



TAMPA HISTORIC STREETCAR BOARD OF DIRECTORS

Wednesday, January 18, 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 Board Administrator via phone:
813-384-6517 or e-mail: JacksonD2@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>Alternates</u>
Eric Johnson	Tyler Hudson
Councilmember Gil Schisler	Councilmember Luis Viera
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. Special Board of Directors Hybrid Meeting ~ September 21, 2022
[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. September, October, November, and December 2022
[September 2022 Report](#)

[October 2022 Report](#)
[November 2022 Report](#)
[December 2022 Report](#)

5. LEGAL AND LEGISLATIVE REPORTS

David Smolker, THS General Counsel

6. CHAIR'S REPORT

Michael English, THS President/Chair

6.a. CSX Insurance

Grant Mehlich, GCM Insurance and Risk Management Advisors, LLC

7. HART CHIEF EXECUTIVE OFFICER'S REPORT

Adelee Marie Le Grand, AICP, HART Chief Executive Officer

8. COMPLIANCE REPORTS (REVIEW AND FILE)

8.a. **City of Tampa Financial Statements for the month ending August 31, 2022 and No Further 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 2022.

[Report for the month ending August 31, 2022](#)

8.b. **Marketing Services Report ~ September, October, November, and December 2022**

[September 2022 Report](#)

[October 2022 Report](#)

[November 2022 Report](#)

[December 2022 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



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 SEPTEMBER 2022

MISSED TRIPS

The TECO Line Streetcar System delivered 87.36% of the contracted 4,098 trips for September with 517.75 reported missed trips. The missed trips were caused by Hurricane Ian (458.25 trips), a shortage of Operators (48.5 trips) and mechanical issues (11 trips).

ON-TIME DEPARTURES

In September, there were 6 reported late departures; on time performance (OTP) was 99.83 %.

ACCIDENTS/INCIDENTS

There were two accidents in September:

September 3, 2022 at 9:07p.m., Streetcar 432 was heading toward Station #1 when a Ford Mustang ran the stop sign at 19th Street and 8th Ave, and struck the streetcar. There were no injuries to the 11 passengers onboard Streetcar 432 or to the occupants of the car. The driver of the Mustang was cited for failure to yield.

September 4, 2022 at 12:5AM, Streetcar 428 struck a Nissan Rogue that was exiting the Florida Aquarium driveway. This was a low speed collision, with no injuries reported and only minor damage to both vehicles. The driver of the Rogue was cited for failure to yield.

SPECIAL SERVICE

No extra service was provided in September 2022.

COMPONENT PERFORMANCE

- Ridership for September:

2020	2021	2022
33,769	59,416	75,860

- Ridership for FY 2022 was 1,087,520 trips.
- 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.
- Overhead Catenary System (OSC) Report – all inspections were completed as scheduled.
- ADA Bridge Mechanism – there were 102 wheelchair boardings with no reported problems.
- Substations – All monthly service was completed on the South Substation. The North Substation is off line.



VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- There were a total of 4 road calls in September.

SYSTEM CHANGES

1 student Motorperson completed training in September. There were offers made to five candidates for Motorperson. Staff interviewed for a Facility Maintenance Technician.

INFRASTRUCTURE

2 areas of the OCS required minor repair after Hurricane Ian.

Service	Performed in September
A	15
B	0
C	0
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 OCTOBER 2022

MISSED TRIPS

The TECO Line Streetcar System delivered 88.06% of the contracted 4,202 trips for October with 81.5 reported missed trips. The missed trips were caused by a shortage of Operators (59 trips), mechanical issues (17 trips), the accident on October 26, 2022 (3 trips) and the 20th Anniversary event (2.5 trips).

ON-TIME DEPARTURES

In October, there were 11 reported late departures; on-time performance (OTP) was 99.73 %.

ACCIDENTS/INCIDENTS

There was 1 accident in October:

October 26, 2022 at 9:21 pm, Streetcar 432 was heading north when a SUV turned into the path of the streetcar at Water Street and Channelside Drive. There were no injuries to the passengers on Streetcar 432, the SUV left the scene of the accident before law enforcement arrived.

SPECIAL SERVICE

No extra service was provided in October 2022.

COMPONENT PERFORMANCE

- Ridership for October:

<u>2020</u>	<u>2021</u>	<u>2022</u>
36,926	77,481	96,745

- 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.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 146 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the South Substation. The North Substation was off line.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- No road calls were reported in October.

SYSTEM CHANGES

There were 2 student Motormen that started training in October. The Agency is currently recruiting for Motormen and a Facility Maintenance Technician.



INFRASTRUCTURE

Only scheduled maintenance was performed in October.

Service	Performed in October
A	19
B	0
C	0
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 NOVEMBER 2022

MISSED TRIPS

The TECO Line Streetcar System delivered 94.9 % of the contracted 4,076 trips for November with 207.5 reported missed trips. The missed trips were caused by Hurricane Nicole (134 trips), shortage of Operators (62.5 trips), mechanical issues (5 trips), the accident on November 22nd (4 trips) and a gas leak near Water Street (2 trips).

ON-TIME DEPARTURES

In November, there were 8 reported late departures; on time performance was 99.80%.

ACCIDENTS/INCIDENTS

There was 1 accident in November:

November 22, 2022 at 4:10 pm, Streetcar 435 was approaching station 4 when the streetcar experienced a loss of air pressure and was unable to stop in time and made contact with Streetcar 436. There were 10 passengers on 435, no injuries were reported. Both streetcars received paint damage to their bumpers in the accident.

SPECIAL SERVICE

The Streetcar provided 11 hours of extra service in November. Extra service was provided for the Winter Village Express on November 20th and 27th.

COMPONENT PERFORMANCE

- Ridership for November:

<u>2020</u>	<u>2021</u>	<u>2022</u>
42,518	79,971	95,277

- 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.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 141 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the South Substation. The North Substation is off line.

VEHICLE MAINTENANCE

- All maintenance on the streetcars was current.
- 2 road calls were reported in November.

SYSTEM CHANGES

Two student Motormen completed classroom training and started training on the line training in November. Currently recruiting for Motormen and a Facility Maintenance Technician.

INFRASTRUCTURE

RW Summers replaced 4 wood crossties in the yard tracks at Ybor in November.

Service	Performed in November
A	18
B	2
C	0
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 DECEMBER 2022

MISSED TRIPS

The TECO Line Streetcar System delivered 99.3 % of the contracted 4238 trips for December with 29.1 reported missed trips. The missed trips were caused by mechanical issues (17.05 trips) and a shortage of Operators (12.05 trips).

ON-TIME DEPARTURES

In December, there were 27 reported late departures; OTP was 99.36 %.

ACCIDENTS/INCIDENTS

There were two accidents in December:

December 17, 2022 at midnight, Streetcar 428 was traveling southbound at Channelside Drive and York Street when an Audi A3 entered the tracks with their lights off and the streetcar made contact with passenger side front of the Audi. No one was injured and Streetcar 428 only received minor damage to the bumper. The driver of the privately owned vehicle was cited in the accident.

December 29, 2022 at 12:55pm, Streetcar 433 was traveling south on Channelside Drive at 3rd Avenue when a black Honda Civic ran through the stop sign on 3rd Avenue and was struck by the streetcar. There were 30 patrons on board 433 and 4 people in the Honda, but no injuries were reported at scene. The Honda was towed from the scene. 433 received some minor damage to the left front step. The driver of the privately owned vehicle was cited in the accident.

SPECIAL SERVICE

The Streetcar provided 18 hours of extra service in December. Extra service was provided for the Winter Village Express on December 4, 11, and 18.

COMPONENT PERFORMANCE

- Ridership for December:

2020	2021	2022
46,200	101,401	118,575

- Right of way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right of way and CSX Interlocking were inspected every morning by HART personnel.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 168 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the South Substation. The North Substation was offline until December 30 for a transformer replacement.



VEHICLE MAINTENANCE

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

SYSTEM CHANGES

Two (2) student Motormen completed training and were certified on December 23, 2022. Staff recruited for Motormen and 2 Facility Maintenance Technicians.

INFRASTRUCTURE

The main transformer in the North Substation was replaced in December.

Service	Performed in December
A	18
B	2
C	1
E	0

Prepared by: Brian Allan, HART Director of Streetcar Operations

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



CITY OF TAMPA

Jane Castor, Mayor

Revenue and Finance

Accounting

October 3, 2022

TO: Tampa Historic Streetcar, Inc.

FROM: Nancy Harper, Accountant II

SUBJECT: August 2022 Financial Statements

Attached are the financial statements for the month ended August 31, 2022.

Special assessment receipts are up by 6.2%, and FDOT revenues are up by 22.9%. Net advertising revenues are down by 19.5%. HART operating expenses are up 5.6% and CSX costs are down 1%. Some revenue and expense highlights are as follows:

	FY 22	FY 21	\$ Difference	% Change
FDOT Revenues	\$ 881,975	\$ 717,391	\$ 164,584	22.9%
Special Assessments	\$ 1,134,570	\$ 1,067,849	\$ 66,721	6.2%
Net Advertising Revenues	\$ 114,750	\$ 142,600	\$ (27,850)	-19.5%
HART Expenses	\$ 2,442,434	\$ 2,313,017	\$ 129,417	5.6%
Insurance (CSX, general liability)	\$ 617,389	\$ 623,910	\$ (6,521)	-1.0%

The cash and cash equivalents began the fiscal year with \$74,324 and reflect a balance of \$451,743 as of August 31, 2022. Interest earnings were \$2924, or an approximate APR of 1.3%.

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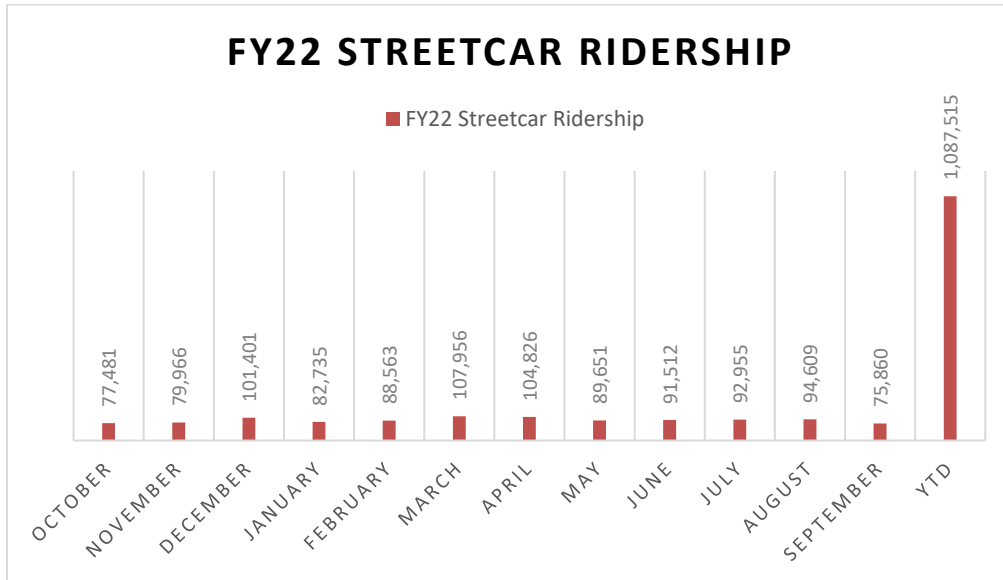


TAMPA HISTORIC STREETCAR OPERATIONS-PROJECTIONS

Aug-22

	12 MONTH BUDGET	YTD ACTUAL	PROJECTED 2022
337402 HARTLINE-CMAQ	\$ 200,000	\$ 200,000	\$ 200,000
337401 HARTLINE-FDOT	801,020	881,975	801,020
337401 HARTLINE-FDOT	-	-	-
319101 CITY TIF CONTRIBUTION	760,000	696,667	760,000
344401 FAREBOX	-	-	-
344402 CAR LEASING	3,000	3,750	4,091
344403 ADVERTISING	115,000	114,750	115,000
361101 INTEREST	-	2,924	3,190
366000 CONTRIBUTION AND DONATIONS	-	60,000	60,000
366005 OTHER CONTRIBUTION	29,451	20,833	29,451
366013 CONTRIBUTION FR COT	591,020	484,243	591,020
335200 NON-AD VALOREM ASSESSMENT	-	-	-
369900 MISC. REVENUES	-	3,300	3,300
369936 Unassigned Use of Fund Balance	-	-	-
325300 NON-AD VALOREM DISTRICT ASSESSMENT	1,132,030	1,134,570	1,132,030
389402 INKIND CONTRIBUTION	-	-	-
TOTAL REVENUES	\$ 3,631,521	\$ 3,603,012	\$ 3,699,102
531002 PROFESSIONAL SVCS	6,000	5,180	5,651
532000 ACCOUNTING	25,000	5,670	5,670
534000 CONTRACTS	-	-	-
541003 POSTAGE	500	1	1.09
544000 POSTAL BOX RENTAL	-	-	-
547000 Printing and Binding	-	-	-
548000 ADVERTISING	-	300	300.00
	<u>31,500</u>	<u>11,151</u>	<u>11,622</u>
545000 INSURANCE	677,715	617,389	673,515
581000 EXTRA SERVICE	303,000	301,500	303,000
582000 HARTLINE-OPERATIONS	2,507,000	2,140,934	2,507,000
599999 OTHER USES BUDGET RESERVE	112,306	-	-
	<u>3,600,021</u>	<u>3,059,823</u>	<u>3,483,515</u>
TOTAL EXPENSES	\$ 3,631,521	\$ 3,070,974	\$ 3,495,137
EXCESS (DEFICIT)	<u>-</u>	<u>\$ 532,038</u>	<u>\$ 203,964</u>

THS Marketing Services Report for September 2022



THS Marketing Collateral and Graphic Support – September 2022

Collateral and graphic support included: Celebrating Million Streetcar Rides Material (Facebook, Instagram, Twitter, Internal Monitors, Streetcar Site) | Streetcar Live Promotional Material (Facebook, Instagram, Twitter, Web Cube, Web Banner, Streetcar Site Ad)

THS Marketing and Communications – September 2022

Celebrating the Millionth Rider!

Staff surprised one lucky streetcar rider with a prize to celebrate one million rides in FY2022! The millionth rider, Arpan, a medical student at USF Health in Downtown Tampa, takes the Streetcar throughout the week for school. He recently moved to Tampa and finds the Streetcar very convenient!



Streetcar Live Returns, Joins Fourth Friday

Streetcar Live returned for the season on September 23, 2022. The monthly streetcar concert series 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.



Staff believes this will be a great partnership with built-in monthly promotion from the Tampa Downtown Partnership and participating businesses, while also bringing additional value to Fourth Friday. September’s act, the Rob Osenton Band, was featured on FOX 13 in promotion of Streetcar Live returning and joining Fourth Friday.

Amalie Arena and Convention Event Service

Events returned to Amalie Arena and the Tampa Convention Center. The TECO Line Streetcar was once again promoted as a great alternative to downtown Tampa event parking and traffic.

Record Ridership

The TECO Line Streetcar ended FY2022 with the busiest September in the Streetcar's almost 20 years with **75,860** trips! This added to Streetcar's already record annual ridership with the final tally at 1,087,520 trips in FY2022. Staff continued to highlight monthly ridership numbers to show the fare-free service was utilized and that the Streetcar was a great investment in the local community.



Media Coverage

That's So Tampa

Tampa's historic streetcar surpasses one million riders in a single year

<https://thatssotampa.com/tampa-streetcar-downtown-riders/>

Spectrum Bay News 9 (Video)

Strong Streetcar Ridership

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

The Bloom TV (WFLA)

Exploring The Top 5 Things to do in Tampa Bay on Bloom with Gayle Guyardo

<https://www.wfla.com/bloom/exploring-the-top-5-things-to-do-in-tampa-bay-on-bloom-with-gayle-guyardo/>

That's So Tampa

Streetcar Live returns after 2 year hiatus in Tampa

<https://thatssotampa.com/streetcar-live-tampa/>

Tampa Bay Business Journal

An additional 90,000 Hillsborough residents ordered to evacuate as hurricane looms
(Streetcar referenced)

<https://www.bizjournals.com/tampabay/news/2022/09/27/hillsborough-evacuation-orders-hurricane-ian.html>

Tampa Bay Times

Tuesday updates: Tampa Bay in final hours of prep as Hurricane Ian nears (streetcar referenced)

<https://www.tampabay.com/hurricane/2022/09/27/tuesday-live-updates-tampa-bay-final-hours-prep-hurricane-ian-nears/>

That's So Tampa

Fourth Friday Tampa

<https://thatssotampa.com/event/fourth-friday-at-the-straz/>



Vector Media Sales Activity Update

The purpose of this information is to inform the THS Board of Directors of the cumulative total of advertising space sold, sponsorships obtained, and the amounts paid to Vector Media and THS as stated in Section 8 (c) of the existing agreement.

There was no new business in September 2022.

Year-to-Date*

September 2022	THS Guarantee
January 2022 – September 2022	\$86,250
9th year of contract	(Paid Quarterly)

**Based on the THS, Inc. /Vector Media Contract Year, January – December. The amounts between Revenue and amount paid will not match due to payment schedule.*

Recommendation


Receive and file as an information item.

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

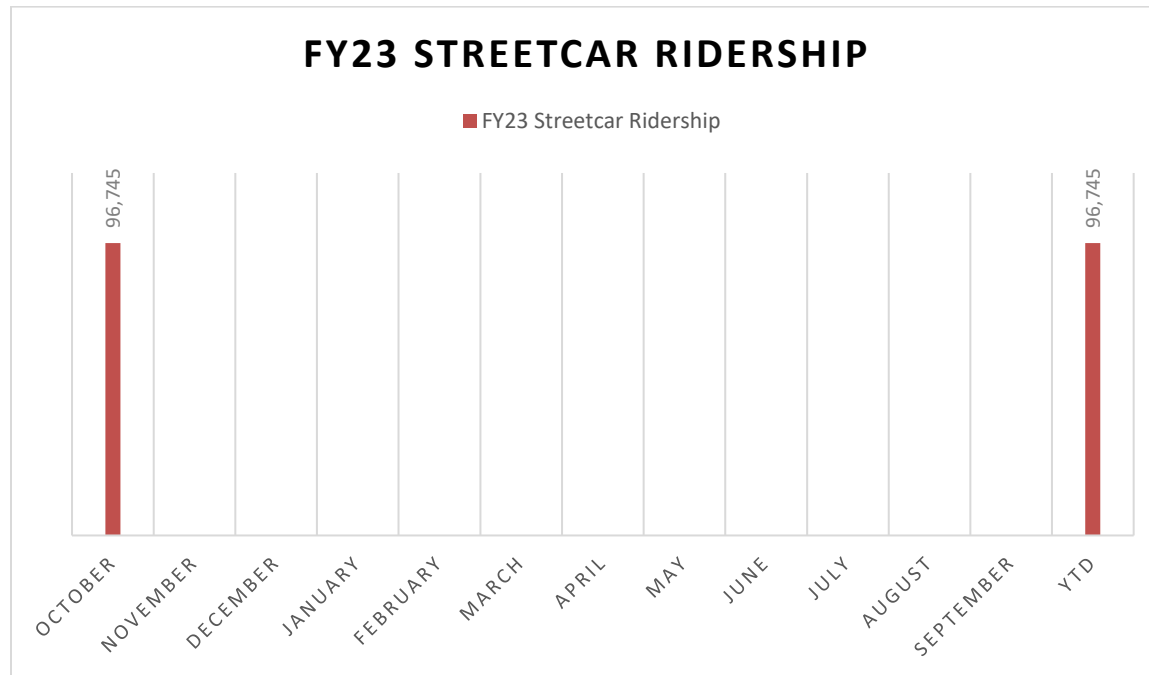
Reviewed by: Kemly Jimenez Green, Director of Customer Experience

Attachment: Vector Media Monthly Sales Report – September 2022

ATTACHMENT

											
Tampa Historic Streetcar											
Monthly Sales Report											
Sep-22											
Streetcar											
Advertiser - Contract	Inventory	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Totals
Department of Solid Waste and EPM-210730005-0	Transit Streetcar-Interior Cards-Space	133.35									133.35
Tampa Bay Lightning-210624030-0	Transit Streetcar-Full Wrap-Space	3,000.00	3,000.00	3,000.00	3,000.00	5,000.00	5,000.00				22,000.00
Tampa General Hospital-211209010-0	Transit Streetcar-Full Wrap-Space	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	18,900.00
Brooks Law Group-211004012-1	Transit Streetcar-Ultraside-Space		1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00			5,000.00
Cigar City Brewing LLC-211027024-0	Transit Streetcar-Full Wrap-Space			3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	14,000.00
ABI Anheuser Busch-220324021-0	Trolleys-Full Wrap-Space						4,100.00	4,100.00	4,100.00	4,100.00	4,100.00
Anheuser-Busch-211215023-0	Transit Streetcar-Full Wrap-Space				8,200.00	8,200.00	4,100.00	(4,100.00)	4,100.00	4,100.00	20,500.00
National Defense Industrial Association-210319025-0	Transit Streetcar-Full Wrap-Space				-						-
Uncle Nearest Premium Whiskey-210722012-0	Transit Streetcar-End Panel-Space				500.00	500.00					1,000.00
Uncle Nearest Premium Whiskey-210722012-0	Transit Streetcar-Interior Cards-Space				150.00	150.00					300.00
Uncle Nearest Premium Whiskey-210722012-0	Transit Streetcar-Super Side-Space				2,500.00	2,500.00					5,000.00
ABI Anheuser Busch-220707012-0	Transit Streetcar-Full Wrap-Space							4,100.00			4,100.00
Tampa Historic Streetcar Sales		6,283.35	7,150.00	10,650.00	22,000.00	24,000.00	20,850.00	11,750.00	14,850.00	14,850.00	95,033.35
Station Sponsorship											
Advertiser - Contract	Inventory	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Totals
Titos Vodka-211207001-0	Bus Station-Streetcar-Concrete Pillar-Space	-	8,000.00								8,000.00
National Defense Industrial Association-210319025-0	Bus Station-Streetcar-Concrete Pillar-Space				-						-
National Defense Industrial Association-210319025-0	Bus Station-Streetcar-Light Pole Banner-Space				-						-
National Defense Industrial Association-210319025-0	Bus Station-Streetcar-Metal Pillar-Space				-						-
Tampa Historic Streetcar Station Sponsorship Sales		-	8,000.00	-	-	-	-	-	-	-	8,000.00
Minimum Annual Guarantee Payments made to THS											

THS Marketing Services Report for October 2022



THS Marketing Collateral and Graphic Support – October 2022

Collateral and graphic support included: Streetcar 20th Anniversary Logo | Streetcar 20th Anniversary Media Event (Evite, Unveil Logo Board, Digital Podium, Internal Monitors) | Streetcar Live October 28th Promotional Material (Facebook, Instagram, Twitter, Web Cube, Web Banner, Streetcar Site Ad) | Now Hiring Streetcar Motormen Collateral (new rate)

THS Marketing and Communications – October 2022

Celebrating the 20th Anniversary of the TECO Line Streetcar!

Local leaders and community partners gathered in October to celebrate the 20th Anniversary of the TECO Line Streetcar. The event was held at Dick Greco Plaza Station and was highlighted by the unveiling of the 20th Anniversary logo, which will be used throughout the year to celebrate the special occasion. The event received coverage from 8 media outlets, representing a mix of TV broadcast and print.



20th Anniversary Logo

The HART Marketing team created a special 20th Anniversary logo in celebration of the streetcar milestone. The logo will be featured on all TECO Line Streetcar marketing collateral and signage throughout the system. The logo will also be wrapped on the pillars at Dick Greco Plaza Station, front/back panels of the Streetcar, streetcar steps, vehicle interior card “takeovers” and more!

Streetcar Live

The monthly streetcar concert series was held on October 28, 2022, with SUNDE performing 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.



Amalie Arena and Convention Event Service

Events have returned to Amalie Arena and the Tampa Convention Center. The TECO Line Streetcar was once again promoted as a great alternative to downtown Tampa event parking and traffic.

Record Ridership

The TECO Line Streetcar picked up where it left off in FY2022 with almost 96,745 trips in October 2022!

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



Media Coverage

ABC Action News

Tampa celebrates 20 years of TECO Streetcar as it eyes future expansion

<https://www.abcactionnews.com/news/region-hillsborough/tampa-celebrates-20-years-of-teco-streetcar-as-it-eyes-future-expansion>

Tampa Bay Times

FL: After 20 years, Tampa's streetcar is a front row seat to downtown's rebirth

<https://www.masstransitmag.com/rail/news/21284632/fl-after-20-years-tampas-streetcar-is-a-front-row-seat-to-downtowns-rebirth>

83Degrees Media

In Tampa, a desire to expand a streetcar named TECO

<https://www.83degreesmedia.com/features/TECO-line-streetcar-marks-20th-anniversary-110122.aspx>

TV Coverage (Multiple outlets)

<http://mms.tveyes.com/NetReport.aspx?ReportHash=c56d14105aab6418d7d6188793fe533f>

WTSP

Tampa's TECO Line Streetcar celebrates a 20-year anniversary

<https://www.wtsp.com/article/news/local/hillsboroughcounty/tampa-teco-streetcar-system-anniversary/67-c4b6af28-f591-4bd7-8b6d-fac96eeb4bca>



Tampa Bay Business Journal

Tampa marks streetcar's 20-year anniversary as expansion remains up in the air

<https://www.bizjournals.com/tampabay/news/2022/10/31/tampa-streetcar-celebrates-two-decades.html>

83Degrees Media

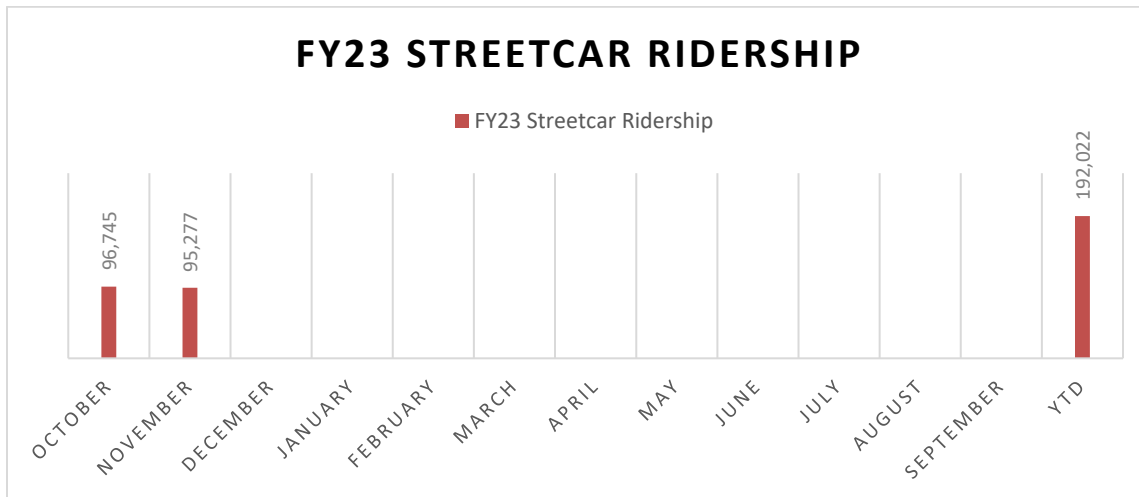
Survey says! Tampa Downtown Partnership wants resident, worker feedback to shape future (Streetcar referenced)

<https://www.83degreesmedia.com/devnews/Tampa-downtown-partnership-survey-seeks-resident-worker-input-110122.aspx>

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Attachment: Vector Media Monthly Sales Report – October 2022

THS Marketing Services Report for November 2022



THS Marketing Collateral and Graphic Support – November 2022

Collateral and graphic support included: Streetcar Live November 25th Promotional Material (Facebook, Instagram, Twitter, Web Cube, Web Banner, Streetcar Site Ad) | Now Hiring Streetcar Motormen Social Collateral (new rate)

THS Marketing and Communications – November 2022

Winter Village Express Returns

The Winter Village Express returned for the holidays and operated every Sunday through Dec. 18, 2022. The holiday-themed streetcar ride was a one-hour, round-trip excursion featuring a holiday sing-a-long, holiday trivia, milk & cookies, and added surprises along the way. Tickets were \$10.



Streetcar Live

The monthly streetcar concert series was held on November 25, 2022, with Noan Partly performing 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.



Amalie Arena and Convention Event Service

Events have returned to Amalie Arena and the Tampa Convention Center. The TECO Line Streetcar is once again being promoted as a great alternative to downtown Tampa event parking and traffic.

Highlighting Ridership

The TECO Line Streetcar ended November 2022 with over 95k trips!

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



Media Coverage

83Degrees Media

Buzz: Winter Village returns to downtown Tampa

<https://www.83degreesmedia.com/inthenews/Tampa-Downtown-Partnership-Winter-Village-returns-to-Curtis-Hixon-Waterfront-Park-111522.aspx>

Osprey Observer

Ice Skating And Winter Village Return To Tampa Just In Time For The Holidays

<https://www.ospreyobserver.com/2022/11/ice-skating-and-winter-village-return-to-tampa-just-in-time-for-the-holidays/>

83Degrees Media

In Tampa, a desire to expand a streetcar named TECO

<https://www.83degreesmedia.com/features/TECO-line-streetcar-marks-20th-anniversary-110122.aspx>

FOX13

Winter Village returns to Curtis Hixon Park as holiday season kicks off in Tampa

<https://www.fox13news.com/news/winter-village-returns-to-curtis-hixon-park-as-holiday-season-kicks-off-in-tampa>

Tampa Bay Times

FL: Hillsborough transportation agency ponders uncertain financial future

<https://www.masstransitmag.com/management/news/21286635/fl-hillsborough-transportation-agency-ponders-uncertain-financial-future>

Tampa Bay Business Journal

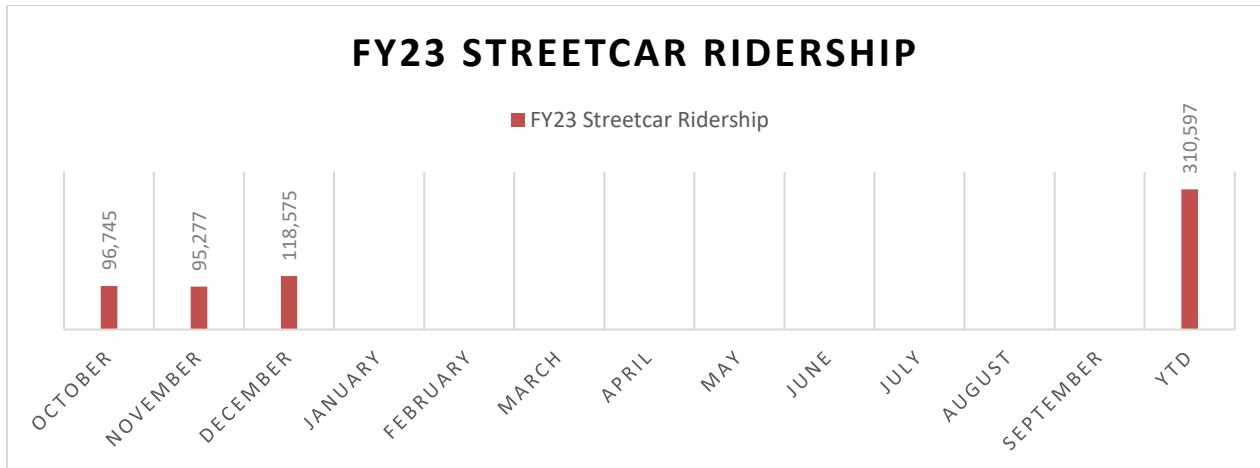
After surtax fails, Hillsborough County transit agency ponders a perilous financial future

<https://www.bizjournals.com/tampabay/news/2022/11/09/future-of-hillsborough-transit-agency.html>

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Attachment: Vector Media Monthly Sales Report – November 2022

THS Marketing Services Report for December 2022



THS Marketing Collateral and Graphic Support – December 2022

There was no graphic support in December 2022.

THS Marketing and Communications – December 2022

New Year’s Eve

The TECO Line Streetcar operated on a Saturday service schedule. Staff promoted the TECO Line Streetcar as the best way to avoid New Year’s Eve traffic. The TECO Line Streetcar saw ridership of **4,616** for New Year’s Eve, despite weather conditions which prompted the cancellation of the annual ReliaQuest Bowl parade in Ybor City.

Winter Village Express

The Winter Village Express returned for the holidays and operated every Sunday through Dec. 18, 2022. The holiday-themed streetcar ride was a one-hour, round-trip excursion featuring a holiday sing-a-long, holiday trivia, milk & cookies, and added surprises along the way. Tickets were \$10.



Streetcar Live

The monthly streetcar concert series was held on December 23, 2022, with Taylor Raynor performing 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.



Amalie Arena and Convention Event Service

Events have returned to Amalie Arena and the Tampa Convention Center. The TECO Line Streetcar is once again being promoted as a great alternative to downtown Tampa event parking and traffic.

Highlighting Ridership

The TECO Line Streetcar ended December 2022 with almost 119k trips!

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



Media Coverage

WMNF.org

Tampa City Council chair: Use redevelopment money to extend streetcar

<https://www.wmnf.org/joseph-ciro/>

Bloom TV

Fun Things to do in Tampa Bay

<https://www.wfla.com/bloom/fun-things-to-do-in-tampa-bay/>

Tampa Bay Times

How to get around for free this New Year's Eve

<https://www.tampabay.com/news/transportation/2022/12/29/how-get-around-free-this-new-years-eve/>

Patch.com

Streetcar Live Returns to Tampa

<https://patch.com/florida/southtampa/calendar/event/20230127/1954197/streetcar-live-returns-to-tampa>

Tampa Bay Business Journal

Transportation year in review: Legal tussle over electric scooters continues, delaying Tampa's plans (Streetcar referenced)

<https://www.bizjournals.com/tampabay/news/2023/01/06/transportation-2022-recap-tampa-bay.html>

WTSP

Biking, scootering, busing — get around Tampa however you want with this new app

<https://www.wtsp.com/article/news/local/hillsboroughcounty/tampa-moovit-app-hart-transportation-rent-ebike-scooter/67-df07fecb-8014-4519-85f1-616cee628ad8>

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Reviewed by: Omar Alvarado, Chief Delivery Officer

Attachment: Vector Media Monthly Sales Report – December 2022

