

**HILLSBOROUGH TRANSIT AUTHORITY  
BOARD OF DIRECTORS  
FINANCE, GOVERNANCE, AND ADMINISTRATION COMMITTEE MEETING  
Monday, June 21, 2010 at 8:30AM  
HART Administrative Office, 1201 East 7<sup>th</sup> Avenue  
Tampa, FL 33605**

**Board Members Present (6)**

John Byczek  
Councilman Ron Govin  
Alison Hewitt  
David Mechanik  
Dr. Steven Polzin  
Michael York

**Board Members Absent (6)**

Kevin Beckner  
Wallace Bowers  
Fran Davin  
Councilman John Dingfelder  
Commissioner Rose Ferlita  
Commissioner Mark Sharpe

**Staff Members Present**

Sylvia Castillo  
Katharine Eagan  
Joe Escobedo  
Philip Hale  
Haul Hollis  
Martha Milligan  
Brenda Mowen  
Mary Shavalier  
Deborah Tamargo  
David Watt

**Others Present**

Clark Jordan-Holmes, JJH  
George Walton, PB Americas, Inc.  
Michelle Green, TBARTA  
Trish Thompson, LAM  
John Andrews  
Ned Baier, Hillsborough County  
Stephen Hendershott

**CALL TO ORDER AND INTRODUCTIONS**

**Sign-in sheets are attached.**

Meeting was called to order at 8:33 a.m.

**DISCUSSION ITEM**

**ALTERNATIVES ANALYSIS STUDY - Project Update**

Mary Shavalier, HART Chief of Strategic Planning and Program Development, outlined the agenda for the presentation of the item and introduced Mr. George Walton, PB Americas, Inc. staff, who provided an overview of the Screen 3 effort, and potential study limit extensions. A full copy of the presentation is on file and can be obtained from the Clerk of the Board at [petitl@gohart.org](mailto:petitl@gohart.org).

Director Mechanik asked what is included into definition of “station”.

Mr. Walton explained that “stations” include platforms. He said there is no sufficient room for the platforms in the medians of I-75 and I-275 interstates.

Director Polzin expressed concern that the proposed corridors extensions could result in delay in the project schedule and budget constraints.

Ms. Shavaliere responded that staff will be requesting the Board's authorization for the study areas extensions which would require more modeling work, but would not cause major delays of the project. She noted that the federal administration does not want agencies make decisions on a terminus because it precludes projects from future connections.

Director Polzin stated that he sees the process and the timing issue. He said that he understands staff's desire to be sensitive to opportunities, but is nervous when the agency tries to embrace all of them. Director Polzin stated that the agency needs to make a decision on the first segment, and other requests could be addressed with time. He stressed the importance of allowing enough time for the public participation process.

Ms. Shavaliere advised the Board members that staff gets updated information from the Aviation Authority engineering analysis. She noted that the Federal Administration will be assessing the project based on the investment versus ridership ratio.

Director Mechanik asked if addition of a scope of work will delay the decision-making process schedule in August.

Ms. Shavaliere referenced the project schedule provided in the packet that includes additional of the elements to model in August and holding public hearings in September. She indicated that this will not be the major factor in the schedule delay. Ms. Shavaliere noted two critical issues that are to be resolved, negotiations with CSX, and discussions with FDOT. She added that the airport expressed interest in participation in the project. Ms. Shavaliere said that it was a challenging project from the start. She reminded of the FTA earlier concerns about the regional model that lead to the complete rebuild of the model.

The Board members discussed space required for a yard and a shop.

Director Mechanik asked if staff got a price on the Bruce B Downs Boulevard extension.

Ms. Shavaliere said that this information will be presented in July.

Director Polzin pointed out that from the feasibility view point, a more modest segment might be more practical and could start sooner.

Director Mechanik said that if the discussion with FTA is a dialogue, it might be to its benefit to have a larger scope of work presented to them.

Ms. Shavaliere noted that the HART Board will be discussing the implementation process in August.

Director Polzin requested to confirm that the MPO is handling demographic data collection. Ms. Shavaliere confirmed the statement and said she will forward the data to Director Polzin.

## **PRESENTATIONS**

### **METRORAPID DEVELOPMENT UPDATE**

David Watt, HART's Director of Construction and Facilities, presented an update of the MetroRapid Project development. A full copy of the presentation is on file and can be obtained from the Clerk of the Board at [petitl@gohart.org](mailto:petitl@gohart.org).

Director Hewitt asked if community outreach is required as a part of the right-of-way acquisition.

Mr. Watt responded that staff follows the County regulations for the land acquisition which do not require community outreach.

Director Mechanik questioned the significant difference in cost for the BRT stations of \$520,000 each, versus the cost for a regular bus stop of \$100,000.

Mr. Watt responded that the cost for the stations is a significant portion of the total cost for the project.

Chairperson Byczek asked if HART was planning to hire a team to handle right-of-way acquisitions.

Mr. Watt said that an outside consulting team will be hired to assist staff with the process.

Director Polzin asked how we are sequencing the decision on BRT versus rail corridors.

Ms. Shavalier responded that the MetroRapid project is enhanced bus service, with a 10-15 minutes service frequency, but limited speed due to the fact that 26 stops in each direction will be served by this service.

Mr. Watt said that it will be a demonstration project.

Philip Hale, HART's Chief of Maintenance, said that HART will have to make a determination if the Traffic Signalization Priority (TSP) can be utilized at peak or off-peak hours, and what effect it would have on the streets' traffic patterns.

### **ADVERTISING REVENUE**

Katharine Eagan, HART's Chief of Service Development, presented HART's Advertising Revenues Report. A full copy of the presentation is on file and can be obtained from the Clerk of the Board at [petitl@gohart.org](mailto:petitl@gohart.org).

Director Hewitt asked if HART has any regulations related to content of advertisements.

Ms. Eagan said that HART can exercise the right of refusal and has the HART Board advertising policy that is applied to advertisement.

Director Polzin asked if staff has information on the shelter advertisement sales trends and percentage of ad space that is available.

Ms. Eagan said that staff receives a monthly report from the contractor and she will share this information with Director Polzin.

Director Polzin asked what share of the bus fleet is available and what percentage of buses is not wrapped.

Ms. Eagan said that a certain percentage of buses is kept free of ads.

### **MINUTES**

*Director Polzin made a motion to approve the Finance, Governance and Administration Committee meeting minutes of May 17, 2010. Director York seconded the motion. All Committee members present voted aye. The motion carried unanimously.*

The meeting adjourned at 10:35 a.m.