

**MONTHLY REPORT TO THE BOARD OF DIRECTORS
HILLSBOROUGH AREA REGIONAL TRANSIT AUTHORITY**

By

CLIFF HAYDEN, JR. - EXECUTIVE DIRECTOR

REPORT TO THE BOARD

I. AGENDA ITEMS:

1. Roll Call:

A minimum of at least five directors is anticipated based on telephone conversations.

2. Presentation on Mass Transit Corridor Study:

The consultant firm of Booz-Allen and Hamilton, Inc. will provide a brief presentation of the work effort completed to date to analyze potential and identified mass transit corridors throughout Hillsborough County. This study is being coordinated with MPO, HART, and FDOT staffs.

3. Approval of Minutes:

The minutes of the regular May 23, and special meetings of June 3 and 5, are included in the agenda package.

The safety report requested by the Board will be presented at the July meeting.

4. Driver of the Month - May, 1985:

Operator Bobby Lister has been selected as the driver of the month for May, 1985. Bobby has been operating a bus in Tampa since 1963. Bobby has not been involved in an accident since January, 1983, and has never been charged in a collision accident. He has above average attendance, and no record of ever having a miss-out.

5. Election of Vice-Chairman:

As a result of Commissioner Colson being replaced on the Board by Commissioner Ron Glickman, the office of Vice-Chairman stands vacant. That vacancy needs to be filled at the meeting.

6. Resolution #85-28:

A resolution called for Board recognition of and commendation for outstanding service to the Hillsborough Area Regional Transit Authority and the citizenry of Hillsborough County by Commissioner Rodney Colson during his tenure as a HART Board Member.

7. Resolution #P-85-24:

Over the past several months the Board has received reports on HART's effort to establish a distinctive more effective downtown circulator service which would also provide a shuttle linking up Ybor City. We are near completion with the refurbishing of our four older coaches providing a new painting scheme, a new seating design, and a new logo/name - "The Downtowner". We have scheduled this service to begin on August 1, 1985. It is recommended to the Board adopt a fare structure of 25¢ to operate this service.

8. Resolution #P-85-25:

The Board has previously approved a Federal grant submittal for the replacement of 20, 1973 and 1974 transit coaches on November 27, 1984; Resolution No. 84-40. This proposed resolution enables HART to enter the complimentary Joint Participation Agreement for the State's participation in this project. The net cost of the project is \$4,132,866, which involves 80% UMTA, 10% HART, and 10% FDOT funding shares.

9. Resolution #P-85-26:

This resolution authorizes the hiring of a marketing firm for special market research for the Dale Mabry Project. The selected firm will design survey questionnaires, develop appropriate data collection methodology, conduct surveys and prepare a final report detailing alternatives for an on-going marketing effort. In addition, the selected firm will develop and prepare a total advertising campaign based on the marketing research.

10. Recommendation on Audit Firm for FY85 Audit:

The Consultant Selection Committee of the Board met on Friday, June 14, 1985, and interviewed three CPA firms that had expressed interest in performing HART's annual financial audit. The firms were: the incumbent, Pender, McNulty & Newkirk; Henry Ennis, Flischel, Pope & Hardy; and McQuay, Garrett, Sullivan and Company. The firms were reviewed and compared as far as interest in performing the audit, staff capabilities, and availability and fee. Fee proposals were to be sent to Chairman Banks for final analysis. The Committee will make a presentation and recommendation at the meeting on Tuesday.

11. Staff Reports:

a) Janitorial Contract - Request for Set-Aside for DBE:

As part of HART's continuing goal to provide Disadvantaged Business Enterprises with contracting opportunities, it is recommended that the building interior maintenance contract be bid for DBE participation only. This contract will significantly help in meeting our DBE goal. It is also an area where we think we can generate widespread interest and competition among the potential vendors.

b) FTA Legislation and Other State Legislation:

The proposed FTA Legislation successfully passed in both transportation committees. It appeared at that time, that there was a possible chance that the two bills in question would indeed make it to the floor for a vote. However, much to FTA's chagrin, house leadership exercised their authority and stymied the legislation in the appropriations committee where they remained until adjournment. In the winding moments of the session, and much to the surprise of many, an all encompassing transportation package entitled "Transportation Reform, Accountability and Cooperation Act of 1985" was passed. A short overview of that successful piece of legislation is included as Attachment A.

c) Presentation of FY86 Budget:

Enclosed in the agenda package is the staff's recommended Operating and Capital Budget for fiscal year 1986. A brief slide presentation will be made discussing the highlights of the proposed budget. A budget workshop will be scheduled for a detailed review.

d) Bus Shelter Report:

Shelter installation was completed on June 8, 1985. At the direction of the Board, a field supervisor has been stationed at the corner of Florida and Zack to assist passengers and operators during this transition period. Every effort is being made to minimize the inconvenience to the riding constituency. Additional information concerning ridership trends will be available at the meeting.

e) RFP On Engineer/Architect for Transit Mall:

The HART Planning Staff has developed a Request for Proposals (RFP) for the architectural/engineering services for the Marion Street Transitway. The RFP is now under review by the Florida Department of Transportation. Upon advertising and receipt of letters of interest for this project, a Selection Committee will request proposals and recommend a consultant to the HART Board of Directors. The Selection Committee or "Technical Advisory Group" will be composed of HART, FDOT, and City of Tampa representatives.

f) New System Map:

A new addition to HARTline's public information materials has been recently completed - HARTline's first system map. A complete directory to riding the bus. The system map is currently on sale for 50¢ at the HARTline office and at the mall display booth in each of the area malls. Sales have been averaging over 100 copies per week. The nominal charge will help offset the cost of printing the system maps.

g) Sale of 23 - 1971 Buses:

As part of the acquisition of the 27 new Flexible buses scheduled to arrive beginning in late July, HART will be disposing of 23 of the 1971 model Flexible buses. As you are aware, four of the old buses are being rehabilitated and remodeled into the "Downtownner" vehicles. An ad soliciting bids on the 23 buses and associated spare parts will run in the June 24 issue of Passenger Transport. Bids will be accepted until July 19, 1985, at which time they will be analyzed and an award will be made provided a fair price has been received. It is anticipated that the old buses will be released by the end of August.

h) Status of Five Year Study:

Although consultant activities have continued in this effort, documentation and final reports have been delayed due to the priority of the Environmental Assessment.

i) Status of UMTA Grants:

The operating grant is in Washington, D.C. for approval. We have contacted Congressman Sam Gibbons and Senator Paula Hawkins to request their assistance in gaining grant approval.

It is our understanding from the Atlanta office that the transitway grant is pending approval. This will be an item of discussion by Chairman Banks with UMTA Administrator Ralph Stanley during his visit to Tampa for the Harbour Island opening.

j) Lakeview Park-n-Ride:

The Lakeview Park-n-Ride is due to be completed by mid-July. Express service is scheduled for August 1, 1985.

k) Gandy Bridge Park-n-Ride:

FDOT has informed us that the construction of the Gandy Park-n-Ride located on the Pinellas side of the Bridge will be completed by the second week of July. We have scheduled express service to begin August 1.

l) Financial Report for May:

The standard financial report is included in the Board package. A complete annualized budget projection for the current fiscal year is included as part of the proposed FY86 budget.

m) May Ridership:

May continues with the steady growth we have been experiencing showing a 4.4% increase over last year. The small decrease in ridership when compared to April may be attributed to the holiday and beginning of summer vacations.

II. OTHER STAFF ACTIVITIES:

1. September Route Changes:

HART staff has tentatively scheduled the next system mark-up for September 22, 1985. Final route and schedule modifications are currently being worked on. There will be no major extension of service, but rather slight routing and timetable improvements based upon public input and route analysis. A more detailed route by route description of modifications will be presented at the next Board meeting.

2. New Bus Inspection:

Les Weakland, HART Maintenance Superintendent, left Thursday, June 20, 1985, to visit the Flexible bus plant in Delaware, Ohio. Purpose of this trip will be to conduct a pre-production start-up audit of our 33 new coaches. Mr. Weakland will return to the plant the week of July 9-12, 1985, to undertake the final delivery inspection. The coaches are currently planned for delivery beginning the week of July 22, 1985.

3. Bus Air Conditioning:

At my direction, our Maintenance Department has made a major effort to insure that our coaches are air conditioned this summer. At time of writing, we are down to eight vehicles with non-working air conditioners. A major portion of these are vehicles in for major repair and air conditioners cannot be worked on at present. One of my major goals is to insure our patrons ride in comfort this summer. Please call me with the bus number if you observe a bus with the windows open.

4. Student Summer Pass Program:

Since the Board's endorsement of this program at the May meeting, sales have been very encouraging. Our booth has spent a week at Westshore Plaza, a week at TECO and is at East Lake Square Mall this week. Hopefully, we will be able to schedule the booth at University Square Mall next week. Besides the sale of Student Summer Passes, we are selling the new system map, handing out schedules and information and making Senior Citizen discount cards for those eligible.

5. UMTA Tri-Annual Review:

The Surface Transportation Assistance Act of 1982 requires UMTA to perform a review and evaluation of each Section 9 grant recipient. UMTA staff conducted this review with HART staff on Tuesday, June 18, 1985. Upon review of HART's compliance with statutory and administrative requirements, and program and implementation procedures the HART organization received nothing short of an accolade from the UMTA review team. UMTA was extremely pleased with our performance and our approach of providing public transportation to our community.

6. Fuel Tank:

The mechanical and electrical problems with the pumps and dispensers at the fuel island have been corrected. The question has been raised in reference to pending at fault litigation against the appropriate contractors. Upon final review of all contracting documents, the matter will be shared with our legal staff for their opinion to determine if there are any grounds for litigation. A preliminary report has been filed with the Department of Environmental Regulation and we are awaiting their response. We intend to drill three sampling wells and maintain a fourth well. Additional information will be furnished when available.

7. RFP North Franklin:

The Downtown Community Redevelopment Agency has requested private development proposals for the redevelopment of the North Franklin Downtown Tampa area. Chairman Banks and HART staff have had several meetings with the DDA and City of Tampa in order to coordinate our efforts with this redevelopment area and our transit approach to the Marion Street Transitway. Alternative concepts and study to avoid any conflicts are being pursued.

8. Temple Terrace Park-n-Ride:

Negotiations for the acquisition of property for future expansion of the Temple Terrace Park-n-Ride facility are still on hold pending Seaboard Coastline's own appraisal of the concerned property. We are told that this is their policy and normal procedure involving real estate transactions.

9. Site Visit to Denver Transit Mall and Joint Use Terminal:

One June 6 & 7, Chairman Banks and Mr. Orr traveled to Denver to visit the Transit Mall and Joint Use Terminal constructed by that city. I believe I can speak for both when I say that they were very impressed with the project. Slides of the project are being made available and Chairman Banks will make a report to the Board at the July meeting.

10. Federal Funding:

The FY86 UMTA budget is currently in the senate/house conference budget committee. While the house passed this budget with a freeze at current levels, the senate responded with a 20% cut for FY86. It is not clear, at this time, as to what the results of that effort will be. However, in our budget process we have assumed a 15% cut in UMTA funding for FY86.

11. Environmental Assessment for Downtown Tampa Transit Facilities:

As required by the Urban Mass Transportation Administration, it is necessary to conduct an Environmental Assessment (EA) on such transit facilities as proposed for downtown Tampa. The EA reviews such concerns on air quality, noise, traffic, conformance with local plans, etc. A draft Environmental Assessment document has been produced by our consultant firm, Barton-Aschman, Associates. Initial document review has been conducted by HART staff, the TUATS staff, and City of Tampa staff. The next step in the process is to officially submit this document for review by various regulatory and concerned agencies such as, FDOT, TBRPC, DDA, etc. Finally the EA and received comments will be forwarded to UMTA as part of the grant application.

12. MPO Membership:

The question of voting membership for HART on the MPO Board is scheduled to be addressed at the next MPO Board Meeting on Tuesday, June 25, 1985. This issue has been pending a response request from the MPO to the Governor's office. The Governor has responded with an opinion from the General Counsel of the FDOT. Briefly, an acceptable avenue for HART to obtain voting membership would be for the MPO to request an additional voting member for the County with the understanding that the County would designate HART as that additional voting member.

13. New T.V. Spots:

HARTline has completed production of a new thirty second television spot to be aired on Channel 13. This spot was made through the cooperation of six of HARTline's riders and is the first part of a planned Testimonial Campaign. The spots are scheduled to run in two flights starting June 24 through July 21, and August 26 through September 22 as follows:

Monday - Friday - 4:00-6:00 PM, two times each week

Monday - Friday - 5:58-6:01 PM, one time each week

Saturday - Sunday - 12:00 Noon - 6:00 PM, two times each weekend

14. Mastercard/Visa Sales of HARTSaver Passes:

I have asked the staff to investigate the costs and details of selling HARTSaver passes over the telephone by using Mastercard/Visa. As the Board is aware, currently HARTSaver Passes are sold to participating businesses at a 10% discount with the provision that the business matches the 10%, and employees can obtain a pass at a 20% discount. Additionally, passes are available to the general public through Belk Lindsey and Maas Brothers stores. The passes are sold to the general public at a 5% discount. The stores take a 5% commission for handling. I believe we can substantially increase the number of people using HARTSaver passes by making them available over the

telephone. I would suggest a 5% discount and use of Mastercard and/or Visa. After our commission to Mastercard/Visa, HART's net would be about the same as is being realized from the sales at Maas Brothers and Belk Lindsey.

15. New Union President/Vice President:

On Wednesday, June 12, 1985, the Amalgamated Transit Union held elections at the HART office for new officers. Reinaldo Rodriquez was elected new president replacing Bob Garcia. Tony Howard was elected vice-president. Both of these individuals have been drivers for HART many years. The new officers will be taking office July 9, 1985. I plan to meet with them as soon as possible to attempt to establish a mutual working relationship and understanding.

16. Third Quarter Edition of HART Murmurs:

This edition of our in-house newsletter is currently in the finalization stage. Hopefully, it will be ready for distribution by the first of July. Sufficient copies will be mailed to all Board Members when received.

17. Downtown Tampa People Mover Study:

The City of Tampa and FDOT have issued a request for letters of interest from qualified consultants for the next development phase of the Downtown People Mover. The study will involve DPM preliminary engineering and an alternative assessment. The Hillsborough Area Regional Transit Authority has been requested to participate in this effort and will have a voting participation in the selection procedure of the consultant.



Reply to:

ATTACHMENT "A"

Divisions:
Corporate
Paratransit
Professional
Affiliate

CORPORATE DIVISION
Alachua
Brevard
Broward
Dade
Escambia
Hillsborough
Jacksonville
Key West
Lakeland
Lee
Manatee
Palm Beach
Pinellas
Sarasota
Suwannee Valley
Tallahassee
Tri-County
Volusia

TO: ALL CORPORATE MEMBERS
FROM: WES WATSON
SUBJECT: LEGISLATIVE MEMORANDUM

DATE: JUNE 7, 1985

While a more in depth analysis of the Legislative Session will be forthcoming shortly, this is a "flash" to our membership on several of the more important actions affecting our membership.

STATE TRANSIT OPERATIONS FUNDING (HB 759 - SB 408)

Both bills easily passed their respective Transportation Committees (after a great deal of hard work by many of our members). In the Senate, Senator Gordon's SB 408, passed Transportation unanimously; however, disregarding the Senatorial courtesy of the unanimous vote, it would have been about 6 - 3, in favor.

On the House side, Rep. Wallace's bill (HB 759) was withdrawn from a subcommittee and then won endorsement by the full Transportation Committee by an 11 - 5 vote despite active resistance by several S.W. Florida legislators and the road building industry. Unfortunately, both bills then became bogged down in their respective Appropriation's Committees and did not come up for hearing. More details on this will be in the next correspondence to you.

Despite the bills not passing, there were a number of encouraging signs. First, the Transit Operations issue passed major committees for the first time. Secondly, only one urban lawmaker voted against the bill in either house. Thirdly, bi-partisan support was evident. Fourth, support from the private sector, mostly urban developers, is beginning to be felt and should be a valuable ally if properly harnessed in the future. And lastly, there is a general consensus, that if the leadership in both houses were to remain neutral on the issue and allow the bills to come up for hearings in the "normal" legislative process, the issue would have an excellent chance of passage. The rural oriented leadership in the more conservative House, is now of paramount concern to us.

Our current intention is to "debrief" with our legislative sponsors and supporters and to refile a very similar set of bills in the near future.

METROPOLITAN TRANSIT AUTHORITIES AND TRANSPORTATION FUNDING

The legislative process in the transportation area was much different this year than in the past. The House and Senate had different approaches on the issue of overall transportation funding. The result was that issue after issue was thrown on the table as a bargaining chip by each house, and eventually the entire transportation package ended up being written in the legislative "no man's land" known as the Conference Committee.

The transportation package was the last issue "resolved" in the Session and resulted in 11th hour hurried and harried negotiations and bill drafting and redrafting. The final package was a "take it or leave it" Conference Report passed 30 minutes before "Sine Die". The results range from a very negative and even dangerous threat to the existence of our independent authorities and municipal systems to the positive increased local option tax possibilities that were strongly desired by certain county commission controlled properties.

The negative aspects revolve around an Orlando area effort to create a "superagency" for transportation. The bill as originally drafted was oriented to the three counties of Orange, Osceola, and Seminole. But a Senate push to make similar "superagencies" available to other areas of the State was adopted in the Conference Committee and has particularly harsh ramifications for our Authority, Municipal, or other mixed member properties. A copy of this measure is included herein and should be carefully studied by all our properties as to ramifications on them locally. A particularly offensive feature is requiring "bus systems" to be included in the "superagency" but not allowing any of the local option taxes generated by the agency to be used to fund the system. The bill is very complex and even hazy in some places, but should be thoroughly reviewed by everyone.

The Conference also produced an additional two pennies of local option gas tax revenue not requiring referendum (for any transportation purpose) and directs the State to participate in 20% of the costs of a road project on eligible State system roads when done by local governments. However, a locality must pass the entire six (6) cents of local option taxes to avail itself of this last feature. (A "glitch" however, exists in this section because it also states that a county may participate if it has adopted at least five of the six cents of local option taxes.)

Overall the Session was very bitter-sweet. Real progress was seen on the operations funding issue, but certain leadership personalities were successful in bottling it up. A number of properties stand to gain from the additional local option taxes, but the threat to our authority and municipal properties by being taken over by "superagencies" running amok is very real unless corrective legislative action can be taken. The latter point will certainly have to be strongly and quickly looked at by our FTA membership and possible action in an anticipated Special Session considered.