



Service Performance Monitoring System

PSTA Board Meeting
March 25, 2015

Methodology

- Goal: Evaluate all routes to identify targeted areas for redesign
 - Identify higher performing routes
 - Identify lower performing routes for
 - Research and redesign
 - Elimination & reallocation of funding to higher performing routes
 - Improved marketing and monitoring
 - Forecast performance of new aligned routes to justify each change.

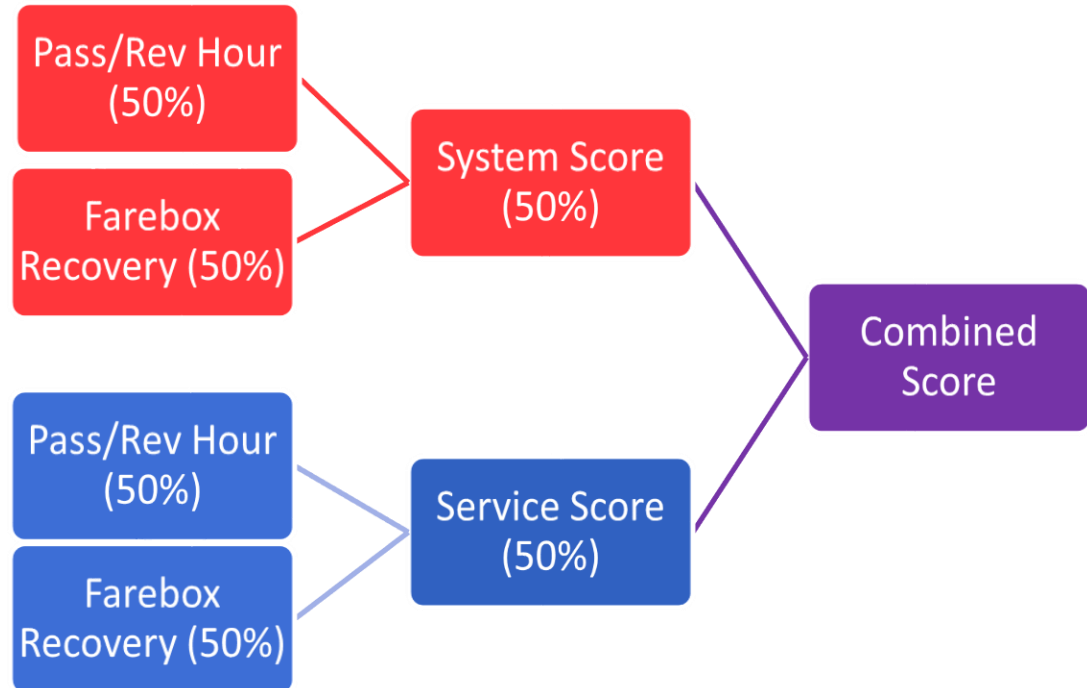
Methodology

- Screen 1 – Performance
 - Performance Data (FY 2014)
 - Ridership
 - Cost
 - Fare revenues
 - Criteria
 - Passengers per revenue hour
 - Cost recovery



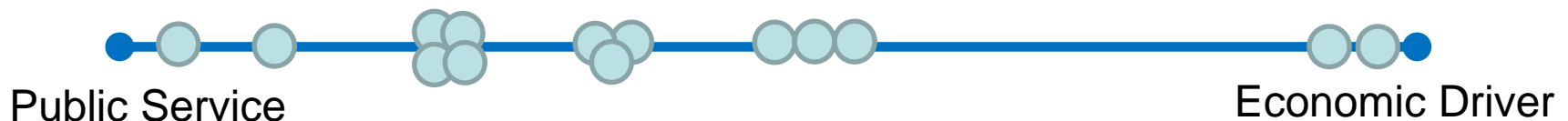
Methodology

- Weighting
 - 50% performance
 - 50% financial
- Combined Score
 - 50% system
 - 50% service type



Methodology

- Screen 2 – Qualitative Assessment: Community Access and Other Factors
 - Supports PSTA’s primary mission by providing a public service
 - Serves high number of low income households
 - Serves high number of zero car households
 - Serves places people need to go
 - Supports tourism activities
 - Other factors
 - Performance history
 - Funding streams



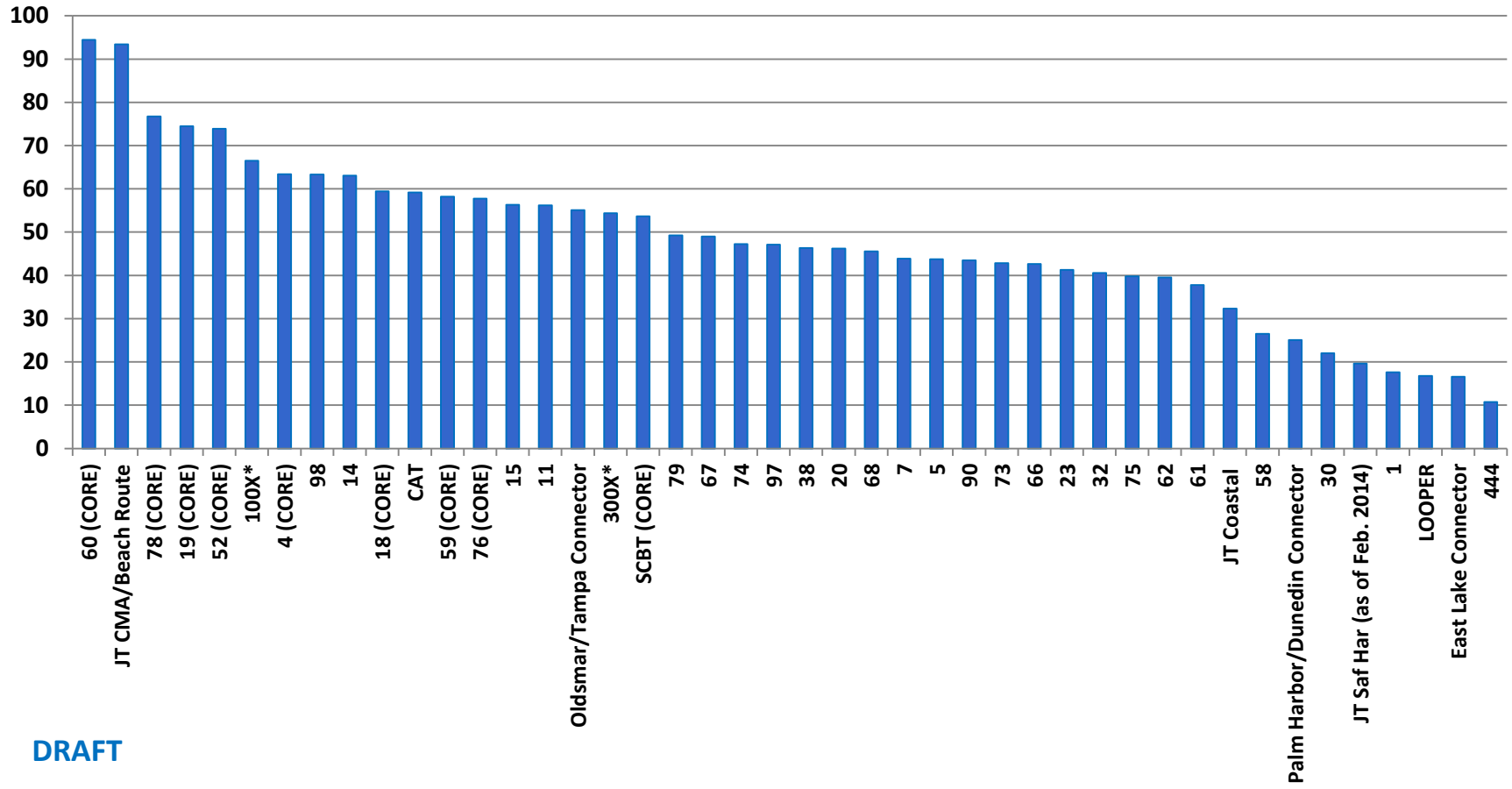
Low Performing Route Options

- **Improve Marketing/Branding & Monitor**
 - Newer routes
- **Research & Redesign**
 - Public Engagement/Rider surveys
 - Review travel demand and socioeconomic data
 - Origin & Destination Data
 - Transfer Analysis
 - Low income and/or zero-car households
 - Realign or combine with other route(s) with potential to improve performance
- **Eliminate & Reallocate Resources**
 - Redirect resources from historically low performing routes to better routes

Results: Screen One

Service Performing Monitoring System

Final Score



DRAFT

Route Recommendation: 444

- Route 444 **Pinellas Park Circulator**
 - Monday-Friday, 110 minute frequencies
 - Circuitous route – 3 “loops” serving Walmart on US19
- Staff Recommendation: **Eliminate Current Configuration & Research Other Opportunities**
 - Consider reallocation of revenue hours to higher performing routes to serve same area better
 - Research potential for community partnerships
 - Examine alternative options to better serve Pinellas Park and Lealman areas
 - Seek local contribution or community development grant funding to help support

Route Recommendation: East Lake

- East Lake Connector **East Lake – North County**
 - Began December 2012
 - 70 minute frequencies, Monday-Friday 8:30am-6:30pm
 - Route can deviate $\frac{3}{4}$ mile for scheduled pick-ups/drop-offs
 - Receives Transit Corridor funding from FDOT
- Staff Recommendation: **Eliminate & Reallocate Funds**
 - Eliminate route and reallocate funds to higher performing or new regional route
 - Reallocate FDOT Grant Funding to Regional Express Routes
 - Increase frequencies on Oldsmar Connector

Route Recommendation: 1 and 30

- Route 1 **22nd Avenue North**
 - 60-80 minute frequency
 - Monday-Saturday 7:15am – 6:30pm
 - Intermittent trips to Gateway mall (5/day)
- Route 30 **30th Avenue North**
 - Monday- Saturday, 3 morning trips and 3 afternoon trips
 - Interlined with Route 1 between Tyrone Mall and Northeast Shopping Center
- Staff Recommendation: **Research & Redesign**
 - Survey riders
 - Combine routes 30 & 1 to continue to serve low-income and zero-car households along eastern portion of corridor
 - Consider realignment for FY16 to serve downtown St. Petersburg which has greater travel demand

Route Recommendation: 58

- Route 58 **Bryan Dairy Rd**
 - Monday-Friday service
 - 10 trips each way daily, 60-80 minute frequencies most day with no service 9:30am-12:40pm
- Staff Recommendation: **Eliminate Current Configuration & Research Other Opportunities**
 - Survey riders
 - Consider rerouting Route 18 (in Seminole) to Serve SPC instead of Route 58

Route Recommendation: Coastal

- Jolley Trolley (Coastal Route) **Clearwater/Dunedin/
Tarpon Springs**
 - Began in November 2010
 - 60 minute frequency
 - Service Friday-Sunday 10am-midnight
 - Funded by Partnership between Jolley Trolley, PSTA, and local jurisdictions
- Staff Recommendation: **Redesign & Improve**
 - Survey riders
 - Combine with 66 for 7 day/week trolley service with consistent service and branding