

**HILLSBOROUGH AREA REGIONAL TRANSIT AUTHORITY
BOARD OF DIRECTORS
FINANCE, GOVERNANCE AND ADMINISTRATION COMMITTEE
AND MAJOR PROJECTS AND LEGISLATIVE COMMITTEE
JOINT MEETING**

**Monday, August 17, 2009 at 8:30 AM
HART Administrative Office, 1201 East 7th Avenue
Tampa, FL 33605**

Board Members Present (9)

Wallace Bowers
John Byczek
Councilmember John Dingfelder
Commissioner Rose Ferlita
Councilmember Ron Govin
Alison Hewitt
David Mechanik
Dr. Steven Polzin
Michael York

Staff Members Present

David Armijo
Sylvia Berrien
Donna Chen
Joe Escobedo
Philip Hale
Kathy Karalekas
Mary Lou Maynes
Brenda Mowen
David Persaud
Lena Petit
Bob Potts
Mary Shavalier

Others Present

Karen Gabbadon, Stiles, Taylor & Grace
Deborah Lyons, FDOT
Ned Baier, Hillsborough County
Ray Chiaramonte, MPO
David Walthall, Kimley-Horn and Associates

Board Members Absent.....(3)

Commissioner Kevin Beckner
Fran Davin
Commissioner Mark Sharpe

CALL TO ORDER AND INTRODUCTIONS

Sign-in sheets are attached.

Meeting was called to order at 8:37 a.m.

Councilmember Govin moved approval of the meeting minutes of May 18, 2009. Mr. Bowers seconded. All Board members present voted aye. Motion carried unanimously.

**RULE DEVELOPMENT WORKSHOP UPDATE HART BOARD POLICIES SECTIONS
220.01, 240.01, 400.04, 430.02 AND ALL SECTIONS OF 500**

Ms. Mowen announced that a number of changes were proposed to the noted sections of the HART Board policies to update them in accordance with best practices and federal regulations. She indicated that the title was changed from “Executive Director” to “CEO” and “Authority” to “HART.”

Councilmember Govin said that he assumed that HART would have a written policy.

Ms. Berrien responded that the proposed changes are consistent with the Florida Statute 119 that sets the rules for public records.

Mr. Mechanik asked why the phrase “as provided by law” is proposed for deletion.

Ms. Berrien explained that it is deleted to avoid redundancy.

Mr. Mechanik said that he would leave the phrase in for two reasons, because it is creating a false impression, and second, because it is telling a reader of the policy that there is a legal frame work that is to be followed.

Ms. Berrien reported that the workshop was noticed for 9 a.m. and requested that it be open again at that time to receive public comment.

DISCUSSION ITEMS

FY2010-2011 Budget

Mr. Persaud presented a summary of the proposed fiscal year 2010 budget. He noted that the document was provided to the Finance Committee in May and the full Board in June. Mr. Persaud provided a comparison of the fiscal year 2009 and fiscal year 2010 budgets. He indicated that the top revenue sources for HART are property taxes, systems revenue, federal grants, state of Florida grants, and other revenues. Mr. Persaud said the top five expenses include salaries and wages, fringe benefits, operating expenses, diesel and unleaded fuel, and vehicle parts and supplies. He then presented a schedule of property tax projections for FY2006-FY2011. Mr. Persaud spoke about the strategies used to balance the FY2010 budget, among which are increase in fare revenue, ARRA funding, federal grants Section 5307, decrease in fuel cost, and service reductions. He commented on the FY2010 budget in the paratransit mode, with decrease in fare and pass revenues and ad valorem allocations and increase in labor expenses.

Dr. Polzin remarked that his understanding was that a more considerable decrease was projected for the next fiscal year streetcar ridership.

Mr. Armijo noted that streetcar ridership in fiscal year 2009 increased due to the growth in revenue. He pointed out that for FY2010 staff projects 40,000 fewer rides. Mr. Armijo said staff will re-evaluate the ridership numbers and will present any findings at the September public hearings.

Councilmember Dingfelder arrived at 8:51 a.m.

Mr. Persaud continued by stating that the revenues in the capital improvement program for fiscal year 2010 will include federal grants, ARRA funding, state grants, Hillsborough County bonds, and other local and HART funding. He said the capital improvement program expenses will cover the BRT project, bus and related equipment purchase, construction and improvements, technology improvements, AA and planning studies, and streetcar improvements and construction.

Dr. Polzin asked what amount staff has budgeted in the next fiscal year to support the AA studies.

Mr. Persaud responded that \$2.5 million has been allocated with the existing money, not considering potential federal money.

Ms. Shavalier said that \$1.9 million is allocated under the contract with PB Americas, Inc. in the fiscal year 2009 budget that will roll over to FY2010. She noted that the Senate was proposing \$3 million for the PE.

Answering Ms. Hewitt's question, Mr. Armijo indicated that staff will look at contingencies and how far into 2010 staff would want to make commitments.

Mr. Armijo reminded the Board members about the September budget public hearings. He indicated that in the course of the budget process, staff was able to leverage funds primarily on the capital side and able to catch up with the bus purchase schedule. Mr. Armijo reported that HART has reserves and is still able to hold on to them.

RULE DEVELOPMENT WORKSHOP UPDATE HART BOARD POLICIES SECTIONS 220.01, 240.01, 400.04, 430.02 AND ALL SECTIONS OF 500

Chairperson Hewitt announced the opening of the rule development workshop at 9:00 a.m.

Ms. Berrien described the steps of the adoption process, with a notice of adoption meeting scheduled for September 14, 6:00 p.m. time certain, and the notice of final adoption meeting scheduled for 6 pm. time certain on September 28, 2009.

There was no public comment.

Ms. Hewitt asked if the proposed revisions to the policies were made available for the HELP committee for their review and comments and if any proposed changes in the policies will affect the labor negotiations.

Ms. Berrien noted that the proposed revisions were made available to everyone for comments. She indicated that no proposed changes will affect the upcoming labor negotiations.

Chairperson Hewitt closed the workshop at 9:03 a.m.

DISCUSSION ITEMS

National Transit Elections Overview ~ Alan Wulkan, InfraConsult LLC

Mr. Armijo recognized Mr. Wulkan, stating that he was involved with many major rail construction projects in the country and will help with the communication side of the New Starts project.

Mr. Byczek arrived at 9:06 a.m.

Mr. Wulkan pointed out the national election results chart indicating that if in the late 1990s, 70 percent of the referendums supporting transit were not successful, over the last years, on the contrary, 70 percent of the initiatives passed. He noted that last November, at the peak of the economic challenges and the presidential elections, over \$75 billion in funding for transportation passed. Mr. Wulkan said that among the reasons for success were \$4.00 per gallon gas price and a focus on the environment. He then presented a case study of two communities, Salt Lake City and Dallas, and

described the history of their tax initiatives. Mr. Wulkan pointed out that Salt Lake City is delivering all their projects 15 years ahead of their schedule and all of them are under the budget. He noted the new developments and redevelopment projects along both systems. Mr. Wulkan outlined the keys to success, such as identification of issues, identification of champions, utilization of professional campaign management, early fundraising, mobilization of grassroots support, design of a winning advertising campaign, and reservation of TV and radio time. He commented that champions could be someone with a recognized household name, who has no political interest, and can commit time. Mr. Wulkan stated that while building campaign management strategies, HART should take into consideration local versus national firms, get the best firm available, listen to the consultant, employ someone with campaign experience, build a realistic budget, and set a campaign strategy. He remarked that the grassroots are the most forgotten elements of a successful campaign. Mr. Wulkan said that by state law HART cannot advocate for the project, but the agency has to educate the public and tell the story of what happens if the referendum passes or fails. He indicated that all elections are unique; however there are common lessons learned that should be taken into consideration. Mr. Wulkan noted that it is imperative to know that most people who the agency will ask to agree to raise their tax contributions will not ride the system; however they have employees, care about the community, and could benefit from the system in other ways. He said that it is unusual to win the first time out, but it is important to listen to the polling and understand what the community needs. Mr. Wulkan then introduced the frequently asked questions and said that it is never the right time to ask for money. He noted that there is no set recommendation whether it should be done during a general or special election since the results are highly individual. Mr. Wulkan indicated that when determining the amount to go for, $\frac{1}{4}$; $\frac{1}{2}$ or full cent, it is critical to ask for the amount that is large enough and makes sense for a general community to support it. He said the campaign cost has to be in the million-dollar range. Mr. Wulkan added that even if the referendum does not pass the first time out, the community will never be more aware of the transit needs in the area than after the election.

Answering Dr. Polzin's question, Mr. Wulkan said that the plan should clearly show what everyone will get for the investment. He noted that the most of the community does not think about transit on a daily basis.

Mr. Mechanik asked what analysis has been done to prove significant private investment in the vicinity of the projects.

Mr. Wulkan noted that a study conducted in Phoenix showed that since the start of the construction, \$6 billion was spent in development within walking distance from the line. He indicated that HART needs to have good planning upfront and to do stationary plans and look at zoning to be able to change it to encourage development.

Councilmember Dingfelder indicated that HART needs to make sure that other proposed extensions are included into the master long-term light rail plan map to show everyone "what is there for me."

Mr. Wulkan stated that the plan has to show the service plan for the future whether it is an immediate or future line.

New Starts Project Update

Ms. Shavalier presented the AA process map outlining the initiation and study framework, screening of alternatives, analysis, refinement and evaluation of alternatives, and locally preferred alternative and funding plan creation. She spoke about coordination of internal and external meetings and workshops and media sessions in support of the outreach activities for the process.

Councilmember Govin asked how soon the map will be updated to include all proposed in the future extension which will help him to communicate a message to his constituents.

Ms. Hewitt requested that staff strongly encourage the Board members' participation in the outreach sessions.

Rapid Transit Investment Plan

Mr. Armijo reported that last year's HART strategic initiative was to dust off the 2002 rail plan. He said the process has taken the agency to the crossroads. Mr. Armijo indicated that since the study area does not have any alignments, the team of stakeholders will work together to identify where the alignments will go and how to fund the project. He outlined the plan development that includes coordination with the MPO 2035 LRTP, and the countywide "listening tour." Mr. Armijo noted the need for countywide improvements including extended existing bus service. He said the plan's financing aspect will include a comprehensive cost model with capital and operational expenses balanced with anticipated tax, fare, bond and grant revenues, and the annual cash flow projections over a 25-year period. Mr. Armijo indicated that there are two revenue alternatives under development, a one cent sales tax, with 75 percent devoted to transit, and ½ cent sales tax, with all revenue to transit. He demonstrated a pie chart of the estimated revenues for 2011-2035. Mr. Armijo stated that the generated revenue will assist in funding the countywide program of transit improvements, capital projects to support service expansion, and invest maintenance projects throughout the period. He then presented the maps of the rapid transit (light rail), BRT, new express service, new local service, circulators and flex, and investment maintenance projects. Mr. Armijo said that some of the investment will be in maintenance projects, addition of a new facility, bus repairs, additional buses and paratransit vans for expanded service, shelters and accessibility improvements, and technology improvements. He noted the uncertainty of revenue projects due to economic conditions and federal and state funding. Mr. Armijo stated that all sources of funding must be maintained with increasing percentage of sales tax directed on covering the operating costs. He pointed out that potential volatility of some sources, especially sales tax, should be taken into consideration, too. Mr. Armijo showed the projections in growth in operational and capital expenses. He then outlined the second revenue alternative of \$0.50 sales tax, with the entire collection going to transit. Mr. Armijo presented a timeline of the critical steps.

Councilmember Dingfelder noted that the developed 25-year projections map has no plans for an alignment in South Tampa. He said that it is the area with the densest population and the most active electorate.

Dr. Polzin pointed out that a certain degree of uncertainty due to the challenge in predicting future technology developments should be taken into consideration. He noted that, in his opinion, it will be difficult to justify building an alignment parallel to the service in Brandon where the average bus

service speed is 60 mph. Dr. Polzin suggested that a picture of extended service in the whole community needs to be put together.

Mr. Armijo indicated that HART uses the statistical data in its projections.

Ms. Shavalier said that staff is basing its project development on the old Tampa Rail Project numbers putting additional cost for contingency.

Mr. Mechanik concurred with Councilmember Dingfelder. He noted that in the old plan, the South Tampa extension was considered viable because of the low construction costs due to the proposal to use the CSX tracks. Mr. Mechanik agreed that the future plan should include that area and show enhancements in service.

Commissioner Ferlita stated that she continues to profess the opinion that the plan needs to have something for everyone, various enhancements since we are talking about an improved public transportation system. She remarked that everyone should be guaranteed some return on investment. Commissioner Ferlita agreed that the plan needs to better define all segments; and that South Tampa is vital in municipal and county commission elections and has a huge electoral body.

Councilmember Dingfelder suggested the merging of the presented maps, in a 25-year long range plan.

Councilmember Dingfelder left at 10:31 a.m.

Commissioner Ferlita left at 10:31 a.m.

2009 HART Transit Service Plan

Ms. Shavalier stated that the 2009 HART transit service plan is a tool to develop a strategy to enhance service and ridership. She spoke about Hillsborough County conditions with huge land area, concentration along travel corridors in the core area and dispersed development in the suburban areas. Ms. Shavalier said that employment in the area is increasingly decentralized, and the service needs include connection to employment centers and collection and distribution within areas. She noted that the special market opportunities include student and senior travel. Ms. Shavalier stated that the service analysis shows that ridership is concentrated around several nodes, with a dominant focus on downtown Tampa, and transit centers that serve dispersed development. She mentioned that another challenge is infrequent service since the headways are not frequent enough to generate spontaneous trip making. Ms. Shavalier outlined the service expansion framework as defining core area where transit can be an attractive option, investing in resources in highly productive transit corridors, and implementation of effective and efficient mobility options in suburban areas. She remarked that the next steps will be to undertake a comprehensive review of the express service, prepare a transit service plan for Brandon/Riverview, including location of a new regional park and ride, work with the USF on potential to coordinate with Bull Runner service, develop an implementation plan for the flex route service, undertake run-time analysis of service to determine opportunities to reduce delays, complete site selection study for a new operations and maintenance facility, and refine plans to expand service, making it faster and more reliable.

Chairperson Hewitt thanked staff and for the maintenance of the day-to-day operation of the system.

INFORMATION ITEM

Offer Free Fares on the In-Town Trolley Green and Purple Lines (Routes 96 and 97)

Dr. Polzin said that HART needs to make sure that the same standards and rules are applied to all circulator service, and have a consistent agency-wide policy. He noted that HART needs to rationalize why it opted for a free service.

Mr. Armijo said that staff will bring this item for the Board's consideration again.

The meeting adjourned at 10:44 a.m.