



TAMPA HISTORIC STREETCAR BOARD OF DIRECTORS

Wednesday, March 15, 2023, 2:30 PM
Hybrid Format of Participation - In Person at
HART Administrative Office, 1201 East 7th Ave, Florida Conference Room, Tampa, FL 33605
and
Via Communication Media Technology

Information not viewable is available upon request through the Clerk of the Board phone: 813-384-6552 or e-mail: petitl@goHART.org

AGENDA

MEMBERSHIP

City of Tampa Representatives

Michael English Calvin Hardie
Abbey Dohring Ahern David Mechanik

Hillsborough Transit Authority Representatives

<u>Members</u>	<u>Alternate</u>
Eric Johnson	Commissioner Pat Kemp
Councilmember Gil Schisler	
Melanie Williams	

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

1.a. This meeting will be conducted in a hybrid format, see the attachment for the rules.
[Rules for Hybrid Meeting Participation](#)

2. APPROVAL OF MINUTES

2.a. Regular Board of Directors Hybrid Meeting ~ September 21, 2022
[Meeting Minutes](#)

2.b. Regular Board of Directors Hybrid Meeting ~ January 18, 2023
[Meeting Minutes](#)

3. PUBLIC INPUT (3 MINUTES PER SPEAKER)

3.a. Attached are the Rules for Public Comment Participation
[Rules for Public Comment Participation](#)

4. STREETCAR SYSTEM PERFORMANCE REPORT

4.a. **January and February 2023**

[January 2023 Report](#)

[February 2023 Report](#)

5. LEGAL AND LEGISLATIVE REPORTS

David Smolker, THS General Counsel

5.a. **Ratification of Consensus at the January 18, 2023 Regular Board of Director Meeting:**

There was a consensus reached at the January 18, 2023 Regular Board of Director meeting to allow President English to continue negotiations and sign the CSX insurance policy. Absent of a physical quorum at the January 18, 2023, ratification of the consensus is required per General Counsel.

6. CHAIR'S REPORT

Michael English, THS President/Chair

7. HART CHIEF EXECUTIVE OFFICER'S REPORT

Adelee Marie Le Grand, AICP, HART Chief Executive Officer

8. COMPLIANCE REPORTS (REVIEW AND FILE)

8.a. **No City of Tampa Financial Statements**

Financial Statements for FY2022 Year-end financial reports beyond those for the month of August 2022 will be audited by the City of Tampa external auditors. They will be submitted to the THS Board of Directors for final approval in Spring 2023.

8.b. **Marketing Services Report ~ January and February 2023**

[January 2023 Report](#)

[February 2023 Report](#)

9. OLD BUSINESS

10. NEW BUSINESS

11. ADJOURNMENT

RULES FOR HYBRID MEETING PARTICIPATION

Board members, Employees, and Presenters

Thank you for your participation in this virtual workshop.

Please keep your devices and phones muted when not speaking. Muting the sound and microphone on your devices helps to avoid feedback. You may enable the video/camera on your devices, but please discontinue all personal conversations for the duration of the meeting. Note that the quality of your video will depend on your internet connection.

Please follow along with a copy of the meeting agenda and materials, all presentations will be shared on the screen while presented.

Roll call will be taken for attendance and voting by HART staff. Quorum and voting results will be announced.

There will be an opportunity for members of the public who have pre-registered with HART staff to provide comments. General Counsel will read into the record the Public Comment Participation Rules.

During the meeting, please wait until the Chair asks for comments or questions from the Board members for each agenda item as the meeting progresses through the agenda.

When you want to provide a comment or ask a question, please signal that you want to speak by activating the “HAND” button (in the white circle next to the name) on your screen. The “HAND” will turn blue when activated.

- The names of raised hands will be called on in order for the Chair to acknowledge, then the participant may unmute their device and speak. Please speak your name before your comment.



Meeting Minutes
**** Pending Approval****

Attendance in Person

Board Members

Michael English, President
Calvin “Cal” Hardie
David Mechanik
Councilmember Gil Schisler

(4) HART - Staff Members(9)

Brian Allan
Davidson Anestal
Michael Bartholomew
Sylvia Berrien
Scott Drainville
Kemly Green
Danielle Jackson
Adelee Le Grand
Yolanda Morena

Others Present(2)

David Smolker, THS General Counsel
Grant Mehlich, GSM

Attendance via Communications Media Technology (CMT)

Board Members

Melanie Williams

(1) HART - Staff Members(1)

Loretta Kirk

Board Member Absent

Abbey Dohring Ahern, Vice President
Eric Johnson

(2) Other Present.....(1)

Nancy Harper, City of Tampa

The September 21, 2022, THS Board of Directors meeting was held in a hybrid format with quorum physically present in the Florida Conference Room at the HART Administrative Office, 1201 East 7th Avenue, Tampa, Florida, with the rest of the Board members participating via Communication Media Technology (CMT).

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

President Michael English called the meeting to order at 2:37 p.m. Pledge of Allegiance followed. Directors English, Hardie, Mechanik, and Williams were present. Directors Dohring Ahern, Johnson, and Schisler were absent. A physical quorum was not physically present to conduct business.

The Rules for Hybrid Meeting Participation were provided in the packet.

PUBLIC INPUT (3 MINUTES PER SPEAKER)

There was no one pre-registered or present to provide public comment.

APPROVAL OF MINUTES

Approval of minutes was deferred until a physical quorum was present.



Meeting Minutes
** Pending Approval**

STREETCAR PERFORMANCE REPORT

Mr. Allan presented the Streetcar Performance Report for August 2022. He reported that ridership for August was a record-breaking 94,609 with 139 wheelchair boardings. Mr. Allan announced that, for August, on-time performance (OTP) was 99.76% with 10 reported late departures and 88.5 missed trips attributable to a shortage of Operators, mechanical issues, and an accident and incident which he detailed. Mr. Allan provided the system updates which included the announcement of 2 Motorpersons in training and 3 Motorperson positions as well as 1 facility position vacant.

President English inquired about the annual ridership as of the end of August.

Mr. Allan responded that the ridership as of the end of August was 1,011,660.

Director Hardie inquired if the time period for the annual ridership was from October 2021 to September 2022.

Mr. Allan answered affirmatively.

CHAIR'S REPORT

President English reported that he worked with General Counsel on the General Liability insurance which would be discussed later in the meeting.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Ms. Adelee Le Grand, AICP, HART Chief Executive Officer, reported that HART was exploring the removal of exterior wrapping on the buses in an effort to elevate the HART brand. She explained that the streetcar wraps were recently added to that vendor contract and asked the Board if they would like to continue wrapping the exterior of the streetcar vehicles or advertise on the interior only.

President English noted that advertising revenues were approximately \$65,000 a year. He commented that it would be nice to see the streetcar without the wraps, but it would cause a loss of revenue.

Ms. Le Grand stated that with the ridership at historic numbers, now was the time to be a part of the momentum where the community values transit and wants to ride the system. She continued that a way to do that was to have the assets out in the community signifying and elevating the brand of the service. Ms. Le Grand noted that, in HART, there were efforts underway to find opportunities to generate the same amount of revenue to avoid a financial loss without wrapping the exterior of the vehicles. She provided examples of the opportunities such as advertisements through provided Wi Fi, more aggressive approaches to advertisements inside of the vehicle, and shelter advertising.



Meeting Minutes
** Pending Approval**

Director Hardie commented that he understood the purpose and importance of branding as the streetcars were aesthetic assets and icons to the City of Tampa, but his initial thought was to continue the exterior wrapping of the vehicles to avoid any lack of revenue since there were so few revenue streams for the service.

Director Mechanik shared the same the sentiment as Director Hardie.

President English noted that the Board did not really provide a decision and suggested that it remain a continuing conversation with the Board.

Ms. Le Grand explained that the current contract would expire at the end of the calendar year which allowed for continued conversations at a couple more meetings. She mentioned that HART would release a contract for advertising in the future, but it would not include wrapping the exterior of the vehicles. Ms. Le Grand stated that if the direction of THS was to continue exterior vehicle wraps, then staff could discuss a procurement specific to THS for wrapping the exterior of the vehicles.

Director Schisler physically joined the meeting at 2:48p.m. There was a physical quorum in place for Board action.

Director Hardie asked for confirmation that the decision would be needed by the end of the year.

Ms. Le Grand confirmed noting again that the current contract would expire December 31.

Director Mechanik inquired if any of the current grants allocated for funding required THS to preserve previous income generated. He noted that a previous Florida Department of Transportation (FDOT) grant required comparable city contributions to be maintained, but stated that he was not sure if there was a provision for advertising revenue. Director Mechanik stated that may be a factor for consideration.

Director Hardie noted that he was unaware of the specifics, but was sure that a lot of the revenue could be maintained with more aggressive advertising within the vehicle and at the stations. He explained that the locations of the static stations provided a much greater opportunity to really brand the service in the community rather than wrapping the vehicles. Director Hardie stated that with advertising revenues at only \$65,000, he would not imagine that they would impact the FDOT grant like the local match, but he would check the contract.

President English requested that the conversation be brought to a future meeting because it was an interesting concept. He commented that he would like to see the streetcars without the advertisements.

Ms. Le Grand agreed noting that it would be nice to see the actual asset.



Meeting Minutes
**** Pending Approval****

Director Williams, speaking as a HART Board Representative, stated that she believed that it was necessary to reevaluate the advertising for the service and that she welcomed the opportunity to explore what was available for the service just as HART was doing for the bus service. She noted that 90,000 monthly trips were significant and maybe there was a way to get feedback from the riders. Director Williams mentioned that there could be opportunities for THS to bring in more revenue than the current exterior wraps provide while ensuring the preservation of the brand.

Director Hardie restated that his position was if the change could be revenue neutral, then he was very much in favor of removing the wraps and restoring the streetcars to their previous iconic status rather than remaining advertising billboards.

President English agreed noting that the community really liked the look of the streetcars and the ability to take pictures in front of them.

Ms. Le Grand stated that she would work with Director Hardie on opportunities available, as well as, with staff to provide an update on how much revenue was generated from station advertising. She committed to returning to the Board with a listing of the stations that had opportunities for advertisements such as the stop closest to Amalie Arena that was not branded for the major event center. She mentioned that those advertising opportunities at the stations and on the interior of the vehicles could bring the Board to a cost neutral spot that can be explored further for future revenue.

LEGAL AND LEGISLATIVE REPORT

General Liability Insurance

Mr. David Smolker, THS General Counsel, introduced the following action item:

Resolution #R2022-09-05 ~ Approval of the Selection of a General Liability Insurance Carrier and Authorize Binding of Coverage with that Carrier

Mr. Smolker explained that over the last several months, there was a review, with the assistance of Mr. Grant Mehlich from GCM Insurance and Risk Management, of the insurance options for the public liability entity coverage. He explained that the result of the review was a recommendation to change carriers and modify the scope of coverage. Mr. Smolker referred to the action item in the Board packet which contained a comparison on the previous and proposed insurance plan. He invited Mr. Mehlich to provide an overview of the new proposed policy.

Mr. Mehlich referred to the action item contained in the Board packet. He detailed the review process that he conducted and recapped the information presented at the August 23, 2022 Special Board of Director Hybrid meeting. Mr. Mehlich noted that THS was a unique entity through the Tri-Party Agreement and the previous policy had a lot of duplicative coverage that was able to be pared down to create a more THS centric insurance policy. He announced that the new policy would lower the cost by 313% and detailed the coverage contained in the policy.



Meeting Minutes
**** Pending Approval****

Director Schisler asked if there had been any independent review of the policy. He noted that the savings were so significant, he wanted to ensure that nothing was overlooked.

Mr. Mehlich indicated that the significant savings were due to the removal of the cyber liability which was covered elsewhere. He also stressed that the previous policy contained duplicate coverage which could have violated a major clause in all the insurance policies. Mr. Mehlich stated that he spoke with the HART Risk Manager, HART attorney, and THS General Counsel when putting together the proposal.

Director Mechanik moved a motion with a second from Director Schisler to approve Resolution #R2022-09-05 ~ Approval of the Selection of a General Liability Insurance Carrier and Authorize Binding of Coverage with that Carrier. All Board members present voted aye. The motion passed unanimously.

TECO Logo

Mr. Smolker reminded the Board that TECO changed their logo and approached THS about how to update the logo along the service. He stated that, since last month, HART identified the staff that would be participating in that process. Mr. Smolker also stated that he was informed that the counsel for TECO was leaving so he was awaiting a call from the replacement counsel to schedule a meeting to discuss.

Director Mechanik inquired if a change in direction was expected.

Mr. Smolker responded negatively noting that TECO seemed very amenable to working this issue out in a revenue neutral approach for HART and THS even though they could not commit to anything. He commented that he sensed a large amount of good faith on their part and his hope that it will carry forward with the new counsel.

APPROVAL OF MINUTES

Director Mechanik moved and Director Schisler seconded approval of the August 23, 2022 Special Board of Director Hybrid meeting minutes. Staff performed a roll call vote. Directors English, Hardie, Mechanik, Schisler, and Williams voted aye. The motion carried unanimously.

MARKETING REPORT FOR JUNE AND JULY 2022

Ms. Kemly Green, Director of Customer Experience, reported that the Marketing Department heavily promoted the 1 millionth rider for fiscal year 2022, but the presentation was not given until September so she will report on that next month. She explained that also promoted heavily was the vacancies for Streetcar Motorpersons and that staff assisted a HART hiring event held the previous Saturday which included on the spot interviews. Ms. Green reported that events that returned to Amalie Arena and downtown were promoted as well as using the streetcar service as an alternative for parking in congested areas. She announced that Streetcar Live was returning since the onset on the COVID-19 pandemic and this return will correlate with the Fourth Friday event hosted by the Downtown Partnership who staff partnered with for promotion and



Meeting Minutes
**** Pending Approval****

advertisement. Ms. Green stated that staff continued to highlight the great ridership and media coverage included articles from That's So Tampa, Patch.com, Tampa Bay Date Night Guide, Tampa Bay Times, and others.

VECTOR MEDIA SALES ACTIVITY UPDATE

Ms. Green reported that there was no business for the month of August and the contract was in the ninth year with a quarterly paid guarantee of \$57,500.

COMPLIANCE REPORT (REVIEW AND FILE)

President English referred the Board to the following report:

- City of Tampa Financial Statements for the months ending July 31, 2022

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

There was no New Business.

ADJOURNMENT

The meeting adjourned at 3:11 p.m.

ATTEST:

Michael English, President
THS Board of Directors

Eric Johnson, Secretary-Treasurer
THS Board of Directors

David Smolker, Esquire
THS Board General Counsel



Meeting Minutes
*** Pending Approval***

Attendance in Person

Board Members

Abbey Dohring Ahern, Vice President
Michael English, President
Calvin “Cal” Hardie

(3) HART - Staff Members(7)

Brian Allan
Danielle Jackson
Adelee Le Grand
Yolanda Morena
Angela Paye
Norman Rivera
Frank Wyszynski

Others Present(2)

David Smolker, THS General Counsel
Nancy Harper, City of Tampa
Grant Mehlich, GSM

Attendance via Communications Media Technology (CMT)

Board Members

Eric Johnson
David Mechanik
Councilmember Gil Schisler

(3) HART - Staff Members(1)

Brenda Bailey

Board Member Absent

Melanie Williams

(1) Other Present.....(0)

The January 18, 2023, THS Board of Directors meeting was held in a hybrid format with quorum physically present in the Florida Conference Room at the HART Administrative Office, 1201 East 7th Avenue, Tampa, Florida, with the rest of the Board members participating via Communication Media Technology (CMT).

President English addressed the Board prior to calling the meeting to order and announced that the meeting was being held because there was a decision needed on the CSX insurance policy before February 10, 2023. He explained that there would not be another Board meeting until after a commitment was needed; therefore, he was requesting that the Board discuss the policy and give him, as President, the authority to continue working with Mr. Smoker with Mr. Mehlich to sign off on the insurance policy to then validate the decision at the next Board meeting.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

President Michael English called the meeting to order at 2:32 p.m. Pledge of Allegiance followed. Directors English, Dohring Ahern, Hardie, Johnson, Mechanik, and Schisler were present. Director Williams was absent. A physical quorum was not physically present to conduct business.

APPROVAL OF MINUTES

Approval of minutes was deferred until a meeting when a physical quorum was present.



Meeting Minutes
**** Pending Approval****

PUBLIC INPUT (3 MINUTES PER SPEAKER)

There was no one pre-registered or present to provide public comment.

STREETCAR PERFORMANCE REPORT

Mr. Brian Allan, HART Director of Streetcar Operations, presented the Streetcar Performance Report for the first quarter of fiscal year 2023. He reported the missed trips, on-time performance (OTP), extra service, and accidents for September through November noting that the missed trips were high in September and November because of shutdowns due to hurricanes, OTP was consistent, and all accidents were minor. Mr. Allan stated that in December, 99.3% of contract trips were completed with OTP at 99.23%, 27 reported late departures and 29.1 missed trips attributable to a shortage of Operators, mechanical issues, and 2 accidents which he detailed. He reported that ridership for September through November was excellent ranging from 75,860 to 96,745 with over 100 wheelchair boardings each month, and ridership for December was 118,5575 with 168 wheelchair boardings. Mr. Allan noted that all maintenance was current, and provided the system updates which included the announcement of the graduation of 2 Motorpersons in December, 2 more Motorpersons in training, and 2 Motorperson positions as well as 2 facility positions vacant. He further reported that there was minor Overhead Catenary System (OCS) repair because of Hurricane Ian, spot crosstie replacement in the yard, and the replacement of the main transformer in the north substation.

Director Hardie asked for the total ridership for fiscal year 2022.

Mr. Allan answered that it was 1,087,520 riders.

President English noted that he and Director Dohring Ahern were on the Executive Committee of the Downtown Partnership Board which met that morning and reported that the Winter Village Express event was a huge success with every trip sold out thanks to HART staff.

LEGAL AND LEGISLATIVE REPORT

Mr. David Smolker, THS General Counsel, stated that he did not have a report.

Acquisition of Birney Agreement

President English reported that there had not been any progress on the agreement for the private citizen to acquire the Birney streetcar. He stated that the last movement on the agreement was revisions that he and Mr. Smolker had to the latest revision, but Mr. Smolker was unable to get the in touch with the other legal counsel until recently for a meeting. President English stated that he believed that a meeting had been set and there would hopefully be an update or an agreement ready for approval at the next Board meeting.

TECO Logo

Director Mechanik asked for an update on the discussions with Tampa Electric Company (TECO) to change out the logo displayed on THS materials and vehicles.



Meeting Minutes
**** Pending Approval****

Mr. Smolker responded that the individual at TECO who was coordinating the effort to collaborate with THS and HART delegated the project to another lawyer before her departure from the company. He stated that he communicated with the other lawyer, but did not receive any further communications so his assumption was that it was not a high priority for TECO at the moment. Mr. Smolker stated that he did not think it should be a high priority of THS or HART since it would entail changes to the logo in addition to negotiating how that would occur and who would absorb the expenses of it.

Director Mechanik agreed that if TECO was not anxious to proceed, there was no reason why THS should be since TECO initiated the request.

Ms. Adelee Le Grand, HART Chief Executive Officer, agreed with Director Mechanik's assessment.

Publix Sponsorship Agreement

Mr. Smolker provided the history of the agreement which was entered into a number of years ago with Publix for them to pay to sponsor one of the stations. He stated that the original agreement, made provision for amendment and extension, but Publix did not extend in a timely manner so a new agreement was negotiated which gave more time with the same basic extension provision built in. Mr. Smolker continued that Publix again did not renew in a timely manner defaulting the extension portion of the agreement, but in speaking with the Publix representative and HART legal counsel, it was decided to waive the default and let the company pay for the sponsorship instead of creating a new agreement. He provided his understanding that he believed that the matter was resolved.

President English asked for the marketing staff to follow up with Publix.

CHAIR'S REPORT

President English introduced Mr. Grant Mehlich, GCM insurance and Risk Management Advisors LLC, and asked him to brief the Board on the CSX liability insurance policy.

Mr. Mehlich stated that the policy was about 80% completed after starting the process in October. He noted the hesitation of risk in the insurance market and explained that he presented the impeccable history that the streetcar service had with zero insurance losses, safety operations in place, ongoing updates, passing the state and federal requirements every year, the tracks in perfect condition, new technology implemented, etc. Mr. Mehlich stated that he expected there to be about 4 carriers. He noted that the decision always seemed to be up against a deadline, but it took time from the initial proposals received to get the deductible down because in the end, taxpayers were funding the expense and he wanted to remain fiscally responsible. Mr. Mehlich noted that he expected the policy to be less than the previous year with everything covered. He commended staff and THS General Counsel for all the assistance.



Meeting Minutes
** Pending Approval**

President English stated that the cost was grim, but it was a necessary expense and there was not much of a choice.

Mr. Mehlich stated that there was a choice to have the City of Tampa indemnify CSX.

President English stated that the City did not believe they had the ability or authority to indemnify CSX, much less the interest.

Director Hardie confirmed President English's statement noting that the legal authority at the City did not believe that it was possible to indemnify CSX.

Mr. Smolker agreed with Director Hardie and stated that another possibility was to discuss with CSX their willingness to reduce the required amount of coverage.

President English noted that it was too late to have that discussion for the current year.

Mr. Mehlich stated that he had developed a good working relationship with the newer Risk Manager at CSX and hoped to lower the liability down to \$50 million from the original \$100 million liability limit. He did note that, currently, the liability limit was at \$75 million.

President English suggested that THS, the City, and HART collaborate on lowering the limits of the insurance after the newest policy was implemented. He thanked Mr. Mehlich for his work. President English inquired who the point of contact was for HART representation.

Mr. Smolker stated that he had spoken to Ms. Brenda Bailey, HART Director of Legal Services, many times about this policy.

President English asked if there was a consensus to allow him to sign the CSX insurance policy.

Director Hardie suggested the Board have a consensus to let President English continue negotiations on behalf of the Board. All Board Members present voted aye.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Ms. Le Grand recalled that HART was exploring the removal of the advertising wraps from the exterior of the vehicles and noted that there was a discussion with the THS Board on the impact of that decision and whether the THS Board would be interested in doing the same. She noted a previous commitment to work with Director Hardie on increasing the revenue from station sponsorships for explore a way to achieve a net zero loss if the advertising wraps were removed. Ms. Le Grand stated that she was still committed to working with Director Hardie and developing a proposal for the THS Board. She announced that HART was scheduled to have all advertising wraps removed from the vehicles by May 2023. Ms. Le Grand asked staff to provide the revenue received last year for streetcar advertising.



Meeting Minutes
**** Pending Approval****

Mr. Frank Wyszynski, HART Manager of Marketing and Communications, responded that the advertising vendor reported \$104,000 in revenue, but there was a guaranteed revenue of \$115,000 which was received. He noted that the revenue accounted for all the advertising including the stations, vehicle wraps, flagpoles, etc.

President English stated that when the service started, there were naming rights for the streetcars available for purchase which were about \$250,000. He suggested that staff review that as an option for generating revenue if the wraps were removed from the vehicles. President English stated that there were a lot of benevolent people around who might be very interested in having a car named for them or their family.

Ms. Le Grand stated that staff would develop a scope of options to share at the next meeting for more input. She noted her confidence in getting to the net zero figure and her commitment to move forward with that in the upcoming year. Ms. Le Grand also reported that the increased weekend frequency reported in the streetcar budget would be effective in March. She stated that staff was aware and preparing for the increased service.

COMPLIANCE REPORT (REVIEW AND FILE)

President English referred the Board to the following report:

- City of Tampa Financial Statements for the months ending August 31, 2022
- Marketing Services Report for months September to December 2022.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

There was no New Business.

ADJOURNMENT

The meeting adjourned at 2:58 p.m.

ATTEST:

Michael English, President
THS Board of Directors

Eric Johnson, Secretary-Treasurer
THS Board of Directors

David Smolker, Esquire
THS Board General Counsel



RULES FOR PUBLIC COMMENT PARTICIPATION

The Board welcomes public comments about any concerns and has made provisions to allow for virtual public comment. Public comments offered virtually will be afforded equal consideration as if they were offered in person. Anyone wanting to provide public comment for any HART Committee or Board meeting should contact Danielle Jackson, Board Administrator, at JacksonD2@goHART.org, or at 813-955-2426 with your name and phone number for pre-registration. Comments are due by 5pm the day previous of the meeting.

Speakers will be called by name in the order in which registrations were received. All callers will be muted upon calling and unmuted in the submission order after being recognized by name. Please state your full name and organization/address if desired. Up to three (3) minutes are allowed for each speaker and the speaker will be muted once time is up.

Thank you all for sharing your comments and participating in this meeting. The meeting can be listened and viewed on the HART YouTube Channel at www.youtube.com/user/harttransit.



STREETCAR SYSTEM PERFORMANCE REPORT FOR JANUARY 2023

MISSED TRIPS

The TECO Line Streetcar System delivered 98.95 % of the contracted 4,196 trips for January with 44.75 reported missed trips. The missed trips were caused by mechanical issues (20.5 trips), a shortage of Operators (14 trips) and the accidents listed below (10.25 trips).

ON-TIME DEPARTURES

In January, there were 23 reported late departures; On-Time Performance (OTP) was 99.45%.

ACCIDENTS/INCIDENTS

There were 4 accidents in January:

January 2, 2023, at 9:30PM, Streetcar #436 struck a vehicle that was making an illegal turn at Adamo Drive and Channelside Drive. Initially the driver of the vehicle requested medical attention, but then refused care once EMS arrived at the scene. No one on Streetcar #436 reported any injuries. The vehicle received substantial damage to the passenger side of the vehicle, and had to be towed from the scene. The Streetcar received minor damage to the bumper and headlight. The driver of the vehicle was cited in the accident.

January 4, 2023, at 12:00PM, Streetcar #433 was traveling east along 8th Avenue when a Ford F150 truck stopped on the tracks at N. Avenida Republic de Cuba and was struck by the streetcar. There were no injuries. Streetcar #433 and the Ford F150 truck only received very minor damage. The driver of the Ford F150 truck was cited for the accident.

January 18, 2023, at 4:09PM, Streetcar #428 was travelling southbound when it contacted a white Nissan Altima. The Nissan Altima was travelling southbound on Channelside Drive, attempting to make a left-turn onto 2nd Avenue. The streetcar was fully in the intersection when the Nissan Altima made a left-turn directly in front of the Streetcar. There were approximately 40 passengers onboard when the accident occurred but no injuries were reported from either vehicle. Streetcar #428 sustained scrapes and abrasions to the A-end. The Nissan Altima sustained damage to the left-side rear fender, passenger door, and bumper, and was towed from the scene. The driver of the Nissan Altima was not cited.

January 20, 2023, at 7:53AM, Streetcar 434 was traveling northbound on Franklin Street when a Ford Mustang also traveling northbound on Franklin Street attempted to make a right-turn into Selmon Expressway CAMLS Parking Lot and was struck by the streetcar. There were 3 patrons onboard Streetcar 434 and 1 person in the Mustang, but no injuries were reported at the scene. The Ford Mustang received damage to the right rear of the vehicle. Streetcar 434 received some minor paint damage to the bumper. The driver of the vehicle was not cited.

SPECIAL SERVICE

The Streetcar provided 22 hours of extra service in January. Extra service was provided for Gasparilla on January 28, 2023.



COMPONENT PERFORMANCE

- Ridership for January:

<u>2021</u>	<u>2022</u>	<u>2023</u>
48,990	82,735	119,615*

* Gasparilla ridership was 9,893

- Right of way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right of way and CSX Interlocking are inspected every morning by HART personnel. Joint testing with HART, CSX and Amtrak was performed at the CSX Interlocking on January 19, 2023.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 129 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 5 road calls were reported in January.

SYSTEM CHANGES

Two student Motorpersons started training on January 9, 2023. Currently recruiting for 2 Facility Maintenance Technicians.

INFRASTRUCTURE

Only scheduled maintenance was performed in January.

Service	Performed in January
A	27
B	2
C	2
E	0

Prepared by: Brian Allan, HART Director of Streetcar Operations

Reviewed by: Scott Drainville, HART Chief of Transportation & Maintenance



STREETCAR SYSTEM PERFORMANCE REPORT FOR FEBRUARY 2022

MISSED TRIPS

The TECO Line Streetcar System delivered 99.07 % of the contracted 3,668 trips for February with 33.75 reported missed trips. The missed trips were caused by mechanical issues (21.75 trips), a dewirement (5 trips), loss of power (2.75 trips), police activity (2.25 trips), and a passenger needing medical attention (2 trips).

ON-TIME DEPARTURES

In February, there were 26 reported late departures; On Time Performance (OTP) was 99.29 %.

ACCIDENTS/INCIDENTS

There was one incident in February:

On February 6, 2023, Streetcar 430 was southbound at Station #9 when the trolley pole came off the Overhead Catenary System (OCS) wire and caught a cross arm. The impact damaged the trolley platform on the roof of the streetcar, and the car had to be towed back to the shop.

SPECIAL SERVICE

The Streetcar did not provide any extra service in February.

COMPONENT PERFORMANCE

- Ridership for February:

<u>2021</u>	<u>2022</u>	<u>2023</u>
58,664	88,563	115,408

- Right of way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right of way and CSX Interlocking are inspected every morning by HART personnel.
- OCS Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 172 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 5 road calls were reported in February.

SYSTEM CHANGES

Currently recruiting for 2 Facility Maintenance Technicians.

INFRASTRUCTURE

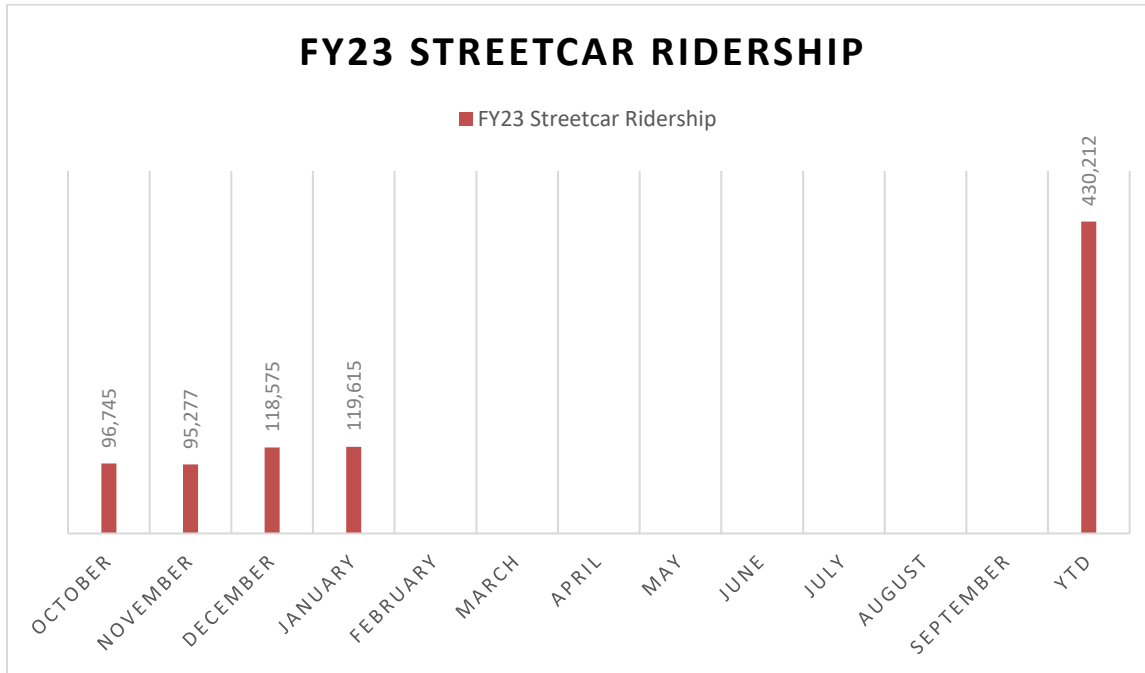
Only scheduled maintenance was performed in February.

Service	Performed in February
A	22
B	2
C	1
E	0

Prepared by: Brian Allan, HART Director of Streetcar Operations

Reviewed by: Scott Drainville, HART Chief of Transportation & Maintenance

THS Marketing Services Report for January 2023



THS Marketing Collateral and Graphic Support – January 2023

Collateral and graphic support included: Streetcar Live January 27 Promotional Material (Facebook, Instagram, Twitter, Web Cube, Web Banner, Streetcar Site Ad) | Streetcar 20th Anniversary Material (Dick Greco Plaza Station Column Wraps, Station Map Kiosk Wraps, Interior Cards, Vehicle Step Graphics) | Gasparilla Service Material (Print & Web)

THS Marketing and Communications – January 2023

Gasparilla

With 300k pirates expected in downtown Tampa for the Gasparilla parade, HART staff and local officials promoted utilizing the TECO Line Streetcar and HART to the festivities. The TECO Line Streetcar operated continuous service throughout the day and HART provided free bus and van shuttles to accommodate overflow streetcar ridership. Total bus and streetcar Gasparilla ridership was 16,127.



Streetcar Live

The monthly streetcar concert series was held on January 27, 2023, with **The Applebutter Express** bringing their “ukulele funk” to the Streetcar from 6 p.m. – 8 p.m. Streetcar Live is now a part of the Downtown Partnership’s Fourth Friday Tampa event programming. Attractions and businesses along the Streetcar line provide discounts and special programming with a Fourth Friday wristband.



Highlighting Ridership

The TECO Line Streetcar ended January 2023 with over 119k trips!

Staff continued to highlight monthly ridership numbers to show the fare-free service being utilized and that the Streetcar was a great investment in the local community.



Media Coverage

Mass Transit Magazine

TECO Line Streetcar reaches all time ridership high in December 2022

<https://www.masstransitmag.com/rail/press-release/21294769/hillsborough-area-regional-transit-authority-hart-teco-line-streetcar-reaches-all-time-ridership-high-in-december-2022>

That's So Tampa

December was the biggest month in Tampa Streetcar history

<https://thatsotampa.com/tampa-streetcar-ridership-record/>

FOX 13

Record Streetcar Ridership (Video clip)

<https://mms.tveyes.com/Transcript.asp?StationID=1995&DateTime=1%2F26%2F2023+12%3A09%3A36+PM&Term=streetcar&PlayClip=TRUE>

Tampa Beacon

TECO streetcar hits ridership record

https://www.tampabeacon.com/news/whats-happening-hillsborough/article_e0c25d5a-9e58-11ed-947b-83c458055f58.html

WQYK

Tampa Streetcar Breaks Record

<https://995qyk.com/2023/01/29/tampa-streetcar-breaks-record/>

WFLA

Gasparilla 2023: Where to park & get around for Parade of Pirates

<https://www.wfla.com/news/gasparilla/gasparilla-2023-where-to-park-get-around-for-parade-of-pirates/>

WTSP

Gasparilla Preparation (Streetcar referenced)

<https://mms.tveyes.com/Transcript.asp?StationID=1985&DateTime=1%2F27%2F2023+6%3A35%3A22+AM&Term=street+car&PlayClip=TRUE>

Tampa Bay Times (HART and Streetcar referenced)

Guide to Tampa's 2023 Gasparilla pirate parade: parking, schedule, more

<https://www.tampabay.com/life-culture/2023/01/24/guide-tampas-2023-gasparilla-pirate-parade-parking-schedule-more/>



Creative Loafing

Ukulele bluegrass band Applebutter Express plays free Teco Streetcar concert in Tampa and Ybor City

<https://www.ctampa.com/music/ukulele-bluegrass-band-applebutter-express-plays-free-teco-streetcar-concert-in-tampa-and-ybor-city-15010949>

813 Area

Exploring the Best of Downtown Tampa: 10 Must-Do Activities (Streetcar referenced)

<https://www.813area.com/recreation/exploring-the-best-of-downtown-tampa-10-must-do-activities.html>

Tampa Bay Times

Gov. Ron DeSantis to Hillsborough: Refund sales tax. No spending on transit (streetcar referenced)

<https://www.tampabay.com/news/transportation/2023/02/06/gov-ron-desantis-hillsborough-refund-sales-tax-no-spending-transit/>

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

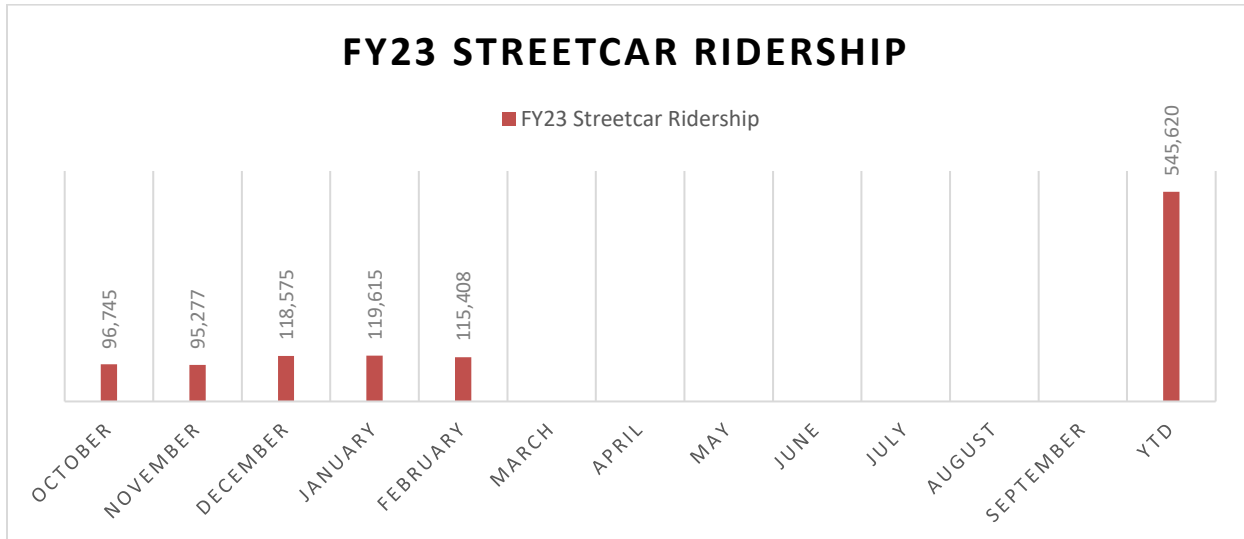
Reviewed by: Omar Alvarado, Chief Delivery Officer

Attachment: Vector Media Monthly Sales Report – January 2023

ATTACHMENT

														
Tampa Historic Streetcar														
Monthly Sales Report														
<i>Jan-23</i>														
Streetcar														
Advertiser - Contract	Inventory	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Totals
Anheuser-Busch-230109015-0	Transit Streetcar-Full Wrap-Space	8,000.00												8,000.00
Cigar City Brewing LLC-211027024-0	Transit Streetcar-Full Wrap-Space	3,500.00												3,500.00
Miller Coors LLC-221208011-0	Transit Streetcar-Full Wrap-Space	6,692.90												6,692.90
Molson Coors Brewing Company-221205022-0	Transit Streetcar-Full Wrap-Space	6,692.90												6,692.90
Pepin Distributing Company-230103018-0	Transit Streetcar-Full Wrap-Space	4,000.00												4,000.00
Tampa General Hospital-221121023-0	Transit Streetcar-Full Wrap-Space	3,300.00												3,300.00
Zoo Tampa-220713020-1	Transit Streetcar-Full Wrap-Space	5,000.00												5,000.00
														-
														-
														-
														-
														-
														-
Tampa Historic Streetcar Sales		37,185.80	-	-	-	-	-	-	-	-	-	-	-	37,185.80
Station Sponsorship														
Advertiser - Contract	Inventory	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Totals
														-
														-
														-
														-
Tampa Historic Streetcar Station Sponsorship Sales		-	-	-	-	-	-	-	-	-	-	-	-	-
Minimum Annual Guarantee Payments made to THS														

THS Marketing Services Report for February 2023



THS Marketing Collateral and Graphic Support – February 2023

Collateral and graphic support included: Streetcar Live February 24th Promotional Material (Facebook, Instagram, Twitter, Web Cube, Web Banner, Streetcar Site Ad) | Sant' Yago Knight Parade Material (Print & Web)

THS Marketing and Communications – February 2023



Sant' Yago Knight Parade

Thousands of attendees were estimated to line 7th Avenue in historic Ybor City for the Sant' Yago Knight Parade. HART staff and local officials promoted utilizing the TECO Line Streetcar to the festivities. Streetcar service ceased north of 7th Avenue during the parade, with a temporary stop in front of the streetcar barn.

Streetcar Live

The monthly streetcar concert series was held on February 24, 2023, with the soulful **Shelby Sol** performing on the Streetcar from 6 p.m. – 8 p.m. Streetcar Live is now a part of the Downtown Partnership's Fourth Friday Tampa event programming. Attractions and businesses along the Streetcar line provide discounts and special programming with a Fourth Friday wristband.



Be the Thunder

HART staff continues to promote the TECO Line Streetcar as a great transportation option to “skate by game traffic” on the way to cheer on the Tampa Bay Lightning at Amalie Arena.

Highlighting Ridership

The TECO Line Streetcar ended February 2023 with over 115k trips!

Staff continues to highlight monthly ridership numbers to show the fare-free service being utilized and that the Streetcar is a great investment in the local community.



Media Coverage

WTSP (CBS)

Record Streetcar Ridership (Video clip)

<https://mms.tveyes.com/Transcript.asp?StationID=1985&DateTime=2%2F13%2F2023+6%3A26%3A56+AM&Term=street+car&PlayClip=TRUE>

Tampa Bay Business Journal

TECO Line Streetcar to bump up weekend frequency starting this month

<https://www.bizjournals.com/tampabay/news/2023/03/01/teco-line-streetcar-weekend-frequency-march-change.html>

Planetizen

Florida Supreme Court Voids County Tax That Included Transit Funding

<https://www.planetizen.com/news/2023/02/121550-florida-supreme-court-voids-county-tax-included-transit-funding>

International Light Rail Magazine

Tampa Streetcar Sets New Record

<http://www.tautonline.com/tampa-streetcar-sets-new-ridership-record/>

St. Pete Catalyst

How long can the SunRunner remain fare-free? (Streetcar referenced)


<https://stpetecatalyst.com/how-long-can-the-sunrunner-remain-fare-free/>

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Reviewed by: Omar Alvarado, Chief Delivery Officer

Attachment: Vector Media Monthly Sales Report – February 2023

ATTACHMENT

														
Tampa Historic Streetcar														
Monthly Sales Report														
<i>Feb-23</i>														
Streetcar														
Advertiser - Contract	Inventory	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Totals
American Lung Association Tampa-230208020-0	Transit Streetcar-Interior Cards-Space		160.00											160.00
Anheuser-Busch-230109015-0	Transit Streetcar-Full Wrap-Space	8,000.00	4,000.00											12,000.00
Cigar City Brewing LLC-211027024-0	Transit Streetcar-Full Wrap-Space	3,500.00	3,500.00											7,000.00
Miller Coors LLC-221208011-0	Transit Streetcar-Full Wrap-Space	6,692.90	3,346.45											10,039.35
Molson Coors Brewing Company-221205022-0	Transit Streetcar-Full Wrap-Space	6,692.90	3,346.45											10,039.35
Pepin Distributing Company-230103018-0	Transit Streetcar-Full Wrap-Space	4,000.00	4,000.00											8,000.00
Tampa General Hospital-221121023-0	Transit Streetcar-Full Wrap-Space	3,300.00	3,300.00											6,600.00
Zoo Tampa-220713020-1	Transit Streetcar-Full Wrap-Space	5,000.00	5,000.00											10,000.00
														-
														-
														-
														-
														-
														-
Tampa Historic Streetcar Sales		37,185.80	26,652.90	-	-	-	-	-	-	-	-	-	-	63,838.70
Station Sponsorship														
Advertiser - Contract	Inventory	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Totals
														-
														-
														-
														-
Tampa Historic Streetcar Station Sponsorship Sales		-	-	-	-	-	-	-	-	-	-	-	-	-
		Minimum Annual Guarantee Payments made to THS												