



TRANSPORTATION PLANNING ORGANIZATION

Marion County Commission Auditorium
601 SE 25th Avenue, Ocala, FL 34471

October 27, 2015

MINUTES

Members Present:

Commissioner Earl Arnett, Chairman
Commissioner Kathy Bryant
Mayor Kent Guinn
Councilman James Hilty, Sr.
Commissioner David Moore
Councilwoman Mary Sue Rich
Commissioner Carl Zalak

Members Not Present:

Councilwoman Penny Fleeger
Commissioner Michael Goldman
Councilman Brent Malever
Commissioner Stan McClain
Councilman John McLeod

Others Present:

Greg Slay, TPO Director
John Voges, TPO Staff
Ann McGaffic, TPO Staff
Kayleen Hamilton, TPO Staff
Kellie Smith, FDOT
Mary Schoelzel, FDOT
Mike McCammon, FDOT
Oscar Tovar, City of Ocala Traffic Engineering
Don Atwell, Marion County Engineering
Darren Park, City of Ocala Public Works
Tracy Straub, Marion County Engineering
Bruce Phillips, City of Belleview Public Works

Others Present (continued):

Masood Mirza, Marion County Traffic Engineering
Eddie Esch, City of Dunnellon
Mounir Bouyounes, Marion County Administration
Michelle Shearer, Shady Greenway Conservation Alliance
Jena Brooks, Genesis Group
Doug Skurski, JMT

Item 1. Call to Order and Roll Call

Chairman Arnett called the meeting to order at 4:10 PM. Secretary Kayleen Hamilton called the roll of members. A quorum was present.

Item 2. Proof of Publication

Secretary Kayleen Hamilton stated the meeting was posted on the Marion County, Ocala, and Dunnellon websites and on the TPO website and Facebook page.

Item 3. Work Program Presentation

Ms. Smith presented the local projects proposed in the FDOT Five Year Work Program. These included right-of-way for Pruitt Trail, design for Indian Lake Trail, construction of the Silver Springs Bikeway phase one, PD&E for the NW 49th Street interchange, right-of-way and construction on SR 40 at US 441, interchange improvements on CR 484 at I-75, construction of SW 44th Avenue, construction of SW 49th Avenue, a feasibility study and public involvement for East Pennsylvania Avenue in Dunnellon, construction on CR 200A, construction on CR 42, design and construction of sidewalks in Ocala and Marion County, and intersection improvements on SR 40 at Martin Luther King, Jr. Boulevard. These projects were from the TPO's priority lists.

Item 4. Bus Shelter Proposal

Mr. Slay advised the board that staff had received an unsolicited proposal from Rodeo Performance Group to install bus shelters at various locations in return for collecting advertising revenue on the shelters. Staff was requesting direction from the board.

Mr. Jonathan Connor from Rodeo Performance Group presented a proposal to install bus shelters at SunTran stops. At present, SunTran had about 350 stops, none of which had shelters installed. Mr. Connor noted that Ocala/Marion County got approximately two inches more rain than the national average annual and higher temperatures in summer. Mr. Connor proposed installing thirty shelters at a five-to-one ratio for location choices. The shelters would be prefabricated and would be acquired, installed, permitted, maintained, and insured by Rodeo Performance Group. The shelters would have hipped roofs to match

the character of the area in which they were being installed, would provide bench seating, would be ventilated, and would have ad panels on either end.

Ms. Bryant asked about limiting the types of advertising that was placed on the shelters, and Mr. Slay said that Rodeo had been furnished with a copy of SunTran's advertising policy, which prohibited such things as political, alcohol, and tobacco advertisements.

Mr. Zalak asked about the length of the initial contract and whether the shelters would become TPO property, and Mr. Slay advised that details regarding a specific contract had not been worked out yet. Mr. Zalak asked about response time to damaged shelters, and Mr. Connor said he thought twenty-four hours would be reasonable. Ms. Bryant asked about a timeframe, and Mr. Connor said it would probably take three to four months to order, receive, and install the shelters. Mr. Connor commented that ideally most of the advertising space would be sold by that point. Ms. Bryant stated that the TPO should not get locked into a contract without results and that performance measures were needed.

Mr. Moore asked about amenities at the stops that were not proposed for shelters under an agreement with Rodeo Performance Group. Mr. Slay advised that staff had analyzed all of the bus stops and looked for stops with seventy-five or more people loading and unloading per day. They had found about twenty-five met the criteria.

Mr. Moore asked about putting shelter installation and advertising out to bid, and Mr. Slay advised that staff had previously had conversations with some ad agencies. SunTran routes ran mainly off major roads, so there had not been much interest from the agencies. Mr. Connor added that if the shelter advertising program was successful over the next few years, Rodeo Performance Group would approach an ad agency about taking over the program.

Mr. Zalak suggested that the contract should contain a clause for submitting additional site and asked about retail locations. Mr. Connor said retail locations might not allow shelter installation and advertising. He also noted that there would need to be some timeframe considerations with adding shelter locations. Mr. Zalak asked for a map of the proposed shelter locations. Mr. Slay mentioned that the city of Ocala had some zoning restrictions and Marion County had a clause that the commission could approve locations. Mr. Slay suggested amending the SunTran interlocal agreement to include shelter placement.

Ms. Bryant made a motion to direct staff to move forward with the proposal and bring it back to the board for approval. Mr. Zalak seconded and the motion was unanimously approved.

Ms. Michelle Shearer of 2301 SW 85th Street, Ocala, supported the placement of shelters at bus stops, commenting that more people might use the bus if they did not have to stand out in the rain and sun.

Item 5. Consent Agenda

Ms. Bryant moved approval of the consent agenda as presented. Mr. Moore seconded and the motion passed unanimously.

Item 6. Comments by FDOT

Ms. Smith announced that a public hearing regarding US 441 at SR 464 would be held on October 29, 2015. FDOT was also in a public comment period for the FTP/SIS plan update.

Mr. Zalak asked about signalization improvements of flashing yellow left turn lights, and Ms. Smith said that the Department was working with the City and County on locations.

Item 7. Comments by TPO Staff

Mr. Slay reported that an I-75 Relief Task Force had been assembled to look at possible alternate routes for I-75 from the end of the SunCoast Parkway in Hernando County up to I-75. The first meeting was scheduled for early December. Commissioner McClain was the representative for Marion County. The Task Force was scheduled to complete its report by October 2016.

Mr. Slay mentioned that staff would be conducting a telephone town meeting as part of the Year 2040 Long Range Transportation Plan update. The event would consist of a brief presentation followed by time for questions from callers. Mr. Slay said that this was the first time staff had attempted this format to engage the public.

Item 8. Comments by TPO Members

There were no further comments by TPO members.

Item 9. Public Comment

There were no further comments by members of the public.

Item 10. Adjournment

Chairman Arnett adjourned the meeting at 4:42 PM.

Respectfully Submitted By:

Kayleen Hamilton, TPO Administrative Assistant