



AGENDA

COMMITTEE OF THE WHOLE WORKSHOP BOARD OF COUNTY COMMISSIONERS

Board Chambers
Suite 100
Escambia County Governmental Complex
221 Palafox Place

December 15, 2011
9:00 a.m.

Notice: This meeting is televised live on Cox Cable 98 and recorded for rebroadcast on the same channel.

1. Call to Order

(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)
2. Was the meeting properly advertised?
3. Escambia County Area Transit
(Marilyn D. Wesley - 30 min)
 - A. Board Discussion
 - B. Board Direction
4. Subdivision Rezoning Process
(Lloyd Kerr - 15 min)
 - A. Discussion
 - B. Board direction
5. Natural Gas Utility Service to Pensacola Beach (NO BACKUP PROVIDED)
(Alison P. Rogers - 15 min)
 - A. Board Discussion
 - B. Board Direction
6. Timing Issues Concerning Collection of Ad Valorem Tax/Lease Fees (REFERRED FROM 10/04/2011 JOINT BCC/SRIA MEETING) (NO BACKUP PROVIDED)
(Comr. Grover Robinson - 10 min)
 - A. Board Discussion
 - B. Board Direction
7. Adjourn

Committee of the Whole

Item #: 3.

Meeting Date: 12/15/2011
Issue: Escambia County Area Transit Annual Report
From: Marilyn D. Wesley, Department Director

Information

Recommendation:

Escambia County Area Transit

(Marilyn D. Wesley - 30 min)

- A. Board Discussion
 - B. Board Direction
-

Attachments

Handout - 2011 ECAT Annual Report

PowerPoint - 2011 ECAT Annual Report



ESCAMBIA COUNTY AREA TRANSIT 2011 ANNUAL REPORT



Escambia County Area Transit
1515 W. Fairfield Drive
Pensacola, FL 32501
850-595-3228

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Maintenance

Major Accomplishments

- Environmental Compliance Audit
 - Score of 72 on ECAT’s Environmental Compliance Audit
- Facilities Improvements
 - Parking Lot/ Transfer Station Bus Zone Improvements
 - HVAC System Installation Plan
 - Bus Wash completed
- Three Pensacola Bay Vehicles delivered

Maintenance Overview

Environmental Compliance Audit

Veolia requires ECAT to participate in an Environmental Compliance Audit. ECAT received a score of 72 on this audit, which is the best score a property can receive. The scores range from 0 to 72. This audit helps ECAT comply with environmental standards, which saves a number of dollars per year in possible fines and or penalties.

Level of Conformity – Scoring Criteria		
Risk	Score ¹	Criteria
Low	72-65	Low risk - No or minimum attention needed
Medium	64-58	Medium risk - Needs attention
High ²	Below 58	High risk - Needs immediate attention

¹ Level of conformity scoring has been determined by an aspect and impact risk assessment.

Facility Improvements



ECAT Parking Lot/ Transfer Station Bus Zone Loading Area

ECAT worked with the County on the specifications, construction and completion on the paving and concrete work of ECAT’s bus parking lot and transfer station. Concrete work was done in three major areas; in front of satellite shop entrance, main shop bay entrance area, and bus bay pull-out area at the transfer station where bus load & unload

passengers. The parking lot was sealed and striped. Safety Improvements was a key factor in applying for funding for this project.



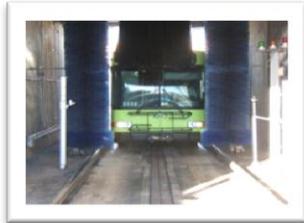
HVAC System

We initiated planning and finalizing the specifications on a new HVAC system and vestibule for the passenger waiting area and dispatch office in conjunction with the County. The current HVAC system is sixteen years old and struggles to provide cool air and heat in three major facility areas. The Terminal waiting area is the main location that strains the HVAC system, due to the frequency passengers enter and exit. This federally funded project will offer a cost savings for electricity, which is undetermined at this time.



Bus Wash

ECAT worked with the County on specifications, construction and completion of the federally funded bus wash system project. It replaced the previous 10-year old bus wash system. During the construction period, ECAT staff manually washed the buses. This new bus wash system has reduced labor hours, by 60 hours per month, which is a cost saving of approximately \$1020.00 every thirty days.

***Pensacola Bay Vehicles***

Purchased and received delivery for three paratransit cutaway vehicles for Pensacola Bay Transportation with ARRA funding.

Misc.

Staff completed a bus stop inventory list, which included GPS coordinates for all bus stop signs, benches and shelters. Staff coordinated with County GIS Department in plotting coordinates to for the mapping functions to be used for future route improvements.

Operations & Customer Service

Accomplishments

Operations Staff continued in its support of the community by participating with or serving on various transportation and technical boards such as the Mass Transit Advisory Committee and Disability Summit Council. The AGM of Operations actively serves on: the Escambia and Santa Rosa Counties Transportation Disadvantaged Boards and Technical sub-committees, Escambia County Bicycle and Pedestrian Advisory Committee, and alternate to the Escambia County Technical Coordinating Committee and Citizens Advisory Committee.



Operations Overview

- Pocket- size individual “Route Guide” pamphlets were introduced as an alternative for the larger Ride Guide books.

Route Improvements

- Route 43 – The Bus Stop time point at University Town Center (Publix-University Parkway) on Route 43 was revised to connect the new Santa Rosa County Transit Route.
- Route 45 - Operations personnel coordinated with Vocational Rehabilitation staff to add a new stop on the Route 45 for their new office location behind University Mall.
- Route 61 - Additional midday bus service was added to Route 61, due to the available Job Access Reverse Commute (JARC).
- Several route schedules were modified in response to operator and passenger concerns. The adjustments improved the performance on Routes: 2, 42, 45, 55, & 61.
- UWF Trolley - Operations staff worked with the University of West Florida (UWF) Parking & Transportation Department to increase trolley service and modify the existing schedule. The additional service has provided students with more off-campus trips, better travel options which give an economic boost to the businesses nearby.

Customer Service

- Operations Supervisors continue their role as the ECAT Liaison with the PACE Center for Girls by making quarterly visits to the school educating the young ladies on ECAT “Riders Rules of Conduct” and other motivational messages.

Misc.

- ECAT Operations Department employs various technologies to increase ease of use for our customers. This year, Next Bus was added to the beach trolley network to give real time schedule and vehicle tracking information for our patrons and staff. Supervisors were able to conveniently track and monitor trolleys to ensure a superb on time performance record out on the beach.
- Operations Staff, along with Human Resources, attended various job fairs held at the Pensacola and Milton campuses of Pensacola State College.



Safety & Training

Accomplishments

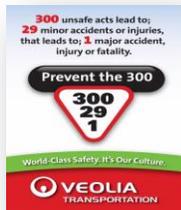
Safety Award

- ECAT won the Veolia Safety Performance Award for its commitment to transit safety for mid-size properties for low accident and injury frequency against 85 other transit systems. The Safety Performance Award, presented every two years, recognizes Veolia transit systems for positive safety records and dedication to improving safety.



Worker's Comp Rate

- The Workers Compensation experience mod rate dropped from a 1.37 to .87 this equates to a 36.5% drop from last year.



Safety & Training Overview

- Safety and Operations Departments coordinated efforts in implementing the Veolia's World Class Safety Policies and Procedures.
- Safety Director became a certified trainer and completed mandatory Shelter-In-Place training offered by the Florida Disaster State Emergency Response Team.

Training

- Safety Director coordinated with Human Resources in recruiting, hiring and training several new employees.
- The **Distracted Driving Training Program** was implemented to reduce accident occurrences.
- A web-based **Safety Dashboard Program** was also added, which expedited reviews of safety reports.
- Safety Director attended Veolia's Safety Annual Safety Academy, which included information on both workers compensation and accident prevention.



Goals & Objectives

Workers Compensation - Reduce Workers Compensation Claims by 33%

- ECAT Safety Department and Traveler's Insurance will hold a claims review in January 2012 to identify any possible loss trends from 2011
- Work with Traveler's Insurance to identify any ECAT risk exposures and determining the level of control. If uncontrolled, developing and initiating an Action Plan
- Coordinate with the Regional Veolia Safety Staff on Worker's Comp training and investigation requirements.

Vehicle Accident - Reduce Preventable Vehicle Accidents by 50%

- Include Preventable Accidents Overview during the Quarterly Safety Meetings. This will assist in recognizing each accident's cause and prevention techniques to correct deficiencies found using the Veolia's Operator Development Program and the National Safety Council's Defensive Driving Program.
- Safety and Operation Departments have discussed identifying Operations staff to be potential candidates for a "Train the Trainer" concept for select supervisors and operators to assist with various tasks as additional "**BTW** Trainers" for "on-board evaluations" or, "Driver Trainers" assisting new operator trainees allowing them to stay with the same "Driver Trainer" through their training period.



Marketing & Community Relations

Accomplishments

- 2011 Florida Public Transportation Association Marketing Awards – **2nd Place- Print: Instructional Information – Class 1** for Perdido Key Route 62 Brochure & Information

The Perdido Key Chamber of Commerce & ECAT promoted the new Perdido Key/Route 62 brochure by distributing brochures at the Visitor Information Center and on their website.

Project Success Examples:

- Perdido Key Chamber of Commerce Website click rate on the Route 62 Perdido Key Route Information increased significantly - Secondary Page had 214 total clicks & the Home Page had 158 clicks, with total website 372 clicks for the Route 62 brochure.
- Ridership increased from by 50% from the beginning of June to the end of August.



- 2011 Florida Public Transportation Association Marketing Awards – **1st Place- Best in Class: Online Communications** – Class 1 for Transit Development Plans Northwest Florida Regional Planning Organizations – ECAT, OCT & BTT



Marketing & Community Relations Overview

- Overall Marketing Department Activities - Community Outreach and Mobility Management

In the past 9 months:

- Over 89 Customer Website Request (GoECAT.com)
- On-Bus Travel Trainings - 126 individuals and 8 groups
- Classroom on Wheel Trips -133 individuals
- ECAT Informational Presentations - 23 Agencies and Groups

- Amplified Media Exposure

- Featured in PNJ & Cumulus Media Hurricane Guide
- Escambia County - ECTV – “Out & About” 30-minute Show & public Service Announcement
- Council on Aging – YouTube Channel

- Strategic Community Partnership Development and Networking

- Florida Transit Marketing Network
- Disability Summit Council & Council on Aging
- Navy Federal Credit Union, Habitat for Humanity
- Local Churches & other Community Organizations (Kiwanis Club, etc.)
- Disability Summit Council & Council on Aging
- Navy Federal Credit Union & Habitat for Humanity
- Ride On- Commuter Assistance – West Florida Regional Planning Council
- Military Organizations (NAS Pensacola, VA Hospital, Gulf Coast Veteran’s Advocacy Council)
- Colleges & Universities (PSC & UWF)
- Local Churches & other Community Organizations (Kiwanis Club, etc.)



Bus Advertising

- Exterior Advertising
 - In October, Martin-Mency took over the Exterior Bus Advertising
 - New Ads are placed on buses & Rate Card added to website
- Shelter & Bench Program
 - Advertising revenue has showed an increase vs. last year
 - Almost \$ 13,000 in revenue to the county for the first 8 months of the program compared to
 - Working on agreement with city on bench contract
 - Benches/shelters ADA compliant
 - Advertising to be incorporated in System Map Brochure and Fare media



ADA & Mobility Management

- ADA (American with Disabilities Act) Liaison to Community Transportation Coordinator
 - Community Outreach to agencies in the disabled community
 - Review& audit ADA Paratransit procedures of Pensacola Bay Transportation

Mobility Management Program

ECAT operates the Mobility Management program, funded by the Federal Transit Administration’s New Freedom 5317 Grant currently administrated through the Florida-Alabama Transportation Planning Organization. The New Freedom grant program seeks to reduce barriers to transportation services and expand the transportation mobility options available to people with disabilities beyond the requirements of the Americans with Disabilities Act (ADA) of 1990.

ECAT’s Community Mobility Management program focuses on meeting individual customer needs by providing coordinated travel training and community awareness of available transportation options through marketing and public outreach. It will also coordinate services and local providers, such as the transit system and other service agencies, to achieve a more efficient public transportation system for the area. ECAT’s new Mobility and Marketing Assistant performs the travel trainings to the various groups.



Transit Development Plan- Public Outreach

The TDP Public Involvement Process provided the following as measures of effectiveness for the overall purposes of the plan. Sample of the effectiveness measures were be defined as follows:

Total number of persons engaged

- Events and Workshops: 10,800
- Media Impressions (ratings & readership): 1.2 million

Total number of public involvement events

- 14 public events
- 2 public workshops



- Transit Development Plan – Public Involvement Assistance
- Assisted TDP Consultants in implementing the



public outreach activities, along with West Florida Regional Planning council- ECAT Marketing participated in more than

75% of all public outreach activities

Goals & Objectives

2012 Marketing Department Goals

- Unified ECAT Re-Branding
 - Consistent logos on buses, bus stop signs, etc.
 - Information Materials Unified Structure - Cohesive System Map and System Guide
 - Website Re-Development
 - User-friendly & On-line survey opportunities
- Create and Implement a Comprehensive Marketing Action Plan, which will also coincide with any TDP Route Modifications and Improvements
- Increased Media Exposure – Print, Radio, and Web
- Increased Public Awareness and Education to the Public
- Create a Mobility Management Brochure – to include information about ECAT and ADA Transportation with additional transportation options information for seniors and disabled.



Finance

Grant Activity

Additional Grant Funding

- Increase Urban Corridor funds by \$125,000 for FY11
 - Working on securing another \$125,000 for FY12
- Increase FTA Preventative Maintenance funds by \$125,000
 - Funds Flexed over from Federal Highway Funds
 - Awarded over \$4 million of Florida Department of Transportation (FDOT) Service Development funds
 - Funds are available for 3 years
 - Funds will be used for NAS Express, Beach Jumper and other Express services linking Pensacola NAS, Pensacola Beach, Downtown Pensacola, and the Cordova Mall/Pensacola Airport area.



Capital Projects for next couple FY's

- Replace 4 aging replica trolleys
 - Budgeted \$1,200,000
- Replace HVAC system in passenger waiting area
 - Budgeted \$200,000
 - Renovation should help ECAT reduce utility/ electricity costs.
- New Radio System Bus/Dispatch
 - Budgeted \$150,000
- Security System Upgrade
 - Budget \$120,000
- Replacement Service Vehicles - \$80,000
- Stop Enunciators - Budgeted \$300,000
 - Replacement Bus Camera System - Budgeted \$240,000

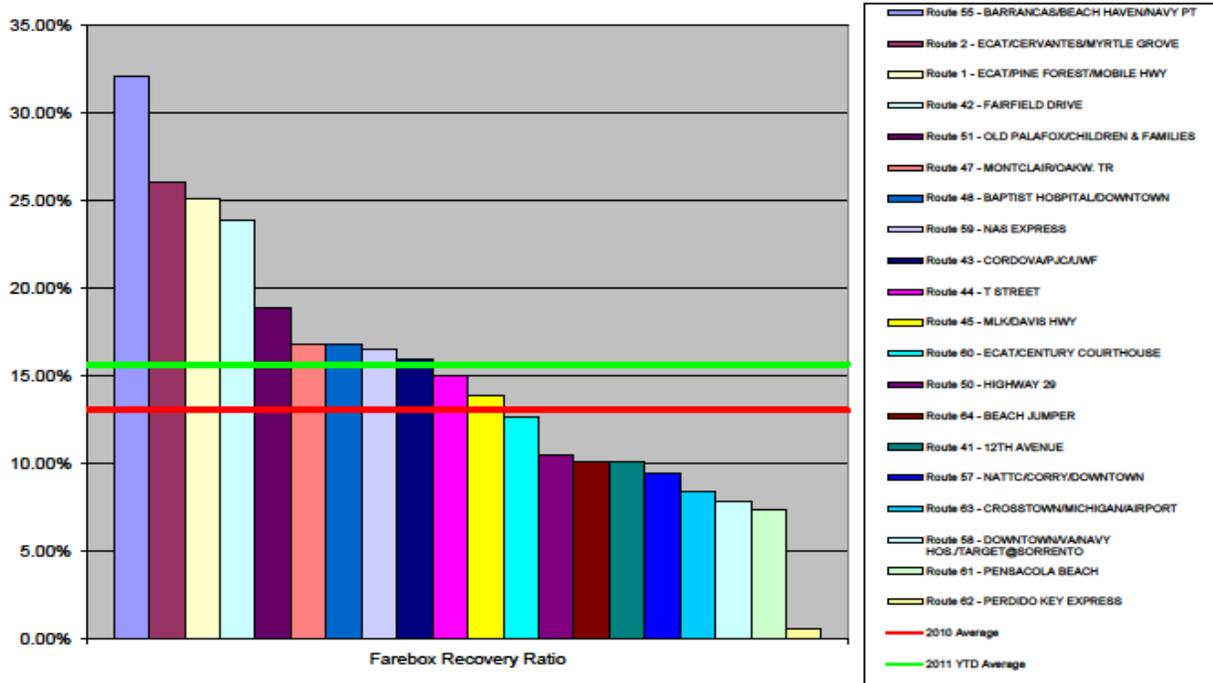
Ridership Data

Fiscal Year	Annual Ridership	Annual Service Miles	Annual Service Hours
2000-2001	1,309,295	1,283,550	86,553
2001-2002	1,275,668	1,365,106	102,402
2002-2003	1,250,236	1,401,139	90,601
2003-2004	1,265,254	1,372,132	88,650
2004-2005	1,138,221	1,385,798	89,931
2005-2006	1,113,111	1,525,529	96,364
2006-2007	978,694	1,481,699	85,542
2007-2008	1,025,709	1,288,691	83,740
2008-2009	1,054,637	1,318,915	75,472
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2010-2011	1,145,534	1,380,983	95,610

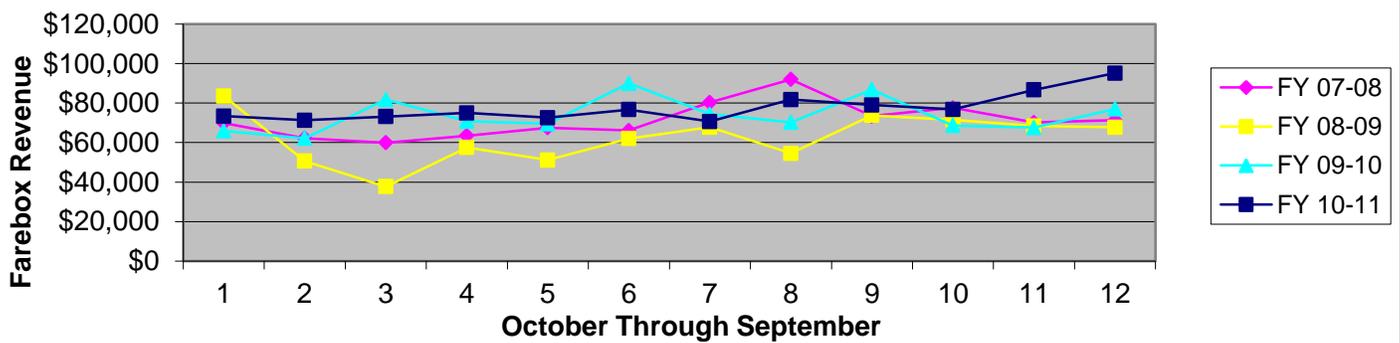


Farebox Recovery

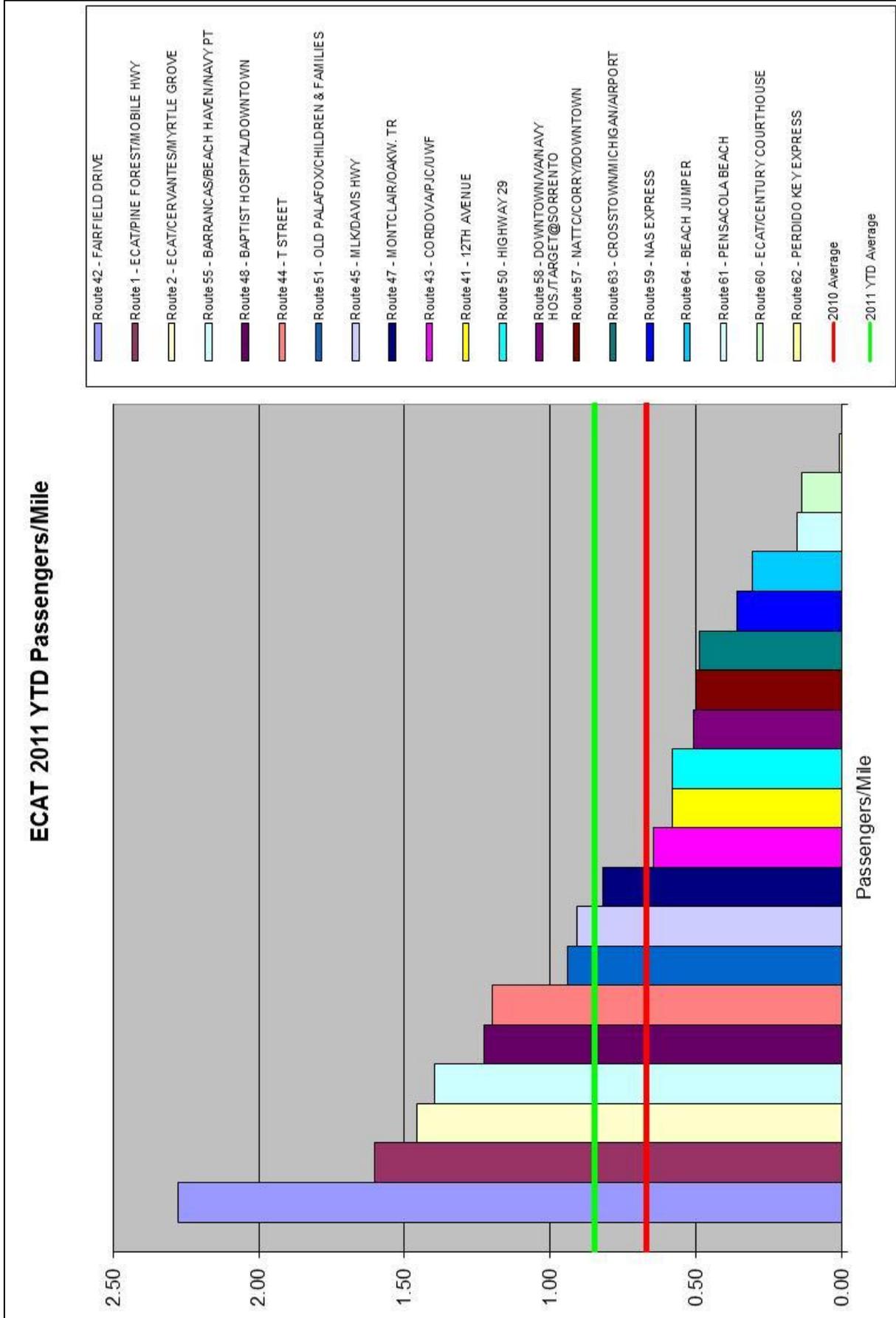
ECAT 2011 YTD Farebox Recovery Ratio



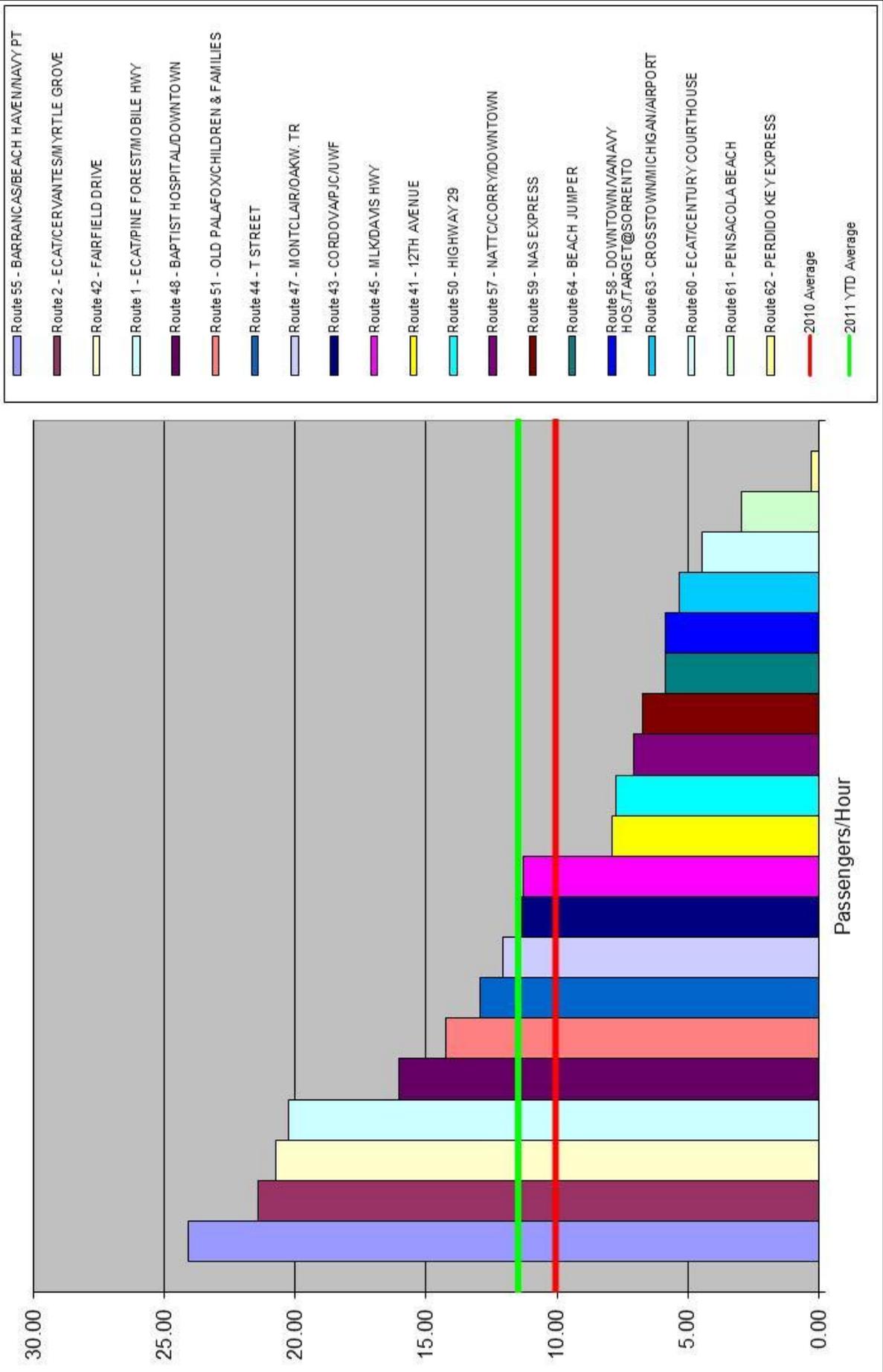
Farebox Revenue FY08-11



Other Data



ECAT 2011 YTD Passengers/Hour





2011 ANNUAL REPORT

ESCAMBIA COUNTY AREA TRANSIT
DECEMBER 2011



Maintenance

Major Accomplishments

- * Score of 72 on ECAT's Environmental Compliance Audit
- * Facilities Improvements
 - * Parking Lot/ Transfer Station Bus Zone Improvements
 - * HVAC System Installation Plan
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Operations & Customer Service

AGM of Operations actively serves on:

- * Escambia and Santa Rosa Counties Transportation Disadvantaged Boards
- * Escambia County Bicycle & Pedestrian Advisory Committee,
- * Alternate to the Escambia County Technical Coordinating Committee & Citizens Advisory Committee.



Route Improvements

- * Route 43 –Connect to the new Santa Rosa County Transit Route.
- * Route 45 - Add a new stop on the Route 45 for Voc Rehab location behind University Mall.
- * Route 61 - Additional midday bus service was added to Route 61, funded by JARC.
- * Several route schedules were modified in response to operator and passenger concerns. The adjustments improved the performance on Routes: 2, 42, 45, 55, & 61.
- * UWF Trolley - Additional service has provided students with more off-campus trips, better travel options which give an economic boost to the businesses nearby.

Safety & Training

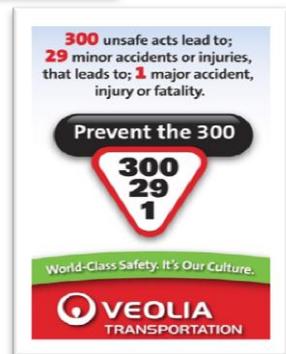
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Worker's Comp Rate

- * The Workers Compensation experience mod rate dropped from a 1.37 to .87 this equates to a 36.5% drop from last year.



MARKETING & COMMUNITY RELATIONS



2011 Florida Public Transportation Association Marketing Awards

* **1st Place in Class 1 - Best in Class:**

Online Communications – Class 1 for Transit Development Plans-NWFL
Regional Planning Organizations – ECAT, OCT & BTT

* **2nd Place in Class 1 - Print: Instructional Information:**

Perdido Key Route 62 Brochure & Information

The Perdido Key Chamber of Commerce & ECAT promoted the new Perdido Key/Route 62 brochure by distributing brochures at the Visitor Information Center and on their website.



Synopsis of Marketing Activities

Community Outreach and Mobility Management

In the past 9 months:

- * Over 89 Customer Website Request (GoECAT.com)
- * On-Bus Travel Trainings - 126 individuals and 8 groups
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- * ECAT Informational Presentations - 23 Agencies and Groups
- * Amplified Media Exposure



Strategic Community Partnership Development and Networking

- * Florida Transit Marketing Network
- * Disability Summit Council & Council on Aging
- * Navy Federal Credit Union, Habitat for Humanity
- * Military Organizations (NAS Pensacola, VA Hospital, Gulf Coast Veteran's Advocacy Council)
- * Ride On- Commuter Assistance – West Florida Regional Planning Council
- * Colleges & Universities (PSC & UWF)
- * Local Churches & other Community Organizations (Kiwanis Club, etc.)



ADA (American with Disabilities Act) Liaison

- * Community Outreach to agencies in the disabled community
- * Review & audit ADA Paratransit procedures of Pensacola Bay Transportation

Mobility Management Program

- * ECAT's Community Mobility Management program focuses on meeting individual customer needs by providing coordinated travel training and community awareness of available transportation options through marketing and public outreach.
- * ECAT's new Mobility and Marketing Assistant performs the travel trainings to the various groups.



TDP Public Involvement Assistance

Assisted TDP Consultants in implementing the public outreach activities, along with West Florida Regional Planning Council- ECAT Marketing participated in more than 75% of all public outreach activities



Bus and Bench Advertising

Exterior Advertising

- * Martin-Mency initiated the Exterior Bus Advertising Contract
- * New Advertising on buses & Rate Card added to ECAT website

Shelter & Bench Program

- * Advertising revenue has showed an increase vs. last year
- * Benches/shelters ADA compliant
- * Advertising to be incorporated in System Map Brochure and Fare media

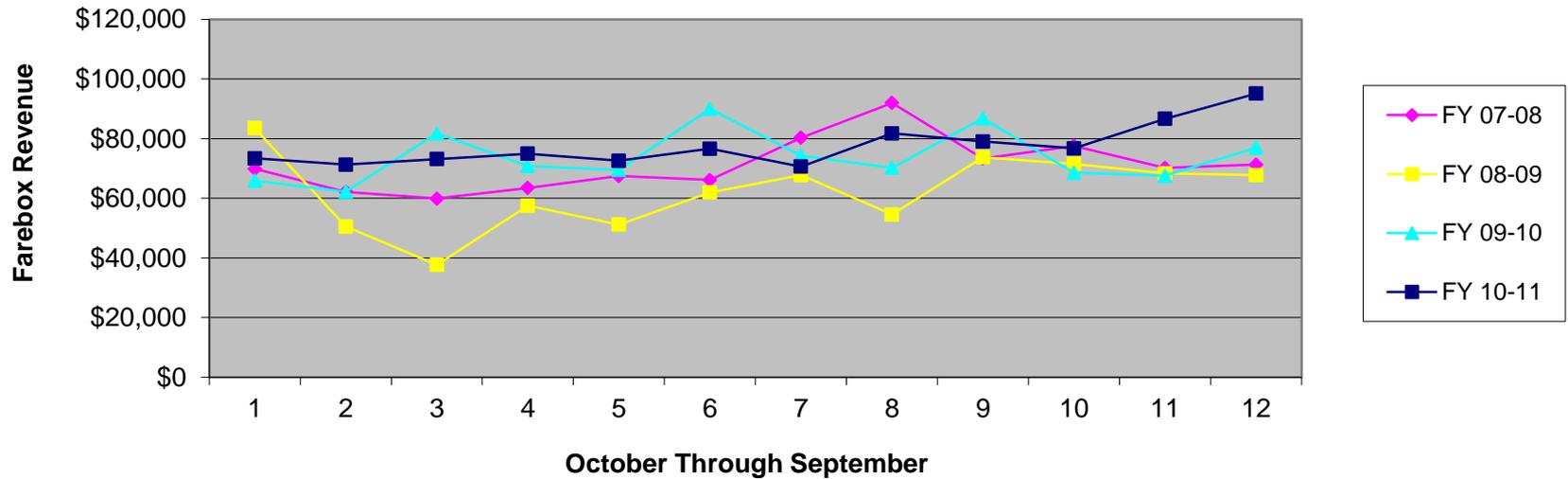


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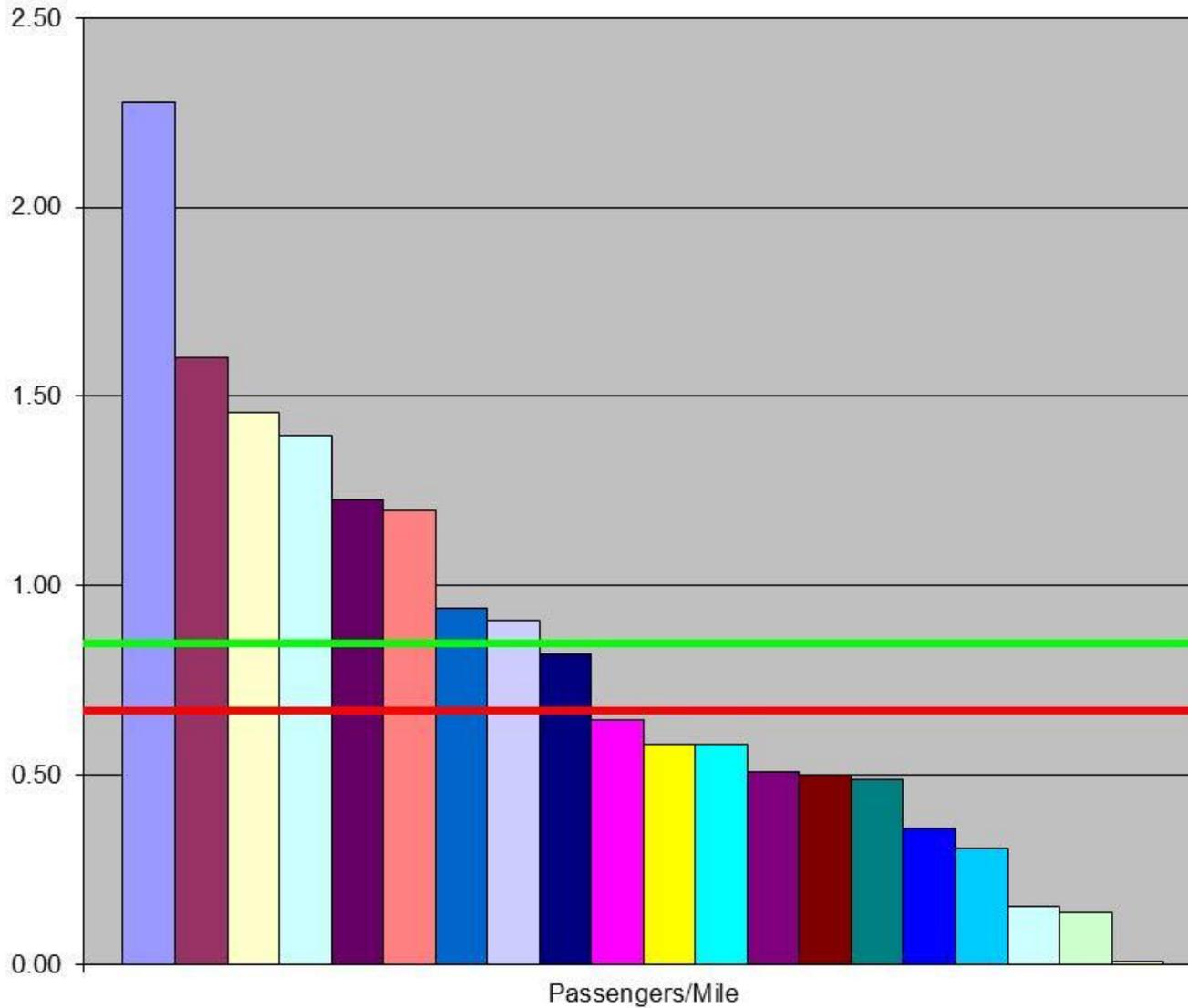
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Farebox Recovery

Farebox Revenue FY08-11

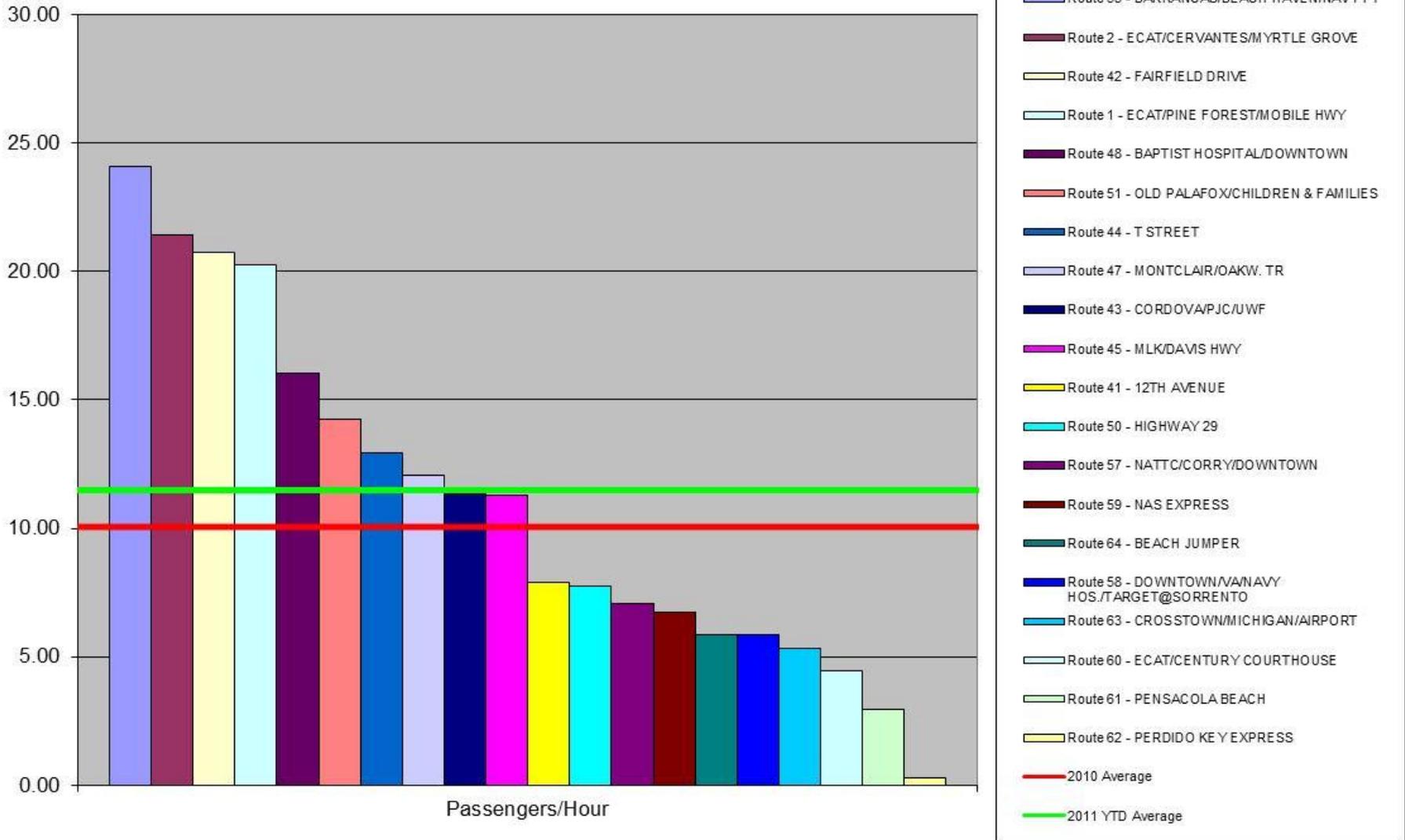


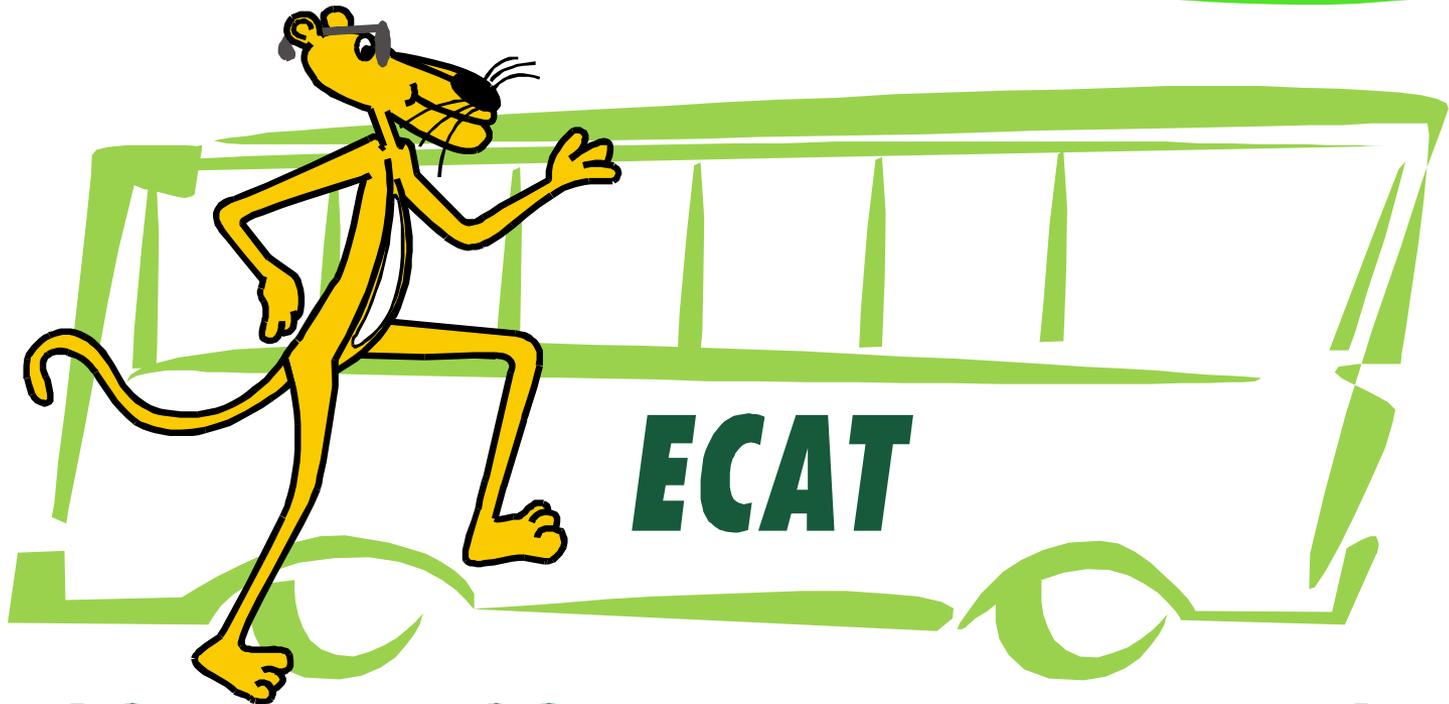
ECAT 2011 YTD Passengers/Mile



- Route 42 - FAIRFIELD DRIVE
- Route 1 - ECAT/PINE FOREST/MOBILE HWY
- Route 2 - ECAT/CERVANTES/MYRTLE GROVE
- Route 55 - BARRANCAS/BEACH HAVEN/NAVY PT
- Route 48 - BAPTIST HOSPITAL/DOWNTOWN
- Route 44 - T STREET
- Route 51 - OLD PALAFOX/CHILDREN & FAMILIES
- Route 45 - MLK/DAVIS HWY
- Route 47 - MONTCLAIR/OAKW. TR
- Route 43 - CORDOVA/PJC/UWF
- Route 41 - 12TH AVENUE
- Route 50 - HIGHWAY 29
- Route 58 - DOWNTOWN/VA/NAVY HOS./TARGET@SORRENTO
- Route 57 - NATTC/CORRY/DOWNTOWN
- Route 63 - CROSTOWN/MICHIGAN/AIRPORT
- Route 59 - NAS EXPRESS
- Route 64 - BEACH JUMPER
- Route 61 - PENSACOLA BEACH
- Route 60 - ECAT/CENTURY COURTHOUSE
- Route 62 - PERDIDO KEY EXPRESS
- 2010 Average
- 2011 YTD Average

ECAT 2011 YTD Passengers/Hour





ESCAMBIA COUNTY AREA TRANSIT

Committee of the Whole

Item #: 4.

Meeting Date: 12/15/2011

Issue: Discussion Concerning Subdivision Rezoning

From: T. Lloyd Kerr, AICP

Information

Recommendation:

Subdivision Rezoning Process

(Lloyd Kerr - 15 min)

A. Discussion

B. Board direction

Attachments

Subdivision Rezoning

Subdivision Rezoning



November 7, 2011

PB Recommendations

- 1. Percentage of neighborhood participation**
100% by phase
- 2. Advertising and mailing costs**
Paid by County. Costs above the collected fees paid by applicant.
- 3. Plat revision and recording fees**
Paid by applicants
- 4. Minimum sign postings**
At all entrances
- 5. Up-zoning**
Permitted

Committee of the Whole

Item #: 5.

Meeting Date: 12/15/2011

Issue: Natural Gas Utility Service to Pensacola Beach

From: Alison P. Rogers, County Attorney

Information

Recommendation:

Natural Gas Utility Service to Pensacola Beach (NO BACKUP PROVIDED)

(Alison P. Rogers - 15 min)

A. Board Discussion

B. Board Direction

Committee of the Whole

Item #: 6.

Meeting Date: 12/15/2011

Issue: Timing Issues Concerning Collection of Ad Valorem Tax/Lease Fees

From: Grover Robinson

Information

Recommendation:

Timing Issues Concerning Collection of Ad Valorem Tax/Lease Fees (REFERRED FROM 10/04/2011 JOINT BCC/SRIA MEETING) (NO BACKUP PROVIDED)

(Comr. Grover Robinson - 10 min)

- A. Board Discussion
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