. Barkley expressed his opinion that St. Pete Beach does not want the BRT, only the existing Suncoast Beach Trolley. He stated his belief that the BRT would help them economically. Ms. Johnson added that Madeira Beach would love to have this service go to their City.

Heather Sobush, Planning Manager, indicated that staff has been analyzing different routing and cost options to lower the cost to St. Pete. Mr. Miller pointed out that PSTA is trying to implement the best program that carries the most riders in the most efficient way. He stated that St. Pete Beach has the highest population, the highest number of hotel beds, and the highest potential ridership. Mr. Miller presented a cost-reduction policy for the Board's consideration. He said that currently, Cities pay approximately 60% of the service through ad valorem, adding that a similar formula could be used for St. Pete Beach.

Ms. Long expressed her concern that St. Pete Beach would never become an ad valorem member if they receive this premium service. Mr. Jonson and Mr. Bevis mentioned how much their Cities contribute in ad valorem. Mr. Scott suggested the BRT end at 75th and Gulf Boulevard. Mr. Deighton agreed. Ms. Sobush indicated that there is still connectivity and access work to be completed on the eastern end of the BRT project in downtown St. Petersburg.

Clearwater Transit Improvements - Ms. Borchers presented an update on the Clearwater transit projects and how they relate to other partner projects. She spoke about the seven-day-a-week trolley service to Clearwater Beach, noting that PSTA and the City of Clearwater have been working together on developing a bus bay and queue jump on Clearwater Beach. Ms. Borchers provided an update on the Clearwater Intermodal Center, which will replace the Park Street transfer center. She said that the preferred site location is on the corner of Court and Myrtle Streets in downtown Clearwater. Ms. Borchers indicated that this project is grant funded through the final design, adding that the goal is to have a shovel-ready project for future grant opportunities.

Ms. Borchers also provided an update on the Memorial Causeway Bridge bus way. She said there is a need for the trolleys to have an exclusive lane and that the Florida Department of Transportation (FDOT) is reviewing options on the current bridge. Ms. Borchers reported that Forward Pinellas is working on a SR 60 Corridor Evaluation which includes the Clearwater Beach to Tampa International Airport (TIA) Express, bike/pedestrian access, complete streets, and enhancements to support transit.

Ms. Borchers indicated that all these projects will go through the various Committees over the next few months. Mr. Barkley suggested the Board receive information well in advance of Board action. Ms. Bujalski mentioned the Clearwater Ferry and Mr. Miller stated his belief that the City of Clearwater is taking the lead with the Clearwater Ferry and is currently working on an agreement. Ms. Long spoke about a common vision for transportation solutions not only for Pinellas County, but for the region as well.

REPORTS AND CORRESPONDENCE

Performance Reports/Updates - The report was supplied in the Board packet. Mr. Miller indicated that the report now tracks ridership for the Direct Connect and TD Late Shift. He stated that ridership for the FY 2016 was down 10.2%. Chairperson Rice asked about the TD Late Shift ridership numbers, as well as the decline in ridership overall. Mr. Miller responded that the Late Shift program is very successful. He also provided information on national trends and other reasons for the drop in ridership. There were a few more comments relating to the operating statistics, as well as a request for more information.

PSTA Contracts – The quarterly report was included in the packet. Mr. Miller pointed out that the three largest contracts are for Care Ride, health benefits, and fuel.

FUTURE MEETING SUBJECTS

The Board was supplied with a list of upcoming meeting subjects. Mr. Miller indicated that there will be a joint PSTA/HART Executive Committee meeting on October 31st and a Nominating Committee meeting on November 1st.

OTHER BUSINESS

Mr. Miller reported that the Florida Department of Revenue informed PSTA that the FY 2017 budget advertisement posted in the newspaper had an incorrect number. Due to this error, PSTA is required to schedule another Public Hearing. He indicated that in the future, the Authority will send the ad to the Department of Revenue for approval prior to running the ad.

[Mr. Barkley left the meeting at 11:31 AM and did not return.]

BOARD MEMBER COMMENTS

Mr. Jonson spoke about a presentation he heard relating to the Tampa Bay Express (TBX) project. He also encouraged the Board and staff to reach out to employers within Pinellas County to help their employees with the potential use of transit.

Ms. Bujalski would like to get a conversation started at the Committee level regarding the Clearwater Ferry.

[Ms. Long left the meeting at 11:39 and did not return.]

Chairperson Rice stated that she is excited about Direct Connect and the upcoming service changes.

ADJOURNMENT

There being no further business, Chairperson Rice adjourned the meeting at 11:43 AM. The next meeting is scheduled for December 7th at 9:00 AM.

Chairperson