



# October 2016 Service Improvements

System Redesign

PSTA Board

June 22, 2016

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida



# Goals of the 2013 Bus Plan

- Wide scale community engagement “Tell us what do you want”
- Mold the bus network to better serve the economy and needs of our community
- Create a thoughtful, phased plan to suit a variety of funding scenarios
- Comprehensive plan development designed to maximize previous efforts



**Pinellas**  
community  
*bus plan*



# May 2015 Strategic Direction

- Financial Stewardship
  - 5-year Balanced Budget Process
  - Increased Revenues
  - Decreased Expenses
- Sustainable Capital Program
- Service Redesign
- Incremental Expansion

## PATH FORWARD

**Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.**

### Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



### Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



### Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



### Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



### Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



### Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



### Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



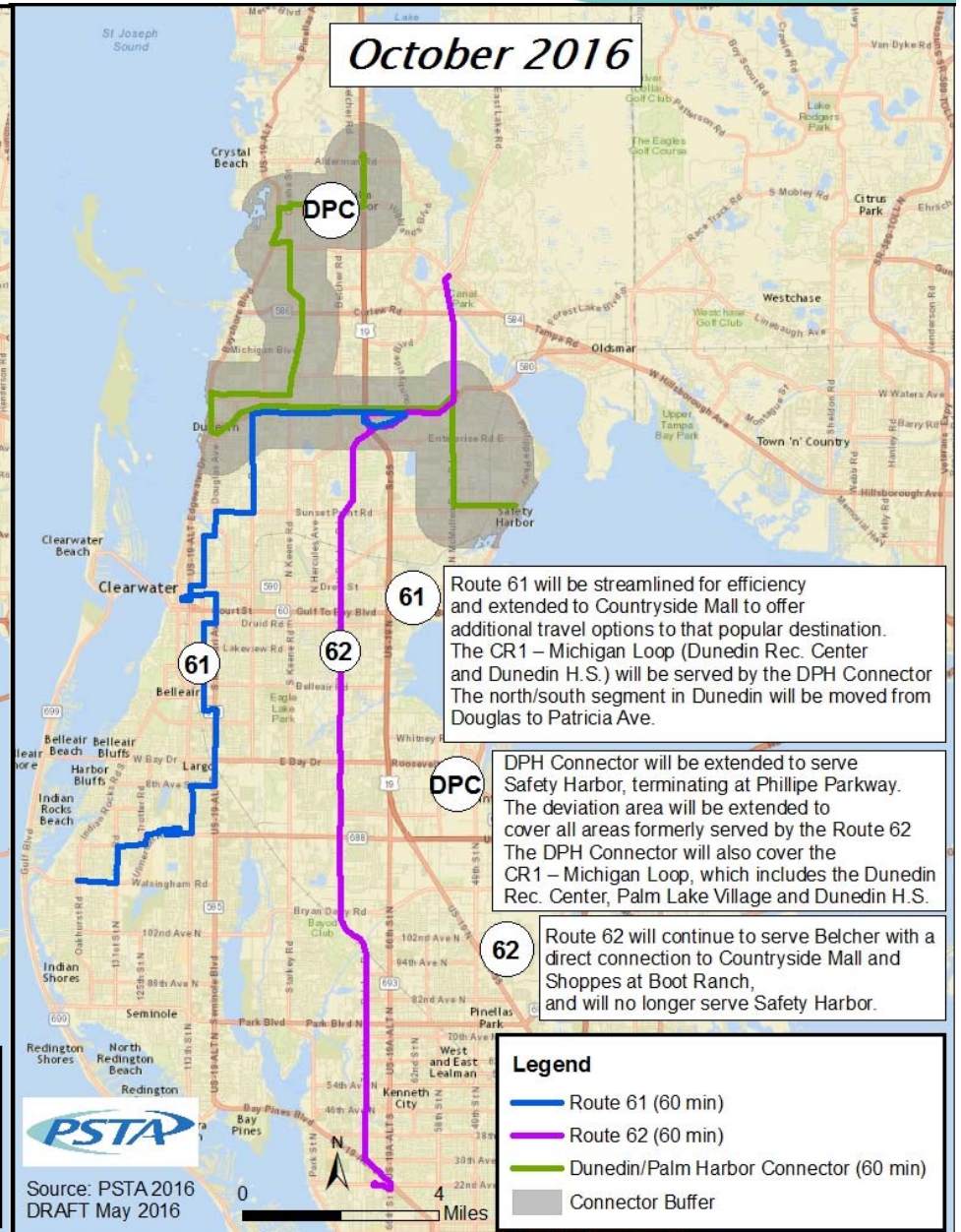
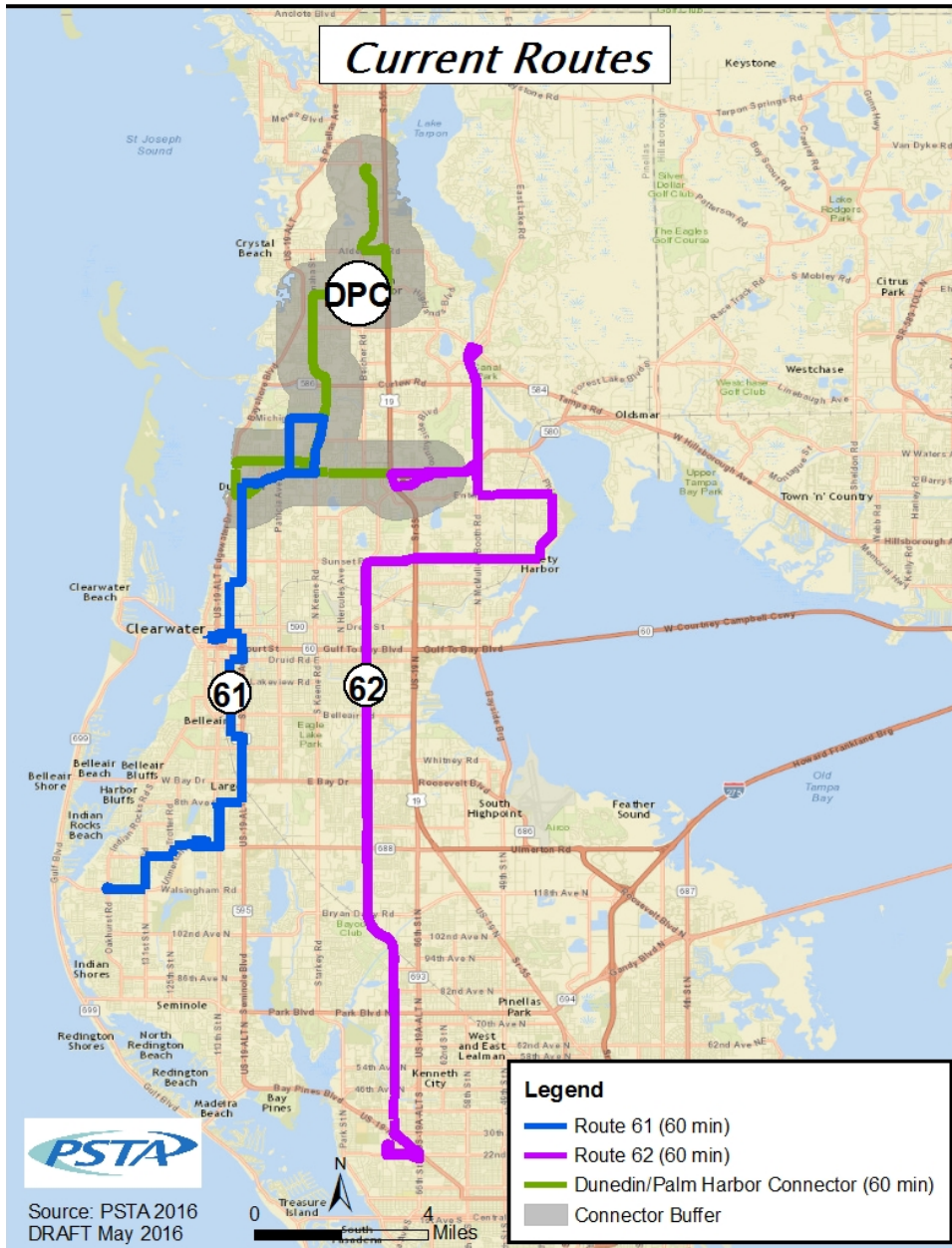
## Where Are We Going?

- Original 10-Phase Plan Now 3-Phase Plan:
  1. October 2015 – Inefficient Routes Eliminated
  2. February 2016 – Downtown St. Pete Grid Network
  3. Efficiency Improvements throughout County
    - a. October 2016 – North and Mid-County
    - b. February 2017 – South and Mid- County
- Budget/System Efficiencies Allow for Small **Increases** in services over time.
- Additional Improvements to Follow:
  - Central Avenue BRT/ Downtown St. Pete Circulation
  - Clearwater Beach-TIA Express



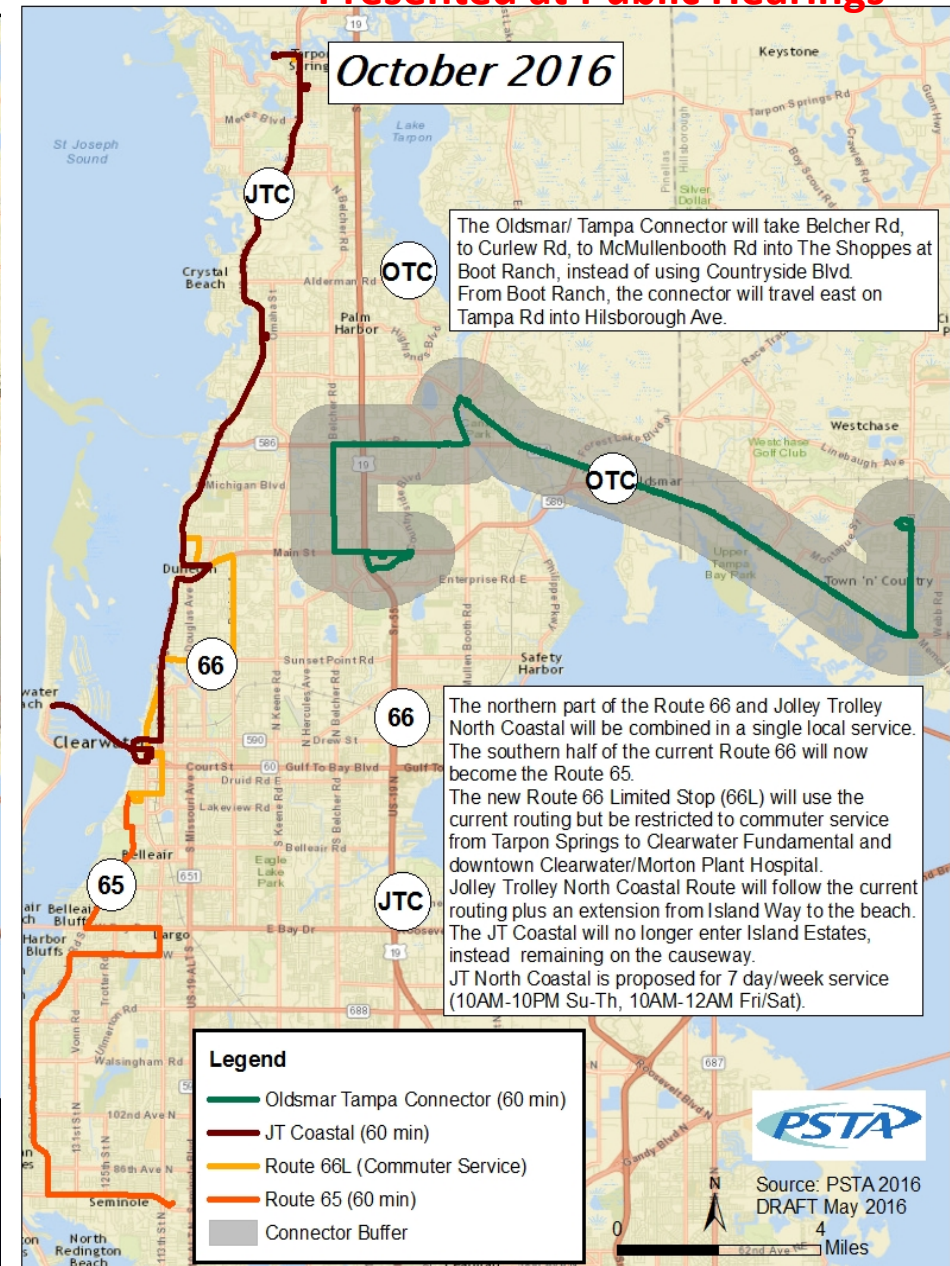
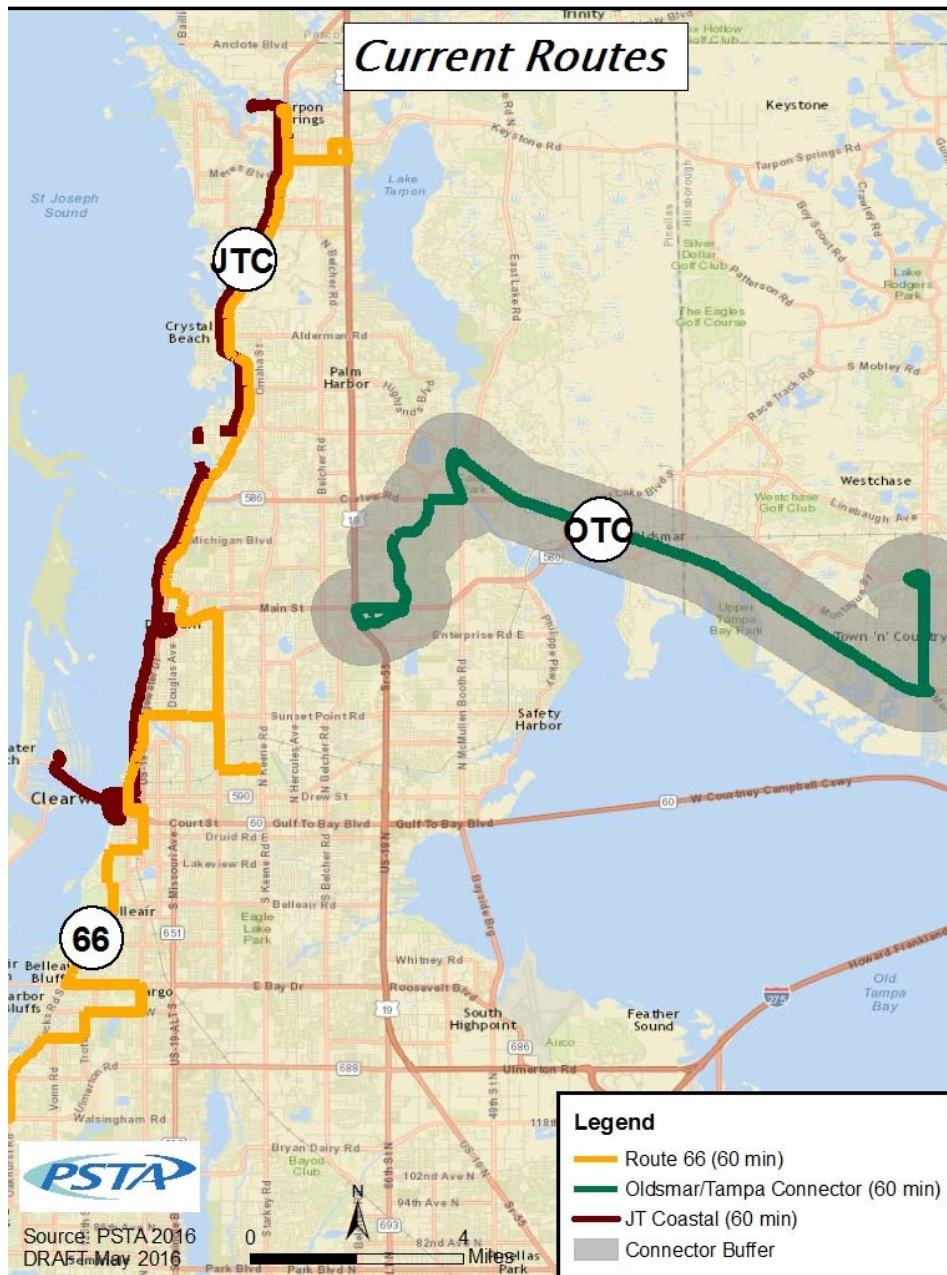
# Routes 61, 62 & DPC

Presented at Public Hearings



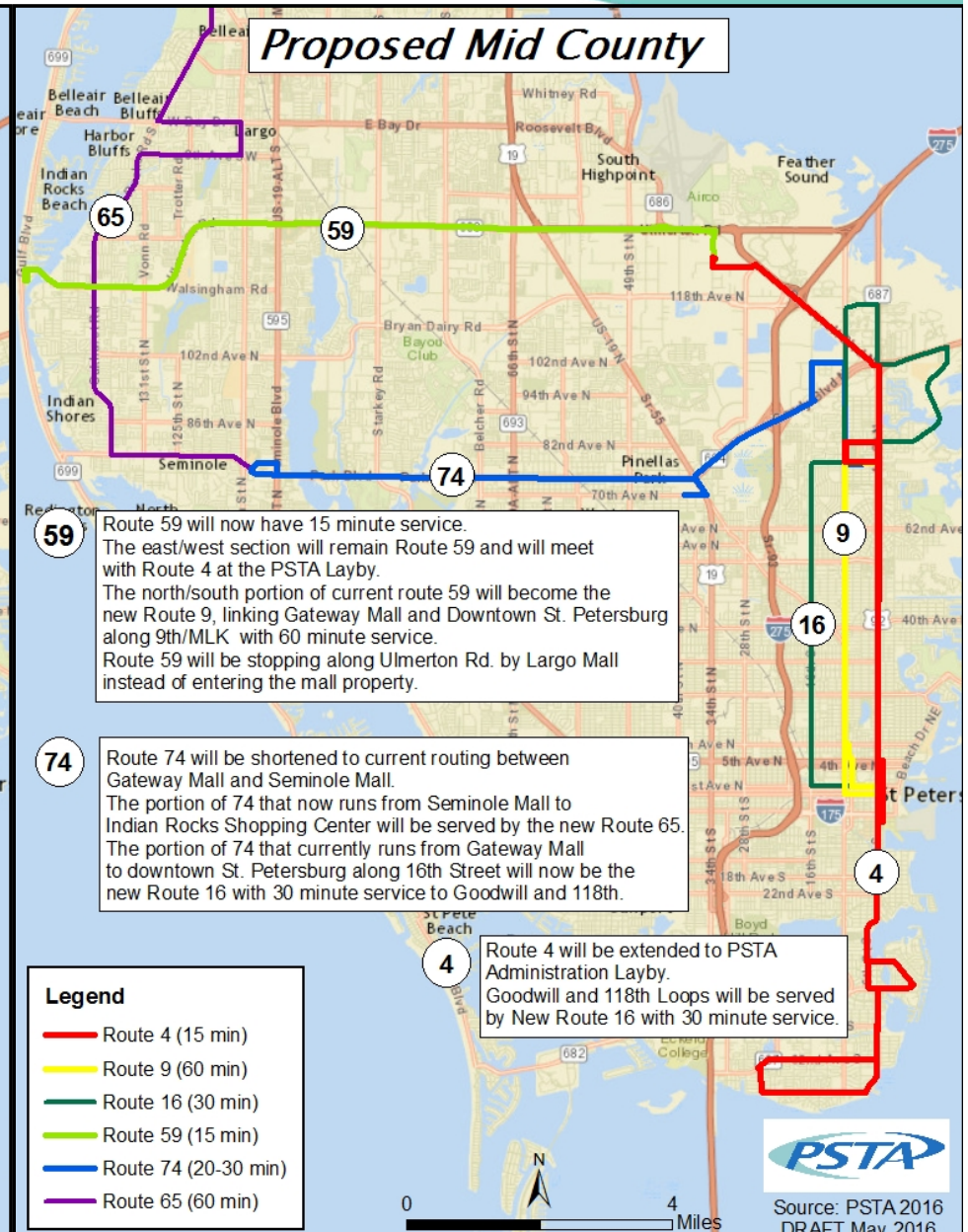
# Routes 66, JT & OTC

Presented at Public Hearings



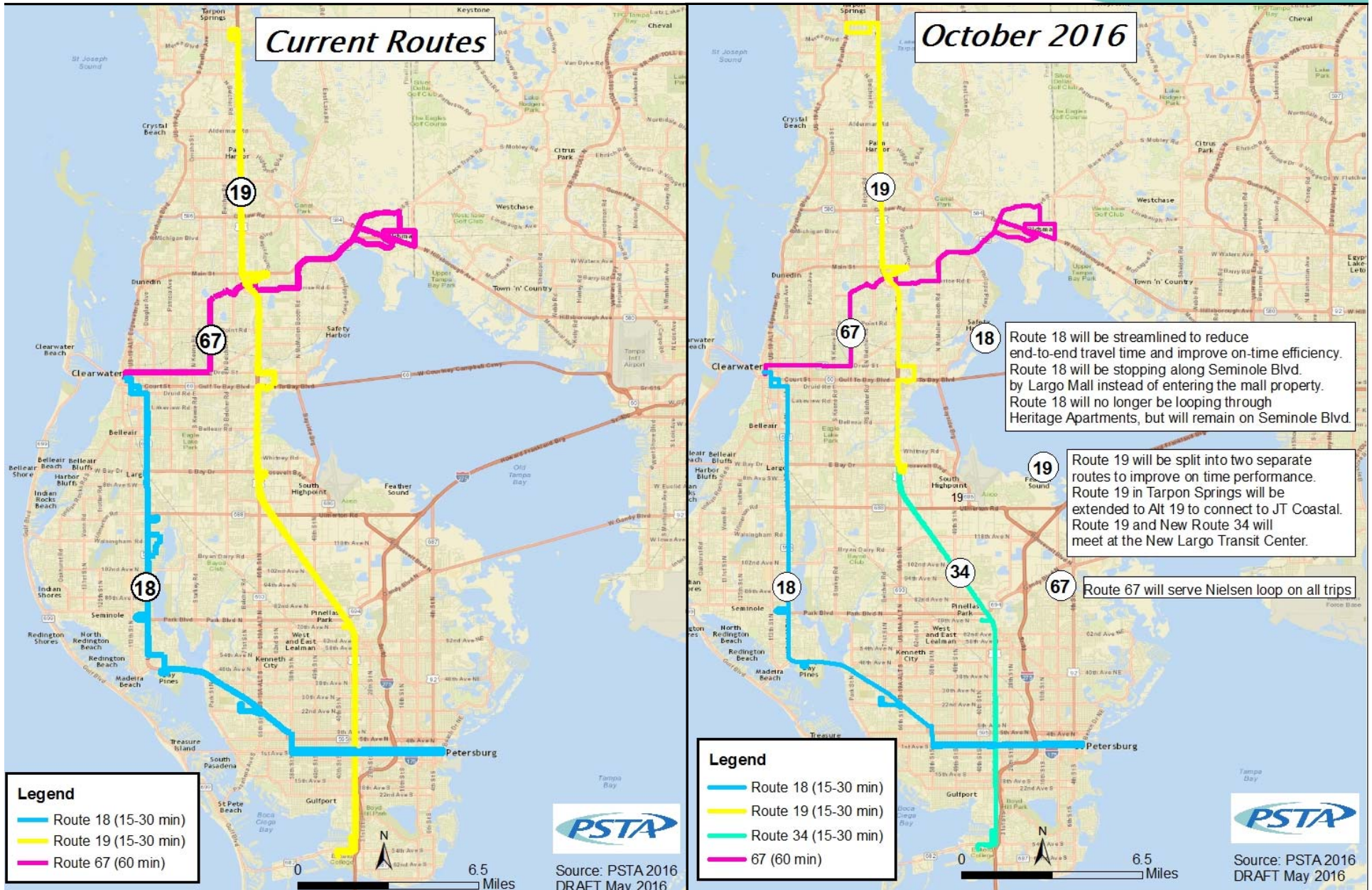
# Mid-County

Presented at Public Hearings



# Routes 18, 19 & 67

Presented at Public Hearings





# Early Engagement and Public Workshops

- **Internal Coordination**
- **City/County Staff to Staff Coordination**
- **Workshops:**
  - 5/10/16, 5:30 - 7:00 PM      Oldsmar Library, TECO Hall
  - 5/11/16, 6:00 - 7:30 PM      Dunedin, Hale Senior Center
  - 5/12/16, 6:00 - 7:30 PM      Tarpon Springs Rec. Center
  - 5/14/16 9:30 - 11:00 AM      PSTA Auditorium
  - 5/16/16 5:00 – 6:30 PM      North Greenwood Rec. Center

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- 6/7/16\* 5:30-7:30 PM      Clearwater East Library
- 6/18/16\* 11:30 AM – 12:30 pm      North Community Library

\*Workshop and Public Hearing



# Comments Received to Date

## MOST FREQUENT COMMENTS:

- Keep 18 & 59 in Largo Mall
- Keep 18 in Heritage Village
- Match Route 9 (MLK) with 59 (Ulmerton) better (frequency and connections)

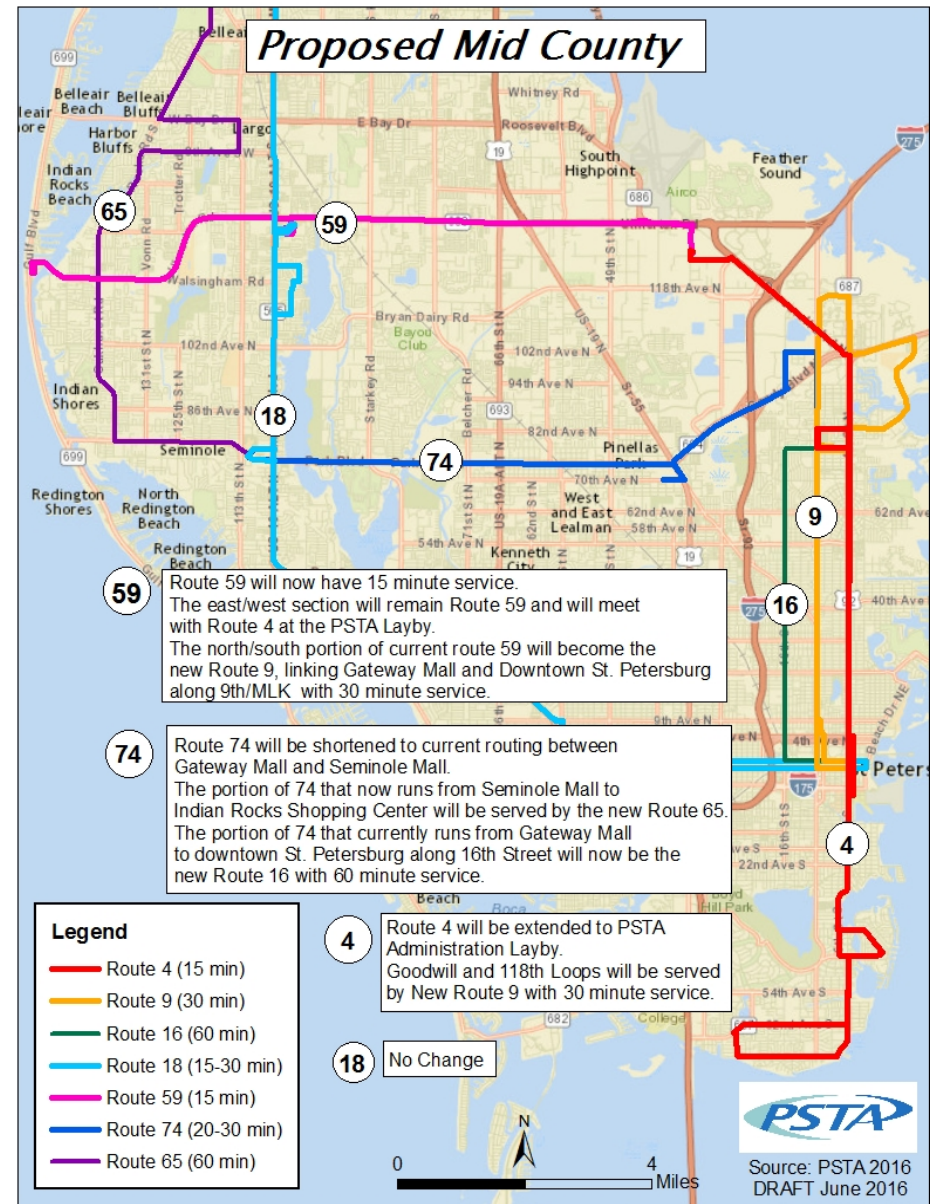
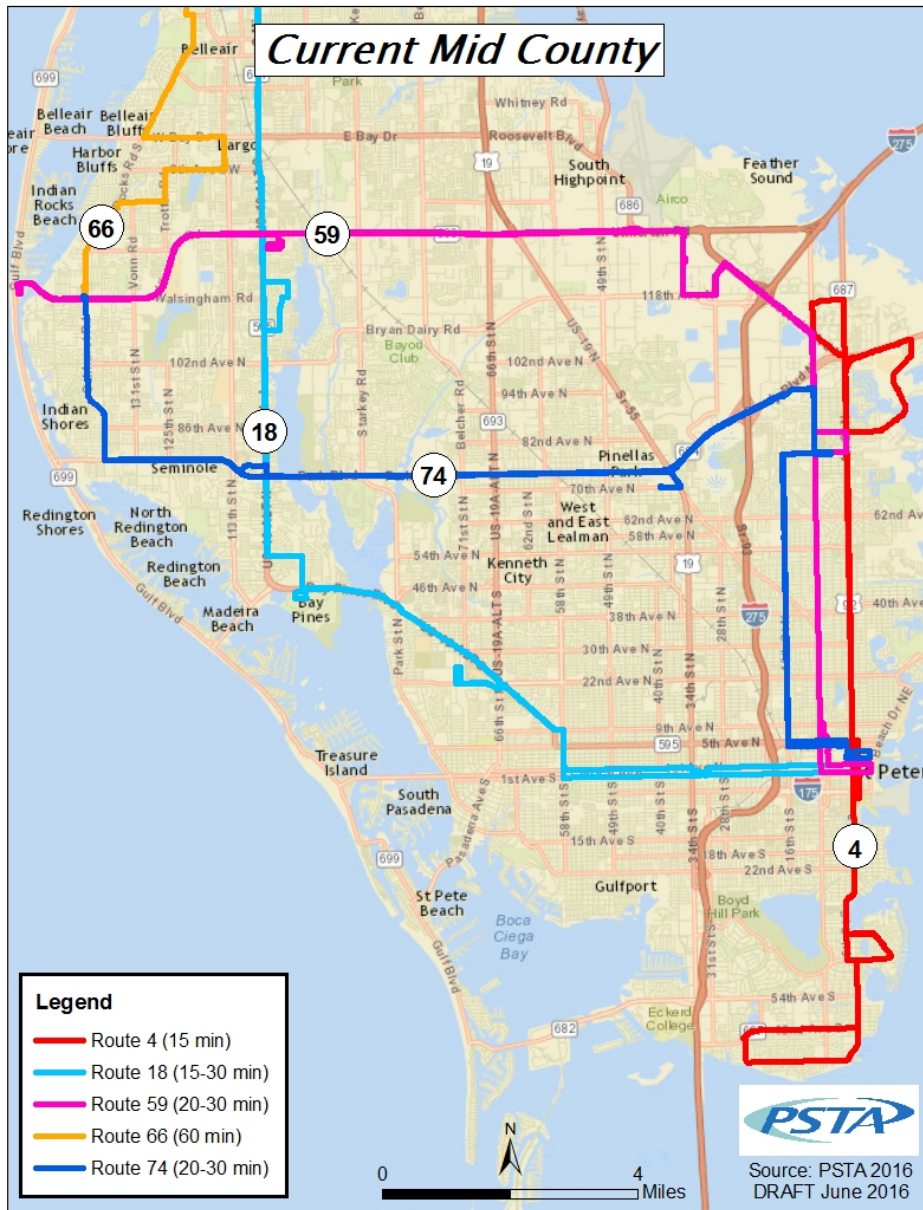
## LESS FREQUENT COMMENTS:

- Like new Route 61 routing in downtown Dunedin & to Countryside Mall
- Don't move service from Douglas Ave, need connection to Jays Stadium and Hale Center – Have JT Coastal do it
- Requested N/S Connection on Patricia between 580/Main and Gulf-to-Bay
- Later service on Route 78
- New Route 16, 60 minute service not enough
- Bring Back East Lake Connector
- Oldsmar Tampa Connector- serve Mease Countryside better using McMullen Booth and Curlew



# Mid-County

## Final Recommendations after Public Comment



# Final Outreach – Public Information

## July – September

- Development of training and public engagement materials
- Internal training for Operators, Customer Service and Ambassadors

## Week prior to service change: September 25<sup>th</sup>- October 4<sup>th</sup>, 2016:

- Staff outreach to riders with booklets at major transfer facilities (34th Layby, Clearwater [Park St.], Countryside Mall, Gateway Mall)
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders
- On-board Ambassadors, if needed



# Overview

## Final Recommendations after Public Comment

