



TRANSPORTATION PLANNING ORGANIZATION

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

April 23, 2019

MINUTES

Members Present:

Commissioner Kathy Bryant
Mayor Kent Guinn
Councilwoman Valerie Hanchar
Councilman Brent Malever
Commissioner David Moore
Commissioner Michelle Stone
Commissioner Carl Zalak (*arrived 4:08pm*)
Councilman Matthew Wardell

Members Not Present:

Commissioner Jeff Gold
Councilman Justin Grabelle
Commissioner Ronald Livsey
Councilman Jay Musleh
Councilwoman Mary Rich

Others Present:

Tom Wilder, Marion Senior Services
Ken Odom, Marion County
Oliver Cromwell, SunTran
Sean Lanier, City of Ocala
Amber Gartner, Kimley-Horn
Oscar Tovar, City of Ocala

Item 1. Call to Order and Roll Call

Chairwoman Hanchar called the meeting to order at 4:06 PM. Secretary Shakayla Pullings called the roll of members. A quorum was present.

Item 2. Proof of Publication

Secretary Shakayla Pullings stated that the meeting had been published online on the TPO website and on the City of Ocala, Marion County, Belleview, and Dunnellon websites.

Item 3a. SunTran Interlocal Agreement

Derrick Harris presented the SunTran Interlocal Agreement and said that per the TPO Board's direction at the January 24th, February 26th, and March 26th meetings, a revised Interlocal Agreement between the City of Ocala, and Marion County had been provided to the board. The latest version of the Interlocal Agreement, was based on comments received by city/county staff, and TPO Board members. At the time both the TPO and county attorney had reviewed the agreement.

Mr. Harris said that staff was requesting the direction of the board regarding the SunTran Interlocal Agreement and said if approved, the agreement would be forwarded to the respective parties (The City of Ocala and Marion County).

Ms. Bryant asked if the language in Section 2 that had originally stated "*The CITY shall provide to the Ocala / Marion County TPO for their approval an annual report in June of each year, which will include policies, strategies, ridership, operations, routes, coordination procedures, and other information pertinent to the public transportation system.*" Included the addition "*for the upcoming fiscal year and a report on performance of the past fiscal year*" so that the TPO board would be informed of route changes and could be a part of the conversation.

Mr. Batsel said the addition had been made in Section 2 Paragraph 2 of the agreement.

Ms. Bryant said that she was personally ok with the language of the agreement.

Mr. Malever made a motion to approve the SunTran Interlocal Agreement. Mr. Wardell seconded and the motion passed unanimously.

Item 3b. Intergovernmental Coordination and Review and Public Transportation Coordination Joint Participation (ICAR) Agreement

Derrick Harris presented the ICAR and said that TPO Board's decision at the January 24th and February 26th meetings to have the City of Ocala take over the operation and maintenance of the TPO a revised ICAR agreement was provided to the TPO Board to

acknowledge that the City of Ocala and not the TPO will be operating and maintaining the SunTran Bus System.

Ms. Bryant made a motion to approve the Intergovernmental Coordination and Review and Public Transportation Coordination Joint Participation (ICAR) Agreement. Mr. Moore seconded and the motion passed unanimously.

Item 3c. Unified Planning Work Program (UPWP) Amendment

Derrick Harris presented the UPWP and said that per the TPO Board's direction at the January 24th, and March 26th meetings a revised UPWP Amendment to redact all SunTran listed functions (5.1 – 5.8) from the UPWP had been provided to the board.

Ms. Bryant made a motion to approve the Unified Planning Work Program (UPWP) Amendment. Ms. Stone seconded and the motion passed unanimously.

Item 3d. SunTran Advertising (Campus Credit Union)

Derrick Harris presented the SunTran Advertising for the Campus Credit Union and said in February and March of 2019, TPO staff in coordination with the City Procurement Department had created a bus wrap advertising contract for Campus Credit Union at the amount of \$1,000 per month for 1 year to advertise on one SunTran bus. The contract was provided to the TPO Board along with the SunTran advertising policy.

Mr. Harris also mentioned that per the board's direction staff had summarized the different advertisement rates for transit agencies throughout the central Florida area. Staff felt that the only true comparable transit agency was RTS, due to the size of the tourism in Daytona Beach and Orlando. Therefore, staff concluded that SunTran was comparable, when directly comparing with RTS. The following rates were provided:

SunTran (Ocala)

- SunTran charges **\$12,000** for a full bus wrap for 52 weeks. This included only the advertising space and did not cover cost of production or installation

RTS (Gainesville)

- RTS charged **\$11,546** for a full bus wrap for 52 weeks. This included only the advertising space and did not cover cost of production or installation.

Votrans (Volusia County)

- Votrans charged **\$3,000 per month** for a 12-month contract, which **did** include the cost of production and installation.

Lynx (Orlando area)

- Lynx charged a \$6,210 production cost and an additional \$4,000 per month advertising cost for a full bus wrap. Due to high demand and limited inventory, they did not typically offer 12-month contracts.
- As their website noted, the Lynx service area offered a market with an adult population of over 1.6 million and a tourist market of 54 million annual visitors, which enabled them to charge significantly more than SunTran would.

LakeXpress (Lake County)

- LakeXpress did not offer advertising space on their buses.

Ms. Bryant asked why tourism effected the price.

Mr. Harris said that he spoke to Lynx and was told that because of the amount of tourism that comes to the Orlando area their price is greater due to the number of people that will see the advertisement.

Ms. Bryant suggested the board have a higher advertising price.

There was additional board discussion on the advertising rates going forward.

Ms. Bryant made a motion to approve the SunTran Advertising Contact for Campus Credit Union as it stood with a going forward price of \$1,500 a month for SunTran bus advertising. Mr. Malever seconded and the motion passed unanimously.

Item 3e. Walk on Item (Staff Services Agreement)

Per the TPO Board's motion to have the TPO switch host agencies from the City of Ocala to Marion County, a revised Staff Services Agreement was provided to the board.

Mr. Harris asked the board to note that a Staff Services Agreement was approved by the TPO Board at the February TPO Board meeting and that the revisions to the document would be better suited for the needs of the new host agency, Marion County.

Mr. Zalak mentioned he would like for the new director to have a dotted line to the County Administrator on a day to day basis like the other directors under Marion County.

Mayor Guinn said he would like for the director to continue to report directly to the TPO board as it had been in the past.

Mr. Zalak said that the County Administrator would not have direct authority over the TPO director but that the County Administrator and new director would meet and talk to make sure things were working out and the TPO board would still hire and fire.

Mr. Wardell said he would like to see the performance evaluations stay with the TPO board.

Mr. Zalak said that roles and responsibilities need to be provided to the TPO chair person.

There was additional board discussion.

Ms. Stone made a motion to amend the Staff Services Agreement to include a sentence under Section 3 that the TPO Director would have resource through the County Administrator to execute on the TPO's priorities and operations. Mr. Zalak seconded and the motion passed unanimously.

Mr. Wardell made a motion to accept the Staff Services Agreement with the changes voted on. Ms. Stone seconded and the motion passed unanimously.

Item 3f. Walk on Item (TPO Director Contract)

Amanda Tart, Human Resources Director for Marion County presented the TPO Director Contract and explained that the Marion County staff used the same contract for the previous TPO Director from the City of Ocala and made some changes to make the contract suitable to Marion County.

The board reviewed the contract and Mr. Zalak mentioned that he would like the same language added to the Staff Services Agreement pertaining to the TPO Director working in coordination with the County Administrator to execute on the TPO's priorities and operations. Mr. Zalak also said he was not in favor of the contract having an automatic renewal.

Mr. Minter said the automatic renewal would not go into effect if the board gives 90-day notice that they wish not to renew the contract.

Mr. Zalak said that the renewal should be an agenda item.

Ms. Tart said that Marion County staff would remind the board of the 90-days prior to the automatic renewal of the contract and make sure that the contract renewal is on the agenda.

There was additional board discussion on the terms of the TPO Director contract.

Ms. Stone made a motion to accept the TPO Director Contract as presented with the strike of line two under Section 4A and add the language for the support that was added to the Staff Agreement under Section 7. Ms. Bryant seconded and the motion passed with Mr. Moore and Mr. Zalak opposed.

Item 4. Consent Agenda

Ms. Bryant made a motion to approve the Consent Agenda. Mr. Moore seconded, and the motion passed unanimously.

Item 5. Comments by FDOT

Vickie Wyche with FDOT said that the construction updates report had been provided to the TPO Board in the meeting packets. There were no questions from the board members.

Item 6. Comments by TPO Staff

Derrick Harris provided the updated financial report and said that billings were caught up. Also, Mr. Harris talked about some changes in the priority lists saying that the main priority, off system, and trail lists had been combined to one list per the FDOT for consistency District wide. Mr. Harris provided information for the priority lists to the committees for the TPO as well as municipalities for feedback. The list would be taken back to the board for final rankings.

Item 7. Comments by TPO Members

Derrick Harris gave a financial update to the board and an update on the transition of the TPO from the City of Ocala to Marion County and the vacant positions within the TPO.

Item 8. Public Comment

Chairwoman Hanchar thanked Mr. Harris for his hard work with limited staff and the transition.

Item 9. Adjournment

Chairwoman Hanchar adjourned the meeting at 5:28PM.

Respectfully Submitted By:

Shakayla Pullings, TPO Administrative Assistant