



**Committee Members**  
Karen Jaroch, Chair  
Bryan Crino, Vice Chair  
Commissioner Kevin Beckner  
Wallace Bowers  
Commissioner Sandra Murman  
Kathleen Shanahan  
Councilmember Eddie Vance

County Center, 601 East Kennedy Blvd.,  
18<sup>th</sup> Floor  
Planning Commission Board Room  
Tampa, Florida 33602  
**Monday, October 19, 2015, 9:00 a.m.**

**AGENDA**

*Information not viewable is available upon request through the Clerk of the Board  
phone: 813-384-6552, fax: 813-384-6284, or e-mail: [petitl@goHART.org](mailto:petitl@goHART.org)*

**TAB**

**CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

**1. APPROVAL OF MINUTES**

- a. Minutes from the June 15, 2015, Finance, Governance, and Administration Committee meeting

**PUBLIC COMMENT ON AGENDA ITEMS (3 MINUTES PER SPEAKER)**

**PRESENTATION**

**Performance, Classification and Compensation Initiatives**

*Dara Chenevert, Director of Human Resources & Organizational Development*

Overview:

Staff will provide a briefing on organizational initiatives that will be implemented enterprise-wide to: (1) introduce an Agency performance dashboard; (2) create operational metrics; (3) identify supporting competencies for operational objectives; (4) redefine Agency Non-Bargaining performance management objectives, (5) receipt and implement relevant recommendations from classification and compensation study; and (6) define pay-for-performance strategies.

**2. COMMITTEE ACTION ITEMS**

- a. **Authorize the Chief Executive Officer to Modify a Contract for Owner's Representative and Project Management Services for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project with The Ash Group, Inc. to Increase the Total Not-to-Exceed Amount from \$173,760 to \$325,000 with Staff Negotiating Final Price**

*Jeffrey C. Seward, Chief Financial Officer*

Overview:

On June 10, 2015, HART awarded Vendor Contract 000486 to The Ash Group, Inc. for Owner's Representative and Project Management Services that included Scopes of Work and Independent Cost Estimates for the Heavy Maintenance Building Renovation Project and the 21st Avenue Storm Water Project. Additional funds are needed to properly scope the Heavy Maintenance Building Renovation as a design-build project rather than the traditional design-bid-build project and to add remediation of storm system components to the 21st Avenue Storm Water Project.

*Continued...*

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Recommendation:

That the Finance, Governance, and Administration Committee review the action item authorizing the Chief Executive Officer to modify a contract for Owner's Representative and Project Management Services for the Heavy Maintenance Building Renovation Project and the 21st Avenue Storm Water Project with The Ash Group, Inc. to increase the total not-to-exceed amount from \$173,760 to \$325,000 with staff negotiating final price, and advance this item to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

- b. **Authorize the Chief Executive Officer to Award a Three-year Task Order Contract with Two One Year Options for a Total Contract Period Not to Exceed Five Years for the HART 21st Avenue Environmental Remediation Project Required by the Hillsborough County Environmental Protection Commission (HEPC) to NOVA Engineering and Environmental for a Total Not-to-Exceed Amount of \$1,727,661**

*Jeffrey C. Seward, Chief Financial Officer*

Overview:

The purpose of this project is for ongoing Post Active Remediation/Natural Attenuation Monitoring (PARM/NAM), groundwater delineation/site assessment activities, and Site Rehabilitation Completion Order (SRCO) activities at the HART 21st Avenue Maintenance Facility. The remediation will also make the Authority compliant with the Hillsborough County Environmental Protection Commission's (HEPC) environmental regulatory requirements.

Recommendation:

That the Finance, Governance, and Administration Committee review the action item authorizing the Chief Executive Officer to award a contract for a three-year task order contract with two one year options for a total contract period not to exceed five years for the HART 21st Avenue Environmental Remediation Project required by the Hillsborough County Environmental Protection Commission (HEPC) to NOVA Engineering and Environmental for a total not-to-exceed amount of \$1,727,661; and advance this item to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

3. **COMMITTEE DISCUSSION ITEM**

**Marketing Services**

*Katharine Eagan, AICP, Chief Executive Officer*

**ADJOURNMENT**



*Hillsborough Transit Authority  
Minutes  
Finance, Governance, and Administration Committee Meeting  
June 15, 2015*

**Committee Members Present (4)**

Wallace Bowers  
Bryan Crino, Vice Chair  
Councilmember Eddie Vance  
Kathleen Shanahan – *via phone*

**Other Board Members Present (3)**

Mickey Jacob  
C. John Melendez  
Councilmember Mike Suarez

**Committee Members Absent (3)**

Commissioner Kevin Beckner  
Karen Jaroch, Chair  
Commissioner Sandra Murman

**Staff Present**

Vasti Amaro  
Sylvia Berrien  
Greg Brackin  
Joan Brown  
Al Burns  
Dara Chenevert  
Dexter Corbin  
Katharine Eagan  
Anthony Pearson  
Lena Petit  
Gabriel Quinones  
Ruthie Reyes Burckard  
Gisela Rivera-Rios  
Steve Rosenstock  
Marco Sandusky  
Jeanie Satchel  
Jeff Seward  
Michael Stephens

**Others Present**

David Smith, GrayRobinson  
Yvette Hammett, Tampa Tribune

*Sign-in sheets are attached.*

**CALL TO ORDER**

The meeting was called to order at 9:02 a.m. by HART Board Chair Suarez.

**PLEDGE OF ALLEGIANCE**

Pledge of Allegiance followed.

HART Board Chair Suarez appointed Directors Melendez and Jacob as temporarily voting members to the FGA Committee for the purposes of the quorum.

**APPROVAL OF MINUTES**

*FGA Committee member Bowers moved and FGA Committee member Melendez seconded approval of the May 18, 2015, FGA Committee meeting minutes. All FGA Committee members present voted aye. The motion carried unanimously.*

**PUBLIC COMMENT ON AGENDA ITEMS (3 MINUTES PER SPEAKER)**

No one signed up to speak on agenda items.



FGA Committee Vice Chair Crino arrived at 9:03 a.m.

## **PRESENTATION**

### **Overview of HART Employee Benefits and Costs**

Ms. Dara Chenevert, HART Director of Human Resources & Organizational Development, provided an overview of the current state of HART's employer-sponsored health plan, the current health care expense landscape, and cost containment measures for 2016. A full copy of the presentation is available upon request from the Clerk of the Board at [petitl@gohart.org](mailto:petitl@gohart.org).

HART Board Chair Suarez noted that the County and the City have more employees covered by their plans, which leads to better plans pricing. He added that the City has onsite clinics that are big cost containing drivers.

Ms. Chenevert indicated that preventive and well-being care available at employer's facilities are the huge cost containing drivers which HART staff would examine more closely. She pointed out that HART has restrictions, such as funding and spacing; and finding a location for an on-site clinic may be problematic.

FGA Committee Vice Chair Crino asked how many employees HART currently covers under the health insurance plan.

Ms. Chenevert responded that 636 employees are currently covered.

FGA Committee member Shanahan inquired if HART plan has health plan tiers, such as "employee only", "employee plus one" and so on.

Ms. Chenevert responded that HART health insurance offers tiers in each of the three plans and the cost differential for employees is staggered based upon the experience for the claims in those different profiles.

FGA Committee member Shanahan asked if employee spouses or dependents have to do the physical exam and the biometrics screening if they participate in the healthcare program.

Ms. Chenevert responded that currently it is not an approved wellness form of participation. She added that HART can require that from its employees, and encourage strenuously that the employees' spouses and dependents also participate in the wellness programs.

FGA Committee member Shanahan noted that the chart demonstrates a 54% increase from 2011 to 2014 for spousal impact on health plan cost. She asked why the requirement for biometric screening and an annual physical exam cannot be part of the acceptance of participation.

Ms. Chenevert said HART can strongly advocate that spouses and dependents participate in wellness programs to further lower the cost-containment methods, but such participation has not been widely



*Hillsborough Transit Authority  
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approved under the regulatory scheme, such as the Affordable Care Act managed by the centers for Medicare Services, Health and Human Services, the DOL, and the IRS.

Ms. Katharine Eagan, HART Chief Executive Officer, said staff will provide information about the regulatory requirements separately.

HART Board Chair Suarez remarked that in the City of Tampa an employee would lose a valuable discounted amount if his/her family members do not participate in the biometric blood draw.

FGA Committee member Shanahan suggested considering an incentive discounted program.

Ms. Chenevert responded that staff is researching various options of cost-containment in addition to the plan design, introducing separate tiers, potentially higher deductibles and evaluating additional cost shifting to the employees. She indicated that in three years of HART self-insured experience, the agency never increased the cost to the employee population.

Ms. Eagan requested HART Board Chair Suarez's help in obtaining details of the health insurance plans from the City of Tampa to share their health insurance/wellness program/dependent participation plans.

Ms. Chenevert said staff will have further discussion with the broker about structuring a plan design for 2016.

FGA Committee member Shanahan remarked that an increase in employee contributions should be considered for next calendar year.

FGA Committee Vice Chair Crino pointed out that HART workforce constitutes a very small number to participate in a self-insured plan.

FGA Committee member Shanahan indicated that she had a company with less than 500 people with a similar age spread as HART that was self-insured. She added that her company ran a very aggressive plan based on participation, it was very effective, with no significant increases.

FGA Committee member Jacob pointed out that 60% of the membership is over the age of 40. He remarked that it is an indicator that HART is a great place to work, because there are many long-term employees. FGA Committee member Jacob added that it also sets challenges as HART plans forward, putting these programs in place for a population where membership of employees plus those covered are aging. He said it is important to consider the appropriate level of wellness programs that maximize health benefits.

Ms. Chenevert pointed out that in spite of the increase in costs, HART experience has not topped the actual spend for premium cost from 2010 and 2011, and it is still true that the transition to the self-insurance plan has been fiscally prudent at the time and certainly continues to be so.

FGA Committee member Jacob said he would like to see the affect in terms of potential premiums to those under 40 as well. He asked how that affects younger employees and how the agency plans to

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bring those costs down as well.

## **COMMITTEE ACTION ITEMS**

### **a. Approval of Revisions to HART Board Policies: Sections 100 – HART Organization, 200 – Public Access and Information, 400 – Employment Policies, and 600 - Operational**

Mr. David Smith, HART Board General Counsel, indicated that the FGA Committee will be forming recommendations for the full Board’s approval. He said changes to the policy Section 100 are clarifications and simplifications of the administrative processes. Mr. Smith stated that Section 200 changes are concerning requirements to have monthly meetings at least 10 times a year, a couple of changes in the Special Meeting provisions to Section 210.03 as well as Emergency Meetings in Section 210.04. He pointed out that the adjustments were made to the method of notification about such meetings.

*FGA Committee member Jacob made a motion to approve the proposed Revisions to HART Board Policies: Sections 100 – HART Organization, 200 – Public Access and Information and advance them to the full Board of Directors. FGA Committee member Suarez seconded. All FGA Committee members voted aye. The motion carried unanimously.*

### **Section 400 – Employment Policies**

#### **Sub-Section 410.01**

Mr. Smith drew attention to the sub-section 410.01, Professional Standards. He pointed out that the confidentiality provision in subpart 2 was clarified to reflect the fact that it pertains to any confidentiality required by applicable laws and policies. Mr. Smith remarked that there has been a series of changes in general laws, state and federal, that require certain confidentialities be maintained so staff is making sure that HART Board policies incorporate all legal requirements. He noted that the subpart 2a provides more flexibility for HART leadership to capture behavior that may be asserted to be inappropriate. Mr. Smith said the subpart “b” sets obligation for employees to clarify requirements, if uncertain. He stated that subpart 3b defines more clearly misuse of physical property; the subpart “d”, the use of other information systems, it also clarifies the permitted and not permitted personal use. Mr. Smith remarked that the last part of section 410 indicates that those who are responsible for these transactions are responsible to keep records appropriate to the level and the nature of the transaction.

#### **Sub-Section 410.02 Employee Ethics and Conflicts of Interest**

Mr. Smith said the policy language clarifies that if there are more stringent requirements based on HART policy the more stringent requirements apply. He drew attention to the desire to create a culture of “ask if you are unsure” rather than “act and see if you can get away with it”.

FGA Committee member Bowers asked for an example.

Mr. Smith gave an example of an employee having a relationship of a little more personal nature with another employee; in this case it might be appropriate to ask if such relationship is allowed. He added

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that the policies discourage such interactions within the reporting chain, direct reports involved in any kind of relationship that could make it problematic.

FGA Committee Vice Chair Crino pointed out that talking to a supervisor would require a level of disclosure that could impair one's career. He added that asking, while it sounds good on paper, becomes a much different dynamic in reality.

Mr. Smith concurred that it creates an implication that one could ask and get permission to do something that is not permitted. He indicated that it was not the intent of this change.

FGA Committee Vice Chair Crino spoke about the challenges of asking and getting a fair interpretation from a direct supervisor about something that may be allowed, but something that the supervisor is uncomfortable with.

Mr. Smith indicated that this issue was addressed in the sub-section 410.02.1a that talks about situations when employees are in doubt with regard to applicable standards, they can discuss the matter with the immediate supervisor who shall pursue the matter up the chain of command as far as necessary to get a clear and direct answer. He pointed out that the policies cannot make everything entirely clear, and what constitutes an external business relationship can sometimes be problematic.

FGA Committee member Shanahan asked how the policy will be distributed to the employees.

Ms. Eagan explained that there is a process by which such updates are distributed to bargaining staff that includes paper copies, notice of changes being placed in all the mailboxes, content being posted electronically, and also on employee bulletin boards. She added that for the non-bargaining employees, such information would go on electronic bulletin boards, accompanied by email notifications. Ms. Eagan stated that when staff receives final approval from the Board in July, the revised policies will be made available through a combination of CEO briefings, printed copies, notifications, and attachments to pay stubs. She said an effective date could be set at some point in the turn of the fiscal year so staff has the opportunity to get the information processed and ask questions.

FGA Committee member Shanahan commented that it is important for employees to have clarity about the purpose of the policies revisions, and to be aware of the goal behind it.

FGA Committee member Vance inquired if HART has ethics hotline or Ethics Point as an alternative of going to the direct supervisor, to avoid a sense of repercussion towards the employee.

Mr. Smith responded that HART has Ethics Point where an employee can make a confidential communication of an issue without identifying himself/herself or his/her relationship to the situation.

FGA Committee Vice Chair Crino suggested having a reference to the anonymous option in the policy.

Mr. Smith said staff will add language about the availability of anonymity which is currently not adequately addressed elsewhere. He reported that subpart "b" of the section is clarifying the kinds of behaviors employees should not be engaged in during business hours, including charitable activities.

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Mr. Smith commented that personal charitable activities are very notable, but do not further the mission of HART.

FGA Committee Vice Chair Crino suggested taking these changes on a more thematic level rather than going through every word.

Mr. Smith said the changes clarify some provisions, the current policies did not address certain behaviors. He drew attention to the proposed changes in sub-section 410.02 paragraph 2, such as political activity, which is a key issue. Mr. Smith remarked that staff tried to identify cases when employees, who tend to seek election to hold public office, must notify their employer about it. He added that the proposed revisions suggest that it happens no later than the earlier of commencement of fundraising, campaign committee formation, or filing for office.

HART Board Chair Suarez referenced his personal experience when he gave an advanced notification to his company's partners about his decision to run for an office. He noted that the agency has to continue operate and cannot be affected by an employee's decision to run for an office.

Mr. Smith clarified that the revised policy states that the person who decides to run for an office must either resign from his/her position or seek to obtain a leave of absence, which is currently up to 60 days annually. He pointed out that the current policy also speaks about retaining the position for that employee; and the proposed revisions clarify that the retention of the position or the ability to get the job back are limited. Mr. Smith added that there are some jobs that HART cannot hold open. He remarked that if the employee decides to use the leave of absence, he/she will have to follow a series of procedures that apply to that.

FGA Committee member Melendez asked if 60 days of leave of absence would afford the time to make a determination on whether or not the individual would be elected.

HART Board Chair Suarez responded that on the City election it would be sufficient time, but most modern legislative campaigns take 18-24 months.

FGA Committee member Jacob said he understood this policy from HART's perspective, but from a perspective of the political environment, policies like this restrict people to run for office. He remarked that anybody should be allowed to run for office and not lose what they have because they decide to go into public service. FGA Committee member Jacob noted that it is different experience to run for Mayor or City Council of Tampa versus running for School Board and a small unincorporated piece of the County or where one may live. He remarked that HART needs to be very careful to consider each individual situation to determine how it truly affects an employee and HART itself and make sure to look out for the best interests of all involved.

Mr. Smith clarified that these are not legal requirements, but rather operational issues. He drew attention to the excerpt stating that "...would be entitled to a leave of absence if the CEO makes a specific determination that granting such a leave would impose an undue hardship". Mr. Smith commented that it would depend on the individual and a position he/she holds at HART, for example, if it is number 2 or 3 person running for office, it would be significant loss in the operational efficiencies of the organization. He indicated that there is a certain amount of flexibility in how this is

being implemented as well based upon the impact of HART.

FGA Committee Vice Chair Crino suggested Mr. Smith give the FGA Committee members the philosophy behind the specific changes, so that they can ask clarifying questions, but the policy debate would take place at the July regular Board meeting.

FGA Committee member Melendez noted that sometimes Committees advance action items to the Board with a tacit understanding that the Committee vetted this out.

Mr. Smith pointed out the changes related to outside interests. He said the proposed changes reflect that an employee or officer of HART should not be identifying himself or herself as speaking for HART unless they are in fact authorized to do so. Mr. Smith spoke about changes in disclosures, questionnaires, and statement provisions clarifying that staff must disclose issues that may be a conflict of interest. He said, for example, currently an employee has an obligation to notify HART when he/she is engaged in outside employment, disclose the nature of the employment; and when that employment relationship changes, they are obligated to disclose the nature of the change. Mr. Smith noted that the gift policy is pretty standard, with HART following Chapter 112. He indicated that sub-section 410.02 makes it clear that no procurement employee in particular can accept a gift regardless of value. Mr. Smith commented on the proposed changes to the sub-section 410.02 f, postemployment policy, that prohibits people from doing business with HART for two years after they leave. He pointed out that such provision is fairly standard, it is the same case in the City of Tampa and in many other ethics codes. Mr. Smith indicated that there was no real change in the nepotism policy as it currently exists. He remarked that “Workplace threats and violence” revisions extend the policy to HART customers, the intent is to bar the riding public from threats of the armor or violence, encouraging the public to report such cases to the police. Mr. Smith said the sub-section 410.04 talks about strict prohibition of the use of weapons or firearms and sets obligations to notify applicable law enforcement if necessary. He indicated that the sub-section 410.05, workplace discrimination and harassment prevention, was revised to include gender identity or expression as a category one cannot discriminate against. Mr. Smith noted that the sub-section 410.06, whistleblower policy, clarifies that HART will provide confidentiality to the maximum extent permitted by law. He added that sub-section 410.07, the appeals, expands the appeal right beyond the incidents of termination to other discipline, when the determination was unfair and inappropriate.

***FGA Committee member Bowers made a motion to advance the proposed Revisions to HART Board Policies: Section 400 to the full Board of Directors. FGA Committee member Jacob seconded. All FGA Committee members voted aye. The motion carried unanimously.***

Mr. Smith pointed out that there is an open quote in sub-section 410.07 that will be closed in the revised version as follows: “stigmatizing information.”

### **Section 600 – Operational Policies**

Mr. Smith indicated that the proposed changes are to reflect the current organizational procedures that are recorded in organizational SOPs and WIs, and eliminate redundancy.

FGA Committee Vice Chair Crino requested that the proposed revisions have a dual marking to show

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the substantive changes.

*FGA Committee member Suarez made a motion to advance the proposed Revisions to HART Board Policies: Section 600 to the full Board of Directors, with annotation of changes. FGA Committee member Bowers seconded. All FGA Committee members voted aye. The motion carried unanimously.*

**b. Authorizing the HART Board Chair to Sign the Addendum to the Interlocal Agreement for the Addition of the Hillsborough County School Board to the Hillsborough County Metropolitan Planning Organization**

*FGA Committee member Suarez made a motion to approve the action item 2 b: Authorizing the HART Board Chair to Sign the Addendum to the Interlocal Agreement for the Addition of the Hillsborough County School Board to the Hillsborough County Metropolitan Planning Organization; and advance it to for the full Board's approval. FGA Committee member Melendez seconded. All FGA Committee members voted aye. The motion carried unanimously.*

**c. Authorize the Chief Executive Officer to Award a Contract to Presidio Networked Solutions, Inc. for Hardware, Software, and Professional Services for the HART Enterprise Critical Network Infrastructure Upgrades in an Amount Not-to-Exceed \$980,000**

FGA Committee Vice Chair Crino asked if the contract amount was budgeted.

Mr. Michael Stephens, HART Chief Business Enterprise and Safety Officer, responded that it is budgeted in FY2016 and will be spread out across four years.

*FGA Committee member Suarez made a motion to approve the action item 2 c: Authorize the Chief Executive Officer to Award a Contract to Presidio Networked Solutions, Inc. for Hardware, Software, and Professional Services for the HART Enterprise Critical Network Infrastructure Upgrades in an Amount Not-to-Exceed \$980,000; and advance it to for the full Board's approval. FGA Committee member Bowers seconded. All FGA Committee members voted aye. The motion carried unanimously.*

**d. Authorization to Ratify the Settlement Agreement with Amalgamated Transit Union Local 1593 ("ATU") in Case Nos. CA-2012-012, AF-2014-004, and BP-2014-006 and CB-2012-016, 39 FPER 175 (2012) and Authorizing the Chairperson of the Hillsborough Transit Authority (HART) Board of Directors and the Chief Executive Officer to Execute the Settlement Agreement with ATU Following its Ratification by ATU**

HART Board Chair Suarez inquired about the new timeframe for the contract.

Mr. Stephens responded that once this settlement is approved, staff will start negotiations with ATU on the current contract that comes to a conclusion at the end of this fiscal year. He added that staff also will start negotiations with the Teamsters local 79. Mr. Stephens explained that this settlement closes out two primary issues, freezing certain aspects of the wage progression and aspects of healthcare in terms of employer participation or contribution.



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FGA Committee Vice Chair Crino requested that staff prepare for the July Board meeting one slide with context around this settlement.

*FGA Committee member Suarez made a motion to approve the action item 2 d: Authorization to Ratify the Settlement Agreement with Amalgamated Transit Union Local 1593 (“ATU”) in Case Nos. CA-2012-012, AF-2014-004, and BP-2014-006 and CB-2012-016, 39 FPER 175 (2012) and Authorizing the Chairperson of the Hillsborough Transit Authority (HART) Board of Directors and the Chief Executive Officer to Execute the Settlement Agreement with ATU Following its Ratification by ATU; and advance it to for the full Board’s approval. FGA Committee member Bowers seconded. All FGA Committee members voted aye. The motion carried unanimously.*

e. **Authorization for Board Member’s Travel**

*FGA Committee member Shanahan made a motion to approve the action item 2 e: Authorization for Board Member’s Travel and advance it to for the full Board’s approval. Director Bowers seconded. All FGA Committee members voted aye. The motion carried unanimously.*

FGA Committee member Jacob noted that the APTA conference will be held at the same time with the Greater Tampa Chamber of Commerce benchmarking visit to Denver.

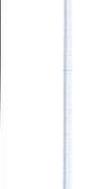
Ms. Eagan indicated that last Thursday staff transmitted follow-up information on the FY2016 budget. She said staff will be contacting the Board members to schedule individual meetings to discuss the proposed budget. Ms. Eagan reported about the Policy Leadership Group meeting where they heard a presentation bringing forward a tentative finance and plan documentation discussion. She remarked that staff will be working with the County and other jurisdictions on their desires for transit as part of developing HART TDP vision and status quo plan.

FGA Committee member Jacob noted that the streetcars were full on the Lightning games days. He commended staff for extending the service hours to accommodate the crowds during these special events. FGA Committee member Jacob said it has been a great visibility for HART commitment to that particular venue.

**ADJOURNMENT**

The meeting adjourned at 10:27 a.m.

**SIGN-IN LOG:  
FINANCE, GOVERNANCE, AND ADMINISTRATION COMMITTEE MEETING  
June 15, 2015**

Name - Initial	Please Initial	Address	Phone Number
1. Commissioner Kevin Beckner ~ Member		Hillsborough County BOCC 601 E Kennedy Blvd Tampa, FL 33602	813-272-5730
2. Wallace Bowers ~ Member		Bowers Realtor 1302 N Nebraska Ave Tampa, FL 33602	813-229-2376
3. Bryan L Crino ~ Vice Chair		100 N Tampa Street, Ste 3550 Tampa, FL 33602	813-318-9600
4. Mickey Jacob		BDG Architects 100 S Ashley Drive, Suite 100 Tampa, FL 33602	813-695-9523
5. Karen Jaroch ~ Chair		Tampa Engineering Associates, Inc. 16501 E. Course Dr Tampa, FL 33624	813-265-9005
6. Carlos "John" Melendez		5012 W. Lemon Street Tampa, FL 33609	813-944-3464
7. Commissioner Lesley "Les" Miller		Hillsborough County BOCC 601 E Kennedy Blvd Tampa, FL 33602	813-417-0978
8. Commissioner Sandra Murman ~ Members		Hillsborough County BOCC 601 E Kennedy Blvd Tampa, FL 33602	813-272-5720
9. Kathleen Shanahan ~ Member		URETEK Holdings, Inc 601 Bayshore Blvd, Suite 850 Tampa, FL 33606	813-397-1287
10. Councilmember Mike Suarez		City of Tampa 315 E. Kennedy Boulevard Tampa, FL 33602	813-274-7072
11. Councilmember Eddie Vance ~ Member		11250 N. 56th Street, Temple Terrace, FL 33617	813-506-6440

**SIGN-IN LOG:  
FINANCE, GOVERNANCE, AND ADMINISTRATION COMMITTEE MEETING  
June 15, 2015**

12. Commissioner Stacy White	Hillsborough County BOCC 601 E Kennedy Blvd Tampa, FL 33602	813-272-5740
13. David Smith	401 E. Jackson Street, Suite 2700 Tampa, FL 33602	813-273-5000

**SIGN-IN LOG:  
FINANCE, GOVERNANCE, AND ADMINISTRATION COMMITTEE MEETING  
June 15, 2015**

Name - PRINT	Address	Phone Number
Gregory Beckwith	21st Ave. Hart	813-601-3880
Gisela Rivera-Rios	HART	
Gabriel Quinones	HART	813-384-6358
ANTHONY PEARSON	HART	" " 6362
DEXTER COOKIN	HART	" " 6299
MARCO SANDUSKY	HART	813-384-6556
DARA CHANDLER	HART	813-384-6380
Joan Brown	HART	813-384-6180
Gloria	HART	x 6597
Glennie Aatchel	" "	X 3569
Ruthie Reyes Burkard	HART	
Yvette Hammett	Tribune	
Vasi Arano	HART	
Jeff Seward	HART	
Sylvia Bernier	HART	
Al Burns	HART	



## **COMMITTEE ACTION ITEM**

*Authorize the Chief Executive Officer to Modify a Contract for Owner's Representative and Project Management Services for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project with The Ash Group, Inc. to Increase the Total Not-to-Exceed Amount from \$173,760 to \$325,000 with Staff Negotiating Final Price*

## **OVERVIEW**

On June 10, 2015, HART awarded Vendor Contract 000486 to The Ash Group, Inc. for Owner's Representative and Project Management Services that included Scopes of Work and Independent Cost Estimates for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project. Additional funds are needed to properly scope the Heavy Maintenance Building Renovation as a design-build project rather than the traditional design-bid-build project and to add remediation of storm system components to the 21<sup>st</sup> Avenue Storm Water Project.

## **RECOMMENDATION**

That the Finance and Governance Committee review the action item authorizing the Chief Executive Offer to modify a contract for Owner's Representative and Project Management Services for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project with The Ash Group, Inc. to increase the total not-to-exceed amount from \$173,760 to \$325,000 with staff negotiating final price, and advance this item to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

## **FINANCIAL IMPACT**

Funding for the additional work related to the Heavy Maintenance Building renovations is available through federal grant FL-04-0167, awarded to HART for renovations of the Heavy Maintenance building. Funding for the additional work related to the storm water project is available from HART general funds and is budgeted for FY2016.

## **BACKGROUND**

On June 1, 2015, under Resolution No. #R2015-06-13, the Board authorized award of a contract for Owner's Representative and Project Management Services to The Ash Group, Inc. in an amount not-to-exceed of \$173,760.

During the development of the Scopes of Work for the 21<sup>st</sup> Avenue Storm Water Project and the Heavy Maintenance Building Renovation Project it was determined that additional effort would be needed to adequately scope the projects. The work efforts are described below.

1. Heavy Maintenance (HM) Building Renovations – HART staff determined that undertaking the renovation project using the design-build method is more advantageous than using the traditional design-bid-build process. Renovations to the HM Building at 21st Avenue will include ADA accessibility upgrades and renovations to all major systems in the building. Additionally, renovations will be made to the restrooms, breakrooms, office relocations, storage and receiving areas, as well as HVAC and fire sprinkler system

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upgrades, which will complement the recent Compressed Natural Gas (CNG) modifications.

Using the traditional design-bid-build (D/B/B) process the Ash Group would develop a Statement of Work (SOW) and Independent Cost Estimate (ICE) sufficient enough for HART to advertise and procure A&E services for both the design and construction phases. By using this traditional method of project delivery, HART would have separate entities for the design and construction of the renovation project.

The design-build (D/B) method for the renovation project will allow HART to have the design and construction services contracted by a single entity known as the design-builder. D/B streamlines project delivery through a single contract between the HART and the D/B team. By using this method, the Ash Group would develop the SOW and the ICE up to and including 30% design. Upon completion of the work by the Ash Group, HART would solicit bids for the D/B team.

2. Storm Water System Deficiencies - A field investigation of the HART 21<sup>st</sup> Ave. Maintenance Facility identified storm system components in need of remedial action. The following deficiencies were observed:
  - The eastern most swale running north and south was observed to have excessive vegetation growth. The swale's storage volume has been substantially reduced and does not effectively promote storm water flow southward.
  - The reinforced concrete pipes (RCPs) at the swale's southernmost turn point are occluded.
  - Three storm water ponds on the property's southern border appear overgrown with vegetation.
  - The storm system control structures and piping in the immediate pond vicinity appear to contain excessive sediment buildup

In order to remedy these deficiencies, a SOW must be prepared outlining the specific requirements and activities required of a Contractor and an estimate of probable construction costs must be developed. Ash Group will assist HART in the preparation of a SOW and estimation of costs and once the subsequent solicitation is released and a Contractor is selected to perform construction services, Ash Group will provide Construction Management Oversight for the duration of the project.

### **NEXT STEPS**

Present the recommendation by the Finance and Governance Committee to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

Prepared by: Al Burns, Director of Procurement and Contracts Administration

Reviewed by: Jeffrey C. Seward, Chief Financial Officer

Approved by: Katharine Eagan, AICP, Chief Executive Officer

**ATTACHMENT**

**RESOLUTION NO. #R2015-11-XX**

**A RESOLUTION AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO MODIFY A CONTRACT FOR OWNER'S REPRESENTATIVE AND PROJECT MANAGEMENT SERVICES FOR THE HEAVY MAINTENANCE BUILDING RENOVATION PROJECT AND THE 21<sup>ST</sup> AVENUE STORM WATER PROJECT WITH THE ASH GROUP, INC. TO INCREASE THE TOTAL NOT-TO-EXCEED AMOUNT FROM \$173,760 TO \$325,000 WITH STAFF NEGOTIATING FINAL PRICE**

**WHEREAS**, HART required Owner's Representative and Project Management Services for a variety of projects; and

**WHEREAS**, HART entered into Vendor Contract 000486 with The Ash Group, Inc. to provide these services; and

**WHEREAS**, additional funding is now necessary to properly complete the Statements of Work for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project; and

**WHEREAS**, federal grant funding and HART general revenue is available to cover the additional work;

**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE HILLSBOROUGH TRANSIT AUTHORITY THAT:**

**Section 1.** The Chief Executive Officer is authorized to modify a contract for Owner's Representative and Project Management Services for the Heavy Maintenance Building Renovation Project and the 21<sup>st</sup> Avenue Storm Water Project with The Ash Group, Inc. to increase the total not-to-exceed amount from \$173,760 to \$325,000 with staff negotiating final price.

**Section 2.** Proper officers of HART are authorized to do all things necessary and required in order to implement the terms of the aforementioned contract.

**Section 3.** This resolution shall take effect immediately upon its adoption.

**PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE HILLSBOROUGH TRANSIT AUTHORITY ON NOVEMBER 2, 2015.**

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**Councilmember Mike Suarez, Chairperson  
HART Board of Directors**

**ATTEST:**

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**Commissioner Sandra Murman, Secretary  
HART Board of Directors**

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**David L. Smith, Esquire  
HART Board General Counsel**

### **COMMITTEE ACTION ITEM**

*Authorize the Chief Executive Officer to Award a Three-year Task Order Contract with Two One Year Options for a Total Contract Period Not to Exceed Five Years for the HART 21<sup>st</sup> Avenue Environmental Remediation Project Required by the Hillsborough County Environmental Protection Commission (HEPC) to NOVA Engineering and Environmental for a Total Not-to-Exceed Amount of \$1,727,661*

### **OVERVIEW**

The purpose of this project is for ongoing Post Active Remediation/Natural Attenuation Monitoring (PARM/NAM), groundwater delineation/site assessment activities, and Site Rehabilitation Completion Order (SRCO) activities at the HART 21<sup>st</sup> Avenue Maintenance Facility. The remediation will also make the Authority compliant with the Hillsborough County Environmental Protection Commission's (HEPC) environmental regulatory requirements.

### **RECOMMENDATION**

That the Finance, Governance, and Administration Committee review the action item authorizing the Chief Executive Officer to award a contract for a three-year task order contract with two one year options for a total contract period not to exceed five years for the HART 21<sup>st</sup> Avenue Environmental Remediation Project required by the Hillsborough County Environmental Protection Commission (HEPC) to NOVA Engineering and Environmental for a total not-to-exceed amount of \$1,727,661; and advance this item to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

### **FINANCIAL IMPACT**

Year One services in the amount of \$509,353 are budgeted in FY2016. Outlying years will be funded in their respective budget years. The funding for these services will come from general revenues.

### **BACKGROUND**

The HART Fleet Maintenance Facility operates as the primary administrative, maintenance, parking, and fueling facility for HART bus operations. Historically, there have been six areas designated by environmental regulators at the HCEPC office as Areas of Concern (AOC) at the site due to various environmental releases. Two of these AOCs have been closed and are no longer active, while four remain active at the present date and continue to have unresolved environmental impacts at the facility. A summary of the remaining AOCs is as follows:

- AOC 1: Fueling area of the Main Shop (leak from a former underground fuel line located between a former underground storage tank (UST) and dispenser – reported in April 1985);
- AOC 1a: Former UST farm (two diesel discharges in the amount of 333 and 109 gallons during fuel delivery operations - reported in February 1988 and December 2003, respectively);

- 
- AOC 2: Service bay area located within the Main Shop (leak from a former above ground storage tank (AST) containing automatic transmission fluid (ATF) and system leakages associated with the hydraulic lift cylinders) – October 1995;
  - AOC 3: Former steam clean area within the Main Shop (discharge to on-site and off-site storm water conveyance systems – reported April 2005);

The activities to be continued at AOCs 1 & 1a are per the direction of the HEPC's comment letter dated April 17, 2014. However, AOC 1 is part of the State of Florida Early Detection Incentive Program and as such is eligible for cleanup funding assistance from the State of Florida. AOC 1 has a priority score for cleanup of 10, which is a low priority score and therefore currently requires no mandatory action by HART. HART can, however, voluntarily execute activities in AOC 1, in which case, funds may be reimbursed by the State of Florida.

On January 2, 2013, HART entered into a Consent Order with HCEPC (Enforcement Case #09-24925) in which HART agreed to assess and remediate AOCs 2 & 3. HART began to conduct activities in AOCs 2 & 3 in March 2013 and August 2014 respectively. At the conclusion of these efforts, reports were submitted to HCEPC detailing results of the activities and providing recommendations for moving forward. HCEPC responded to the AOC 2 report in a comment letter dated August 19, 2013, and the AOC 3 report in a comment letter dated November 11, 2014. In these letters HCEPC recommended that assessment and remediation activities continue at AOC 2 and that a SRCO would be issued for AOC 3 from the Florida Department of Environmental Protection (FDEP), in which HART could proceed with the actions necessary to close this AOC. This contract and funding will be used first to address the mandatory obligations of HART to continue activities at AOCs 2 & 3, and then secondly, if possible, to continue voluntary activities at AOC 1 in lieu of assistance from the State of Florida.

### **PROCUREMENT CONSIDERATIONS**

On May 5, 2015, a Request for Proposals (RFP-14308C) was issued for Environmental Engineering Services for the HART 21<sup>st</sup> Avenue Environmental Remediation Project. The solicitation was posted on HART website and on the Demand Star website with direct notices being sent to 94 firms that could provide the services.

Nine proposals were received and reviewed by Procurement for responsiveness. All nine proposals were found to be responsive and were technically evaluated by the evaluation committee. The proposals were ranked by the evaluation committee based on qualifications and the Contracting Officer entered into negotiations with the number one ranked firm. One firm filed a written protest which stalled the procurement process. Once the protest was resolved, negotiations were finalized and the "Best and Final offer" (BAFO) was evaluated by the Contracting Officer and found to be fair and reasonable.

Determination for award was made based upon technical qualifications and BAFO price. Each unsuccessful offeror was encouraged to accept a debriefing of the evaluation.



**NEXT STEPS**

Present the recommendation by the Finance, Governance, and Administration Committee to the full HART Board of Directors at the November 2, 2015 regular Board meeting.

Prepared by: Thomas Jones, Environmental & Sustainability Management  
System Coordinator

Reviewed by: Jeffrey C. Seward, Chief Financial Officer  
Al Burns, Director of Procurement and Contracts Administration

Approved by: Katharine Eagan, AICP, Chief Executive Officer

Attachment: Proposed Resolution # R2015-11-XX

ATTACHMENT

**RESOLUTION NO. #R2015-11-XX**

**A RESOLUTION AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO AWARD A THREE-YEAR TASK ORDER CONTRACT WITH TWO ONE YEAR OPTIONS FOR A TOTAL CONTRACT PERIOD NOT TO EXCEED FIVE YEARS FOR THE HART 21ST AVENUE ENVIRONMENTAL REMEDIATION PROJECT REQUIRED BY THE HILLSBOROUGH COUNTY ENVIRONMENTAL PROTECTION COMMISSION (HEPC) TO NOVA ENGINEERING AND ENVIRONMENTAL FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$1,727,661**

**WHEREAS**, HART requires environmental remediation services at its 21<sup>st</sup> Avenue property to ensure compliance with Hillsborough County Environmental Protection Commission regulations (HCEPC); and

**WHEREAS**, a Request for Proposals for Environmental Engineering Services was released, in accordance with public procurement policies and procedures; and

**WHEREAS**, prices were determined to be fair and reasonable and a three year task order contract with two one year option periods be awarded to NOVA Engineering and Environmental; and

**WHEREAS**, funding for these services is budgeted from general revenues;

**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE HILLSBOROUGH TRANSIT AUTHORITY THAT:**

**Section 1.** The Board of Directors authorizes the Chief Executive Officer to award a contract for a total contract period not to exceed five years for the HART 21st Avenue Environmental Remediation Project Required by the Hillsborough County Environmental Protection Commission (HEPC) to NOVA Engineering and Environmental for a total not-to-exceed amount of \$1,727,661.

**Section 2.** Proper officers of HART are authorized to do all things necessary and required in order to implement the purchase of the aforementioned remediation services.

**Section 3.** This resolution shall take effect immediately upon its adoption.

**PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE HILLSBOROUGH TRANSIT AUTHORITY ON NOVEMBER 2, 2015.**

\_\_\_\_\_  
**Councilmember Mike Suarez, Chairperson  
HART Board of Directors**

**ATTEST:**

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**Commissioner Sandra Murman, Secretary  
HART Board of Directors**

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**David L. Smith, Esquire  
HART Board General Counsel**

## **COMMITTEE DISCUSSION ITEM**

### *Marketing Services*

#### **Findings from these 2 benchmarking marketing efforts (both 83 Degrees and ABC News marketing)**

- **83 Degrees Media**, is “an on-line magazine about the Tampa Bay Region (Hillsborough, Pinellas, Polk, Sarasota, Manatee, Pasco, Hernando Counties).” Its target audience includes business owners, entrepreneurs, young professionals, investors, and influencers. 83DegreesMedia.com receives 30-35,000 unique visitors (impressions) to its home page on a monthly basis.

HART engaged 83DegreesMedia.com in an underwriting partnership which consisted of suggesting transportation topics and advertising for the months of June – September 2015. As part of this sponsorship, 83 Degrees Media placed HART banner ads in rotation on the home page and on the Transportation Focus Area page. Under this agreement 83 Degrees Media provided the following:

- Number of features produced under this four month agreement
- Number of news items produced under this agreement
- Number of visitors to the 83 Degrees Media site per Google Analytics
- Number of impressions for HART ads on the 83 Degrees Media site

Advertisements would be changed out monthly. Results are available quarterly. The two August ads (Hurricane Preparedness) were linked to appropriate pages on goHARTorg.

#### **Results**

Although results are only available quarterly, HART staff requested to receive them monthly to track results on a timelier basis.

#### ***June:***

83 Degrees Media produced a June CPM (Cost Per Thousand) of \$42.50. There were twelve clicks, which achieved a CPC (Cost Per Click) of \$166.67. This was high compared to ABC Action News/Scripps Digital Network, as reported below.

#### ***July:***

83 Degrees Media produced a July CPM of \$40.14. There were a total of eight clicks, which brought the CPC to \$250.00. These results were high in comparison with ABC Action News/Scripps Digital Network, as reported below.

#### ***August:***

83 Degrees Media produced an August CPM of \$45.43. There were a total of only 22 clicks, which brought the CPC to \$90.91. These results are also high in comparison with ABC Action News/Scripps Digital Network as reported below.

- **ABC Action News/Scripps Digital Network Advertising.**

WFTS-TV and its parent company, Scripps Network, proposed a digital advertising package. It consisted of on-line (digital) advertising. “Scripps Networks Interactive is the leading developer of high-profile content for many media platforms including television, digital, mobile and publishing.” It includes lifestyle brands, such as HGTV, DIY Network, Cooking Channel, Travel Channel, and Great American Country.

Scripps Digital Network advertising packages offers digital advertising on WFTS.com and on its other brands in Hillsborough County, in the form of different sized banner ads, pre-roll (on-line video), and animated advertisements. It also packages sponsorships, native articles (general content articles), and advertorials.

## **Results**

### ***June***

- A category sponsorship of its June Summer Road Trip Contest
- Logo inclusion in promotional contest ads online and mobile (guaranteed 250,000 impressions)
- Two HART digital advertisements online at abcactionnews.com and throughout the Scripps Digital Network, online, mobile and apps.
- Exclusively sponsored native content article. An article sponsored, written, and endorsed by ABC Action News (Tampa) and suggested by HART. June article topic was “Reasons to use Public Transit this Summer”. This was to coincide with its Summer Road Trip Contest.
- Database of contest entrants
- Campaign recap performance reporting

HART received a new database of 3,557 new e-mail addresses

### **New Digital Advertising Benchmarks (June Campaign):**

Impressions (000): 8,030.00  
CPM (Cost per Thousand): \$2.45  
CPC (Cost per Click): \$1.00  
CTR (Click through Rate): 1.57%

### ***July:***

- Two HART digital advertisements online at abcactionnews.com and throughout the Scripps Digital Network, online, mobile, and apps. The animated creative focus is on Safety (Hurricane Preparedness).
- Exclusively sponsored native content article. An article sponsored, written, and endorsed by ABC Action News (Tampa) and suggested by HART. July article topic was “Make Hurricane Safety Plans Now”.
- Campaign recap performance reporting.

New Digital Advertising Benchmarks (July Campaign):

- CPM (Cost per Thousand): \$10.99
- CPC (Cost per Click): \$7.96
- CTR (Click Through Rate): 0.14%

**August:**

- Two HART digital advertisements online at abcactionnews.com and throughout the Scripps Digital Network, online, mobile and apps.
- The animated creative focus was on Hurricane Preparedness (Safety).
- Exclusively sponsored native content article. An article sponsored, written and endorsed by ABC Action News (Tampa) and suggested by HART. July article topic was, “The role of Public Transportation in Preparing for a Hurricane/Disaster”.
- Campaign recap performance reporting

Digital Advertising Benchmarks (August Campaign):

Impressions (000): 593.3  
CPM (Cost per Thousand): \$9.69  
CPC (Cost per Click): \$4.74  
CTR (Click Through Rate): 0.20%

**Messaging Goals for 83Degrees.com and ABC Action News/Scripps Digital Network**

HART placed advertising in these communication vehicles starting in June 2015. It was among the first longer-term (more than one month) digital advertising placements designed to establish benchmarks for comparison to other digital media outlets (Costs, Cost Per Thousands, Cost Per Clicks, and Click through Rates). Results in this medium, and in these communication vehicles, can be made available for review and comparison more quickly than in other traditional mediums. Another goal for HART was to optimize its reach to audiences (demographic, geographic and psychographic) for more effective and efficient digital placements. HART also intends to optimize audience engagement by placing digital advertising on a Cost Per Click basis.

Prepared by: Steve Rosenstock, Senior Manager of Marketing Services

Reviewed by: Lena Petit, Director of Executive Office & Board Support

Approved by: Katharine Eagan, AICP, Chief Executive Officer

Attachment: Printing Costs for Schedules FY2013-2015

## ATTACHMENT

Printing Costs for schedules					
<b>2013 Budget</b>	<b>\$ 71,622</b>	<b>2014 Budget</b>	<b>\$ 71,622</b>	<b>2015 Budget</b>	<b>\$ 63,000</b>
Schedules for Oct 22 Markup	\$15,907	Schedules for Nov 17 Markup	\$12,319	Service Change Packets (Q: 1,000)	\$171
Schedule Books for Oct 22 Markup	\$7,875	Schedule Books for Nov 17 Markup	\$7,875	Service Change individual schedules (Q: 2,500)	\$15,021
Schedule Reorder	\$9,325	Schedules for March 16, 2014 Markup	\$15,176	Service Change schedule books (Q: 2,500)	\$6,175
Schedule Books for May 26 Markup	\$7,875	Schedule Books Insert for March 16,2014 Markup	\$778	Service Change inserts (April)	\$798
Schedules for May 26 Markup	\$12,920	Reprint Schedule Book (unscheduled mistakes)	\$400	Service Change individual (April)	\$1,433
MetroRapid Times/Map	\$154	Schedule Books for July 20 Markup	\$6,875	Service Changes	\$10,253
MetroRapid Times/Map Reorder	\$154	Individual Schedules for July 20 Markup	<u>\$6,179</u>	Service Changes July - Individual schedules	<u>\$3,581</u>
Schedules for August 18 Markup	\$1,946				
Schedules for Nov Markup	<u>\$12,031</u>				
total	\$68,187	total	\$49,602	total	\$37,432
Difference	\$ 3,435	Difference	\$ 22,020	Difference	\$ 25,568