

**HILLSBOROUGH TRANSIT AUTHORITY
AND PINELLAS SUNCOAST TRANSIT AUTHORITY
BOARD OF DIRECTORS JOINT MEETING
Monday, April 19, 2010 at 10:30 AM
HART Administrative Office
1201 East 7th Avenue
Florida Room
Tampa, FL 33605**

Board Members Present

David Mechanik
Fran Davin
Alison Hewitt
Dr. Steven Polzin

PSTA Board Members Present

R.B. Johnson
Jeff Danner
Kenneth Welch
Tim Garling

Staff Members Present

David Armijo
Katharine Eagan
Olga Gonzalez
Philip Hale
Tameca Johnson

Brenda Mowen
David Persaud
Lena Petit

Others Present

Clark Jordan-Holmes, JJH

CALL TO ORDER AND INTRODUCTIONS

Sign-in sheets are attached.

Meeting was called to order at 11:03 a.m.

Approval of minutes

Director Davin made a motion to approve the minutes of the July 20, 2009 HART/PSTA Boards Joint Board meeting. Director Welch seconded. All Board members present voted aye. Motion carried unanimously.

Update on HART Alternative Analysis (AA)

Ms. Shavalier presented a brief overview of the HART AA process and outlined the project's schedule. A full copy of the presentation is on file and can be obtained from the Clerk of the HART Board at petitl@gohart.org.

Director R.B. Johnson requested to comment on the relationship between the AA project and potential referendum in the upcoming November election.

Mr. Armijo commented that the two projects are independent.

Director RB Johnson asked what is planned to be brought to the voters and if it is not going to be considered essential to have a Locally Preferred Alternative (LPA) in place by the time of the referendum.

Director Mechanik left at 11:23 a.m.

Director Polzin stated that given both the reality and uncertainty, HART is trying to paint transit improvements without setting itself within the limits of one particular project. He noted that there are examples when other communities promised plans to voters and could not carry them through. Director Polzin said that at some point HART will need to decide which project will be first and put geographic boundaries on it.

Director Welch asked if HART has made a decision on its ad valorem revenue collections.

Director Polzin responded that the current plan is not to give up this revenue stream since ad valorem is more predictable than sales tax.

There was discussion about the updated and improved travel model and how it can benefit Pinellas County in the future.

Responding to Director Welch's question, Ms. Shavalier addressed connectivity of HART's project with Pinellas County, through the service penetrating into the downtown Tampa and connection in the Tampa International Airport transfer center.

PSTA Alternative Analysis (AA) Process and Schedule

Mr. Garling spoke about the initiation of the AA process to study the area for transit improvements. A full copy of the presentation is on file and can be obtained from the Clerk of the HART Board at petitl@gohart.org.

Mr. Garling spoke about corridors with strong ridership and the potential for economic redevelopment along the corridors that makes them more attractive. He said that the CSX alignment will not be a focus of this study. Mr. Garling stated that it is important to understand where the riders are and who they are to have better understanding about ridership demands in various areas. He commented on the existing inter-county bus service. Mr. Garling said, in his opinion, the major factors for unsuccessful service is lack of alignment with destinations attractive to passengers, the service infrequency, and its quality level. He noted that in light of PSTA facing a \$5.6 million budget deficit in the next fiscal year, it is hard to add service hours. Mr. Garling spoke about the need to have a sustainable funding source.

Preliminary Budget Outlook

Mr. Garling highlighted the main challenges for the PSTA in the upcoming fiscal year and the agency's strategy to offset the revenue loss projections. A full copy of the presentation is on file and can be obtained from the Clerk of the HART Board at petitl@gohart.org.

Director Davin left at 11:49 a.m.

Mr. Garling said that PSTA lost 30 percent in ad valorem collections over last few years. He noted that the agency has not raised its millage rate as the property values were coming down. Mr. Garling stated there is little support of property tax increase in Pinellas County.

Mr. Armijo asked about PSTA's reserve policy.

Mr. Garling remarked that PSTA has \$29 million in reserves, however a portion of this fund has been spe is to be made by the PSTA Board of Directors.

There was discussion about uncertainty in fringe benefits and fuel costs.

Status of Cross Bay Services

Mr. Garling spoke about three existing inter-county routes. He noted that PSTA staff is looking at ways to increase ridership on these routes, to tweak the existing service. Mr. Garling said that the proposals on service changes on the routes were not supported at public hearings. He stated that in the long term with a sustainable funding source, solutions for the ridership improvement on the cross-bay routes could be hooking them up to the major destinations and connecting with the high-speed rail.

Director R.B. Johnson asked if HART plans to enhance service on its cross-bay route 200X in the case of a successful referendum.

Mr. Armijo noted that HART is currently evaluating all its express lines. He said as soon as the referendum is called, staff will start working on a transition plan to enhance the system.

Director RB Johnson noted that it seems like the agencies will have an opportunity for better coordination in the future.

Mr. Garling indicated that with successful referendums in both counties, there will be significant service increases in both systems that will compliment each system.

There was discussion about the Gateway, a major employment area in St Petersburg, with potential for transit oriented development.

Technology in transit

Mr. Garling spoke about technology in transit that is aimed at helping customers enhance transit experience. He described the real time bus information project underway, outlined the project schedule and spoke about benefits for customers. He stated PSTA hopes to have this comprehensive technology system in two years.

Ms. Eagan spoke about HART's new program, RoutShout. She showed a short video featured on Bay News 9 that highlighted the program's function. Ms. Eagan spoke about HART's presence on Twitter and Facebook.

Director Danner left at 12:25 p.m.

There was discussion about two-way communication with patrons that became possible due to portals like You-Tube, Facebook and Twitter.

Director Welch asked about the legal aspect of the information posted on these websites.

Mr. Jordan-Holmes explained that all information posted on the web site is treated as public record.

Consortium Procurement Process

Ms. Mowen spoke about the rationale and benefits of the consortium procurement process. A full copy of the presentation is on file and can be obtained from the Clerk of the HART Board at petitl@gohart.org.

Director Polzin said that he was delighted to see staff explore mechanisms that help to minimize costs, to be resourceful and efficient.

Director R.B. Johnson asked if HART was considering raising fares in the upcoming fiscal year.

Mr. Armijo said that HART Board's second meeting in May will be dedicated to the Finance Committee. He noted that HART does not anticipate any fare increase in FY2011, however, if a decrease occurs, this position will be re-evaluated.

The group agreed that the next joint meeting of the Boards is to be scheduled for the end of summer.

The meeting adjourned at 12:42 p.m.