



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**BOARD OF DIRECTORS WORKSHOP
AGENDA – MAY 22, 2015; 9:00 AM
PSTA AUDITORIUM**

1. CALL TO ORDER
2. PATH FORWARD STRATEGIC PRIORITIES
3. LUNCH
4. PERFORMANCE MEASUREMENTS
5. STRATEGY DEVELOPMENT
6. ADJOURNMENT

PINELLAS SUNCOAST TRANSIT AUTHORITY PATH FORWARD

DRAFT

**Mission: PSTA provides safe, affordable public transit to our community.
We help guide land use decisions and support economic vitality to
enhance our quality of life.**

5/22/15

Visionary Service Design: High Frequency Grid

- Incremental progress towards planned Countywide High Frequency Grid.
- Examine a variety of new revenue and delivery alternatives.

Sustainable Capital Program

- Prioritize Bus Replacement
- Use Reserves for Buses.
- Seek Future Year Partners to Prioritize Transit Capital.
- Strong Federal & State Advocacy.

Customer Oriented Service Redesign

- Focus Resources where transit works best.
- Alternatives for disaffected customers.
- Data-Driven & Customer Sensitive Approach.

Incremental Expansion

- Secondary but parallel advocacy.
- Pilot Projects that support community & fit within PSTA Plans.

Priority is to Maintain Adequate Public Transportation that Supports Our Community

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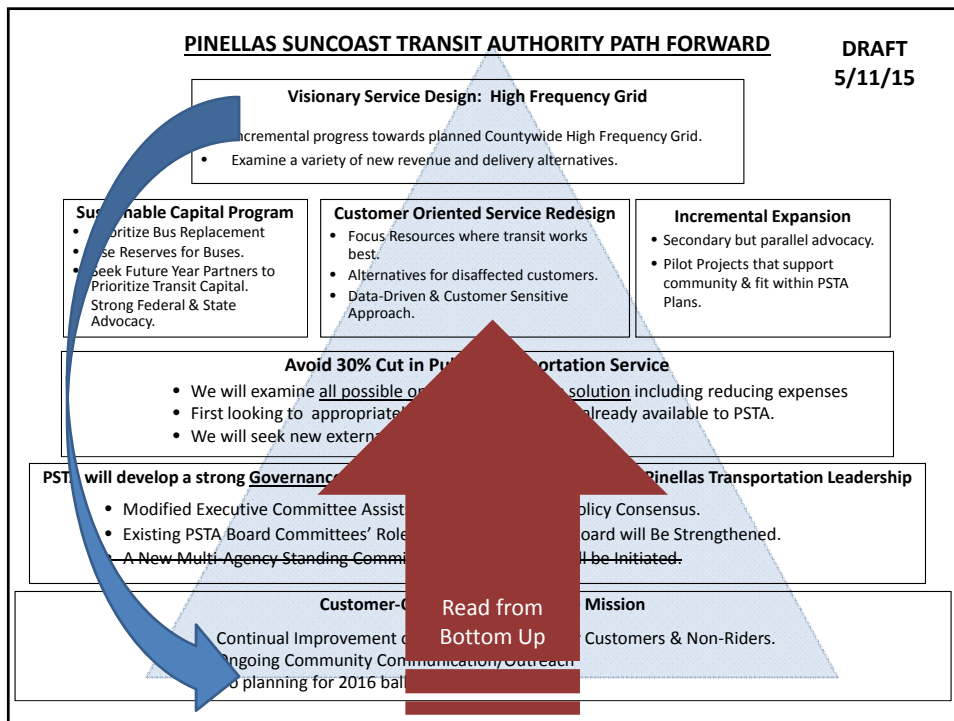
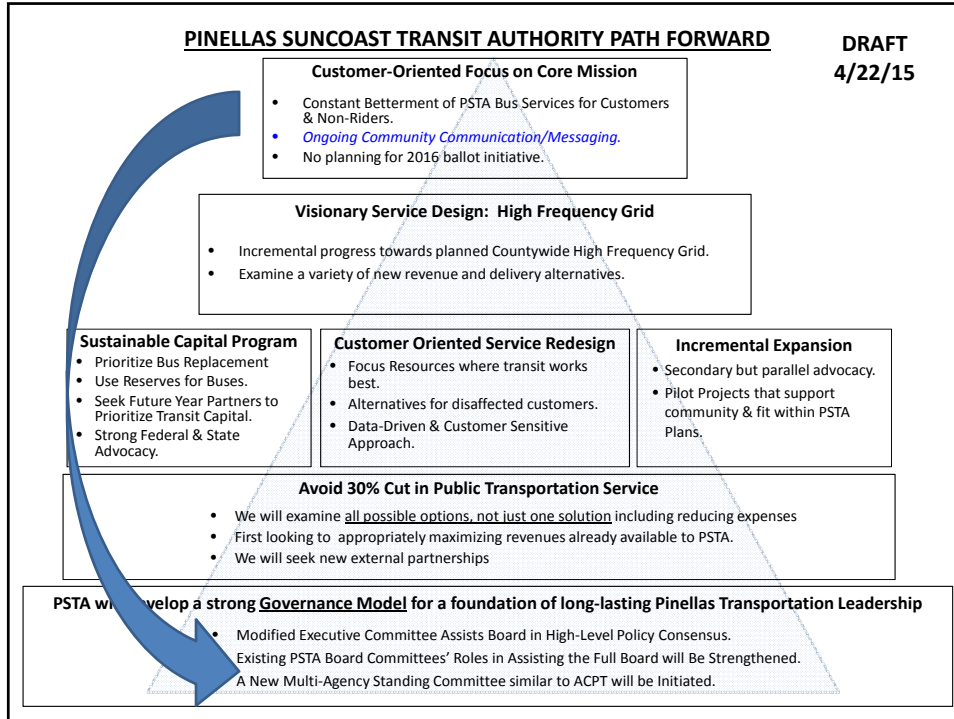
A New Path Forward

PSTA Workshop
May 22, 2015

Today's Goals

- **By the End of the Day:**
 - Board to provide significant input and get questions answered so the Path Forward Plan can be considered next Wednesday for approval.
- 1. Intro to Plan** – Brad
- 2. Plan's Strategic Priorities** – Bob, Debbie, Cassandra, Chris, Heather
- 3. Lunch**
- 4. Performance Measurements** - Brad
- 5. Strategy Development** – Tony Collins, Blake Collins Group
- 6. Adjourn**





Path Forward = Strategic Plan

- Born from February Workshop – Not Designed as Strategic Plan
- Consideration of Additional Priorities for a True “Strategic Plan”:
 - T.O.D. Implementation – ties to PSTA Mission
 - Inspired Workforce – key element of ongoing improvement.
 - Other Forms of Sustainability (e.g. Environmental)
- Recommendation: Path Forward to Be PSTA’s Strategic Plan



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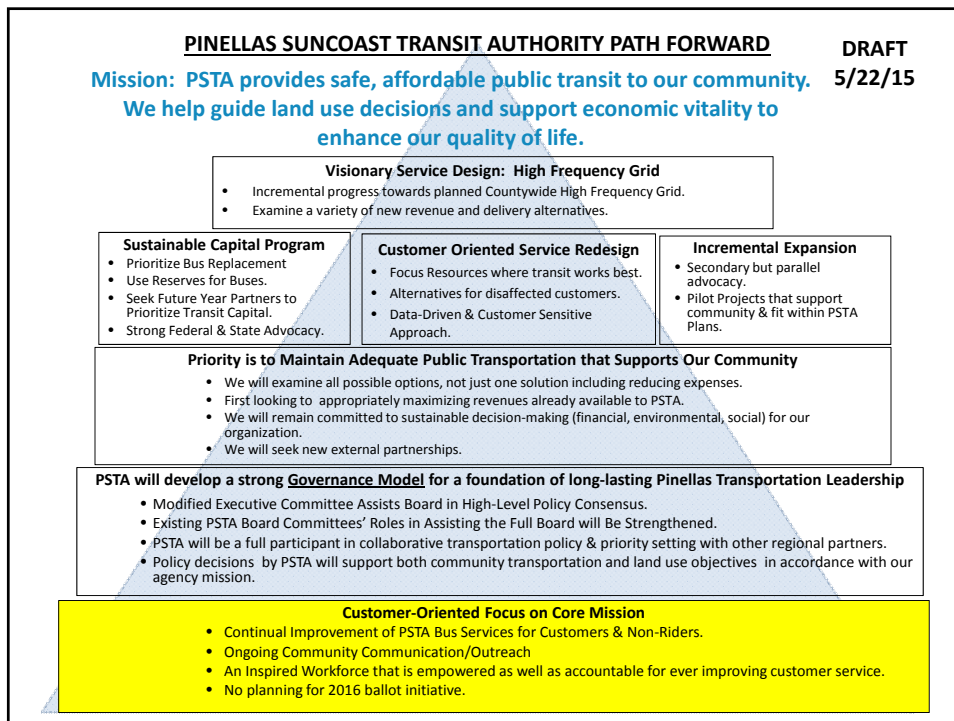
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Approved Path Forward Framework

1. Customer-Oriented Focus on Core Mission
2. Strong Governance Model
3. Priority is to Maintain Adequate Public Transportation that Supports Our Community
4. Sustainable Capital Program
5. Customer-Oriented Service Design
6. Incremental Expansion
7. Visionary Service Design: High Frequency Grid



1. Customer Oriented Focus

- Continual Improvement of PSTA Services for Customers

– PSTA’s Customers are:



1. Customer Oriented Focus

- Continual Improvement of PSTA Services for Customers

– PSTA’s Customers are:



*“Over the past 5 years, have you ridden on local public transit in Pinellas County, such as buses or trolleys?”**

29.2% Yes

*October, 2011



1. Customer Oriented Focus

- Continual Improvement of PSTA Services for Customers
- Ongoing Community Communication/Outreach



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1. Customer Oriented Focus

- Continual Improvement of PSTA Services for Customers
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- No planned ballot initiative in 2016



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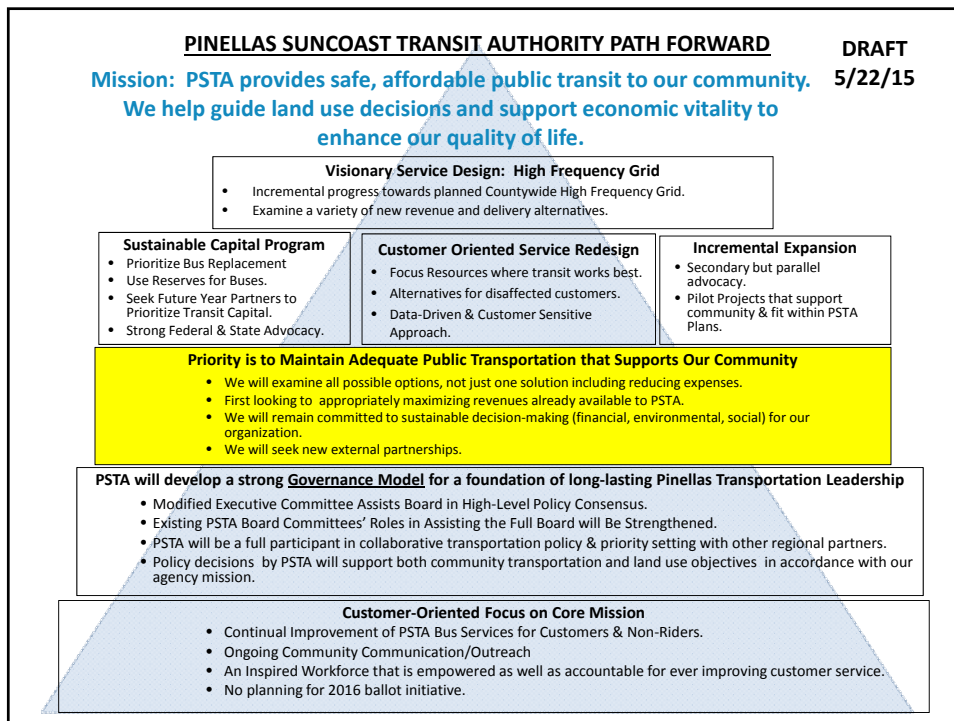
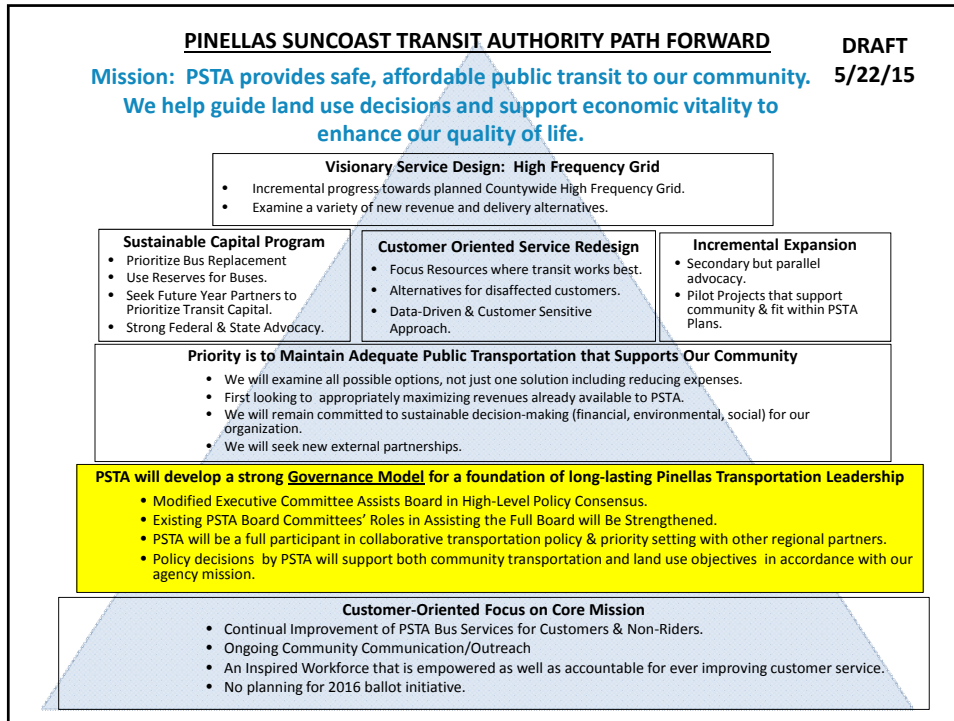
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2. Governance Model

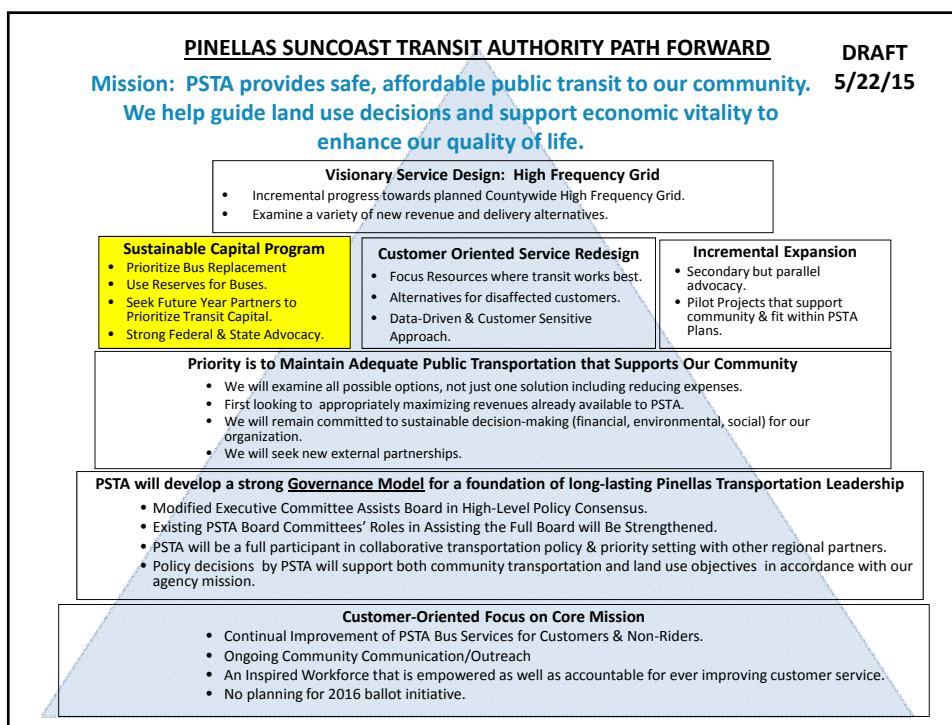
- Open and public discourse with community partners
- Strong relationships and collective priorities
- Enhanced staff relationships as well as board





Five Year Vision Planning

4. Sustainable Capital Program
5. Customer Oriented Service Redesign
6. Incremental Expansion



4. Sustainable Capital Plan

Required for Budget Adherence

Five Year Vision

- Sustainable Bus Replacement Program
- Focuses on System Preservation

Options

- Stabilize bus fleet replacements
- Reprioritize existing 5307 grants
- Use Reserves
- Seek funding partners

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4. Sustainable Capital Plan

- Fleet Management Plan

- Stabilize peaks in aging fleet
- Required to maintain service
- May fluctuate with service changes/reductions



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4. Sustainable Capital Plan

- Reprioritize Federal Formula Grant
- Assumes operating deficit managed through increased revenues
- Allows for bus replacements without reserves until 2019



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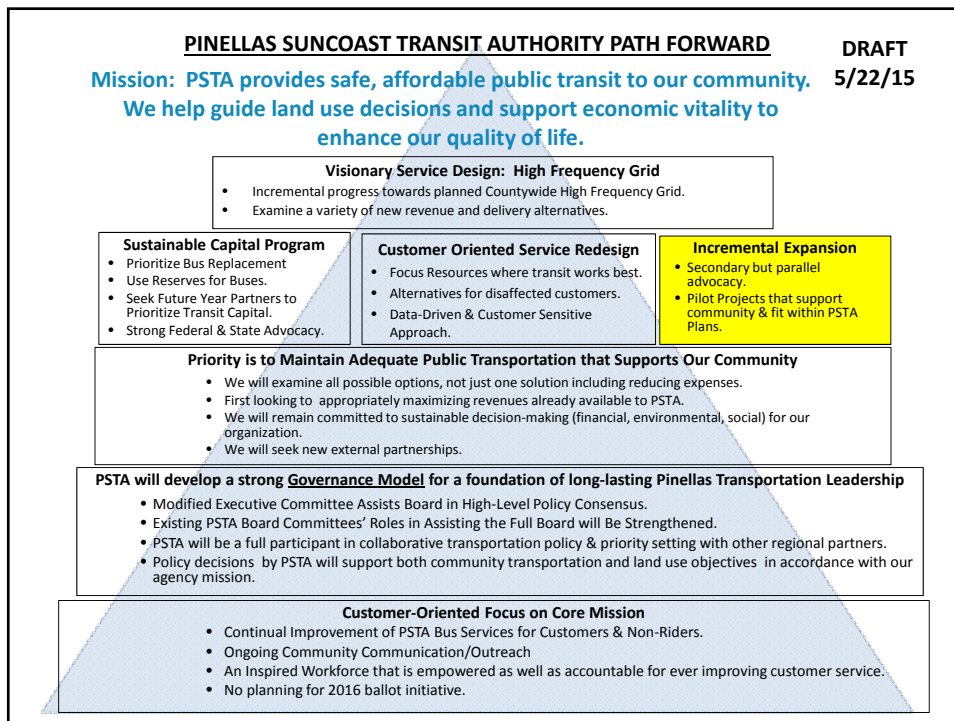
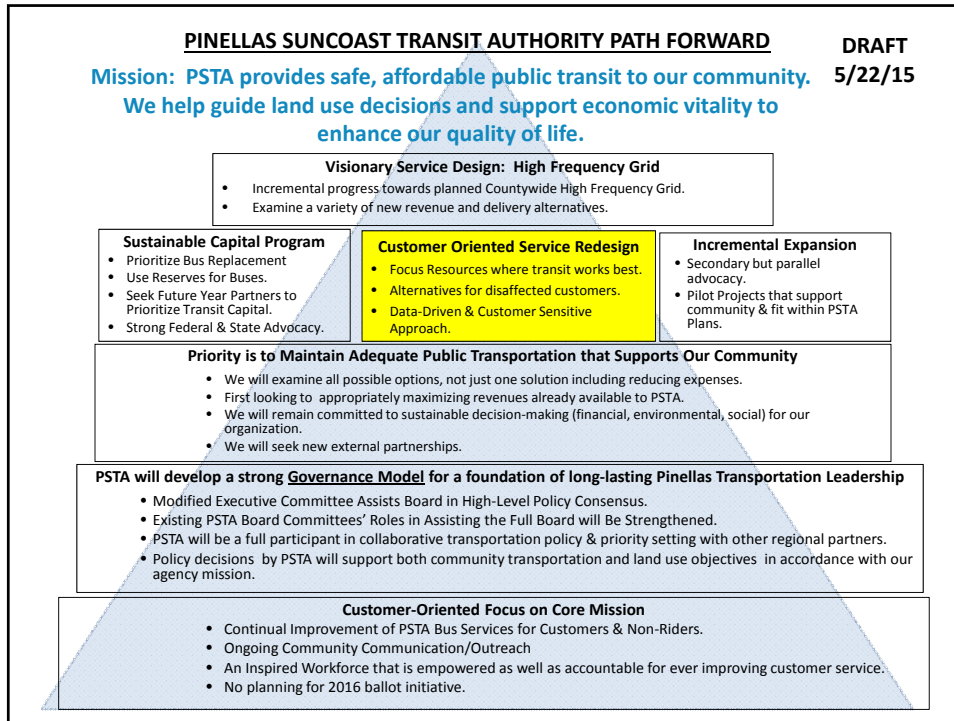
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6. Incremental Expansion

Five Year Vision and Beyond

- Bus Replacements come first
- Build on our best services and long-term community priorities
- Maintain and modernize infrastructure

26



6. Incremental Expansion

PSTA Priority Projects

1. Central Avenue Bus Rapid Transit (BRT)
2. Sustainable Annual Bus Replacement Funding
3. Clearwater Beach to TIA Express Bus Service
4. I-275 Express Lane Express Bus Service
5. Tampa Bay Regional Fare Collection
6. Clearwater Transit Center Replacement

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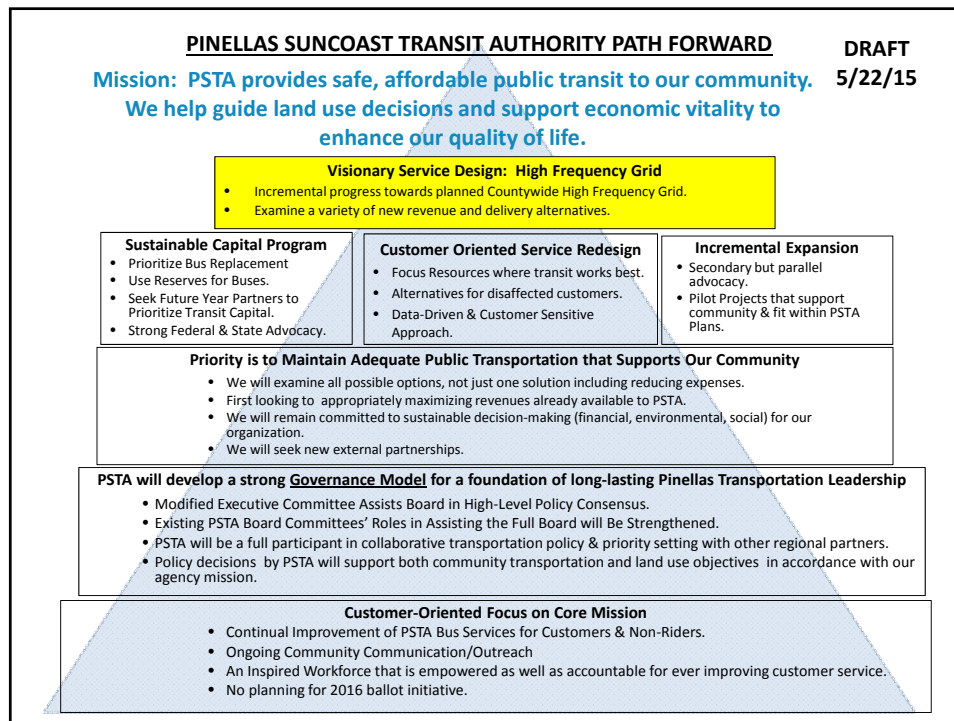
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7. Visionary Service Design

Preparing for Long Term Vision: 10-20 years

High Frequency Grid

- Significant service enhancements
- Ultimate goal for best customer focus
- Would require new funding source(s)
- Longer discussion after shorter term issues are resolved



System Redesign Work Plan (Proposed)

The System Redesign Work Plan is a step by step approach to examining the entire PSTA System in light of the **Community Bus Plan recommendations and current fiscal constraints**. Staff will review each route in the system through a four-step process:

- Route Performance Evaluation
- Route Redesign Concept Development
- Public and Board Engagement
- Recommended Action and Implementation

2015

Group 1 – Lowest Performing Route Adjustments

- Elimination of Routes 58, 444, East Lake Connector
- Realignment of Route 18 to replace Route 58 service to St. Pete College
- Realignment of Routes 1/30
- Split Route 19

2016

Group 2 – Relocation of St. Petersburg Transfer Activity from Williams Park

- Coordinated with City of St. Petersburg
- Review of Downtown Circulation patterns: Route 32 and Looper
- Affects portion of 21 routes

Group 3 – Countryside/Safety Harbor/Oldsmar

- Streamline Route 62 to directly serve Countryside Mall via Belcher Road
- Realignment of Routes 67, 76, or the Oldsmar Connector Route to serve Safety Harbor
- Review ongoing funding alternatives for Jolley Trolley Safety Harbor Route
- Review Oldsmar service to reduce duplication between Route 67 and the Oldsmar Connector

Group 4 – Gateway Area

- Realignment of Routes 4/59, including alternative service on 16th Street
- Realignment of Routes 74 to serve MLK and Beach

Group 5 – St. Petersburg/Pinellas Park/Largo

- Streamline Route 79
- Streamline Route 75 and Route 5
- Realignment of Route 7 to serve Gulfport
- Truncate Route 38 at Northeast Shopping Center
- Evaluate Route 68 for possible combination with Route 38 for service to Madeira Beach

2017

Group 6 – Clearwater/Palm Harbor/Dunedin

- Combination of Routes 66/Jolley Trolley North Coastal Route and realignment of services in Downtown Dunedin area
- Procurement of Trolley Operations
- Realignment of Dunedin/Palm Harbor Connector Route and Route 61 to reduce duplication north of Main Street
- Realign Route 61, including alternative service from Park Street Terminal to Seminole Mall

Group 7 – Gulfport/Pinellas Point/South St. Petersburg

- Consolidate Routes 90/20 and realign
- Evaluate service to Gulfport and South St. Pete and realignment of Routes 7, 14, 15, 23, 79
- Reduce duplication of service in Pinellas Point area through realignment of Routes 4, 11, and 19

Group 8 – Regional Express


- Realignment of Route 100X over Howard Frankland Bridge to Tampa International Airport (TIA)
- New Route 60X from Clearwater Beach to TIA to Downtown Tampa
- Realignment of Route 300X to serve TIA/Westshore

Group 9 – Bus Rapid Transit (BRT) and Beach Trolley Services

- New Central Avenue BRT Route
- Truncate Route 18 and Route 52 at Central Avenue
- Evaluation of Central Avenue Trolley Route as underlying local for BRT Route
- Clearwater Beach/Clearwater-Marine-Aquarium Jolley Trolley Route currently unchanged
- Consider extension of Suncoast Beach Trolley Route south to Pass-A-Grille

Group 10 – Route 52 and Carillon

- Streamline Route 52 and evaluate consolidation with Routes 97 and 98
- Evaluate service to Carillon via Routes 11, 97, and 98



Performance Measurement

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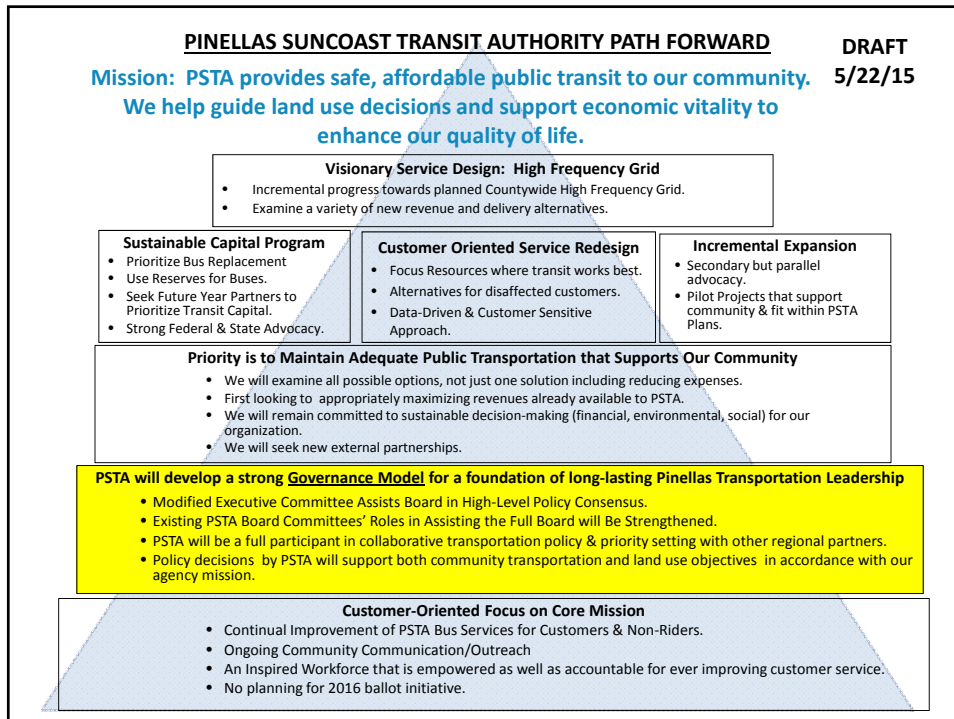
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Customer-Oriented Focus

- A. Approve Williams Park Bus Removal Plan by 1/1/2016.
- B. Surveyed Customer Satisfaction Training by 1/1/2016.
- C. Labor Contract Settlement Including Performance Based Pay by 1/1/2016.
- D. PSTA Community Engagement Action Plan by 1/1/2016.



Strong Governance Model

- A. PSTA & MPO Priority Setting by 7/1/2016.
- B. PSTA & HART Identify Two Collaboration Areas by 7/1/2016.
- C. PSTA Board Member Survey on Committee Effectiveness by 1/1/2016.



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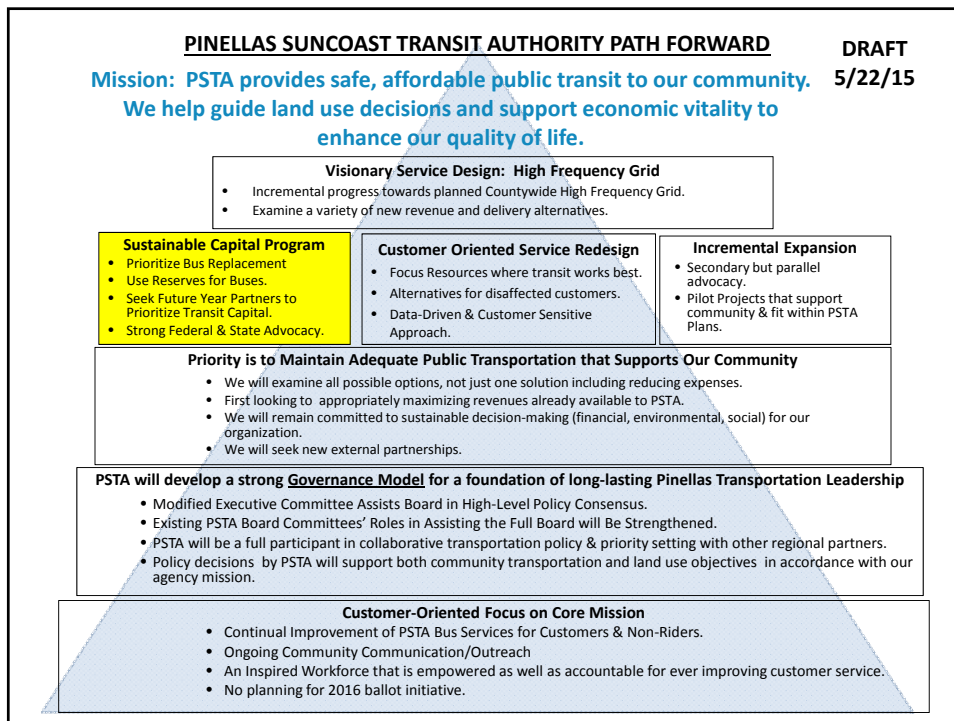
Maintain Community-Supported Transit

A. Adopt FY2016 Balanced Budget.

B. Votes on:

- Fares
- Ad Valorem
- Advertising Policy
- Route Changes
- Focused Capital Plan

by 9/30/2015.

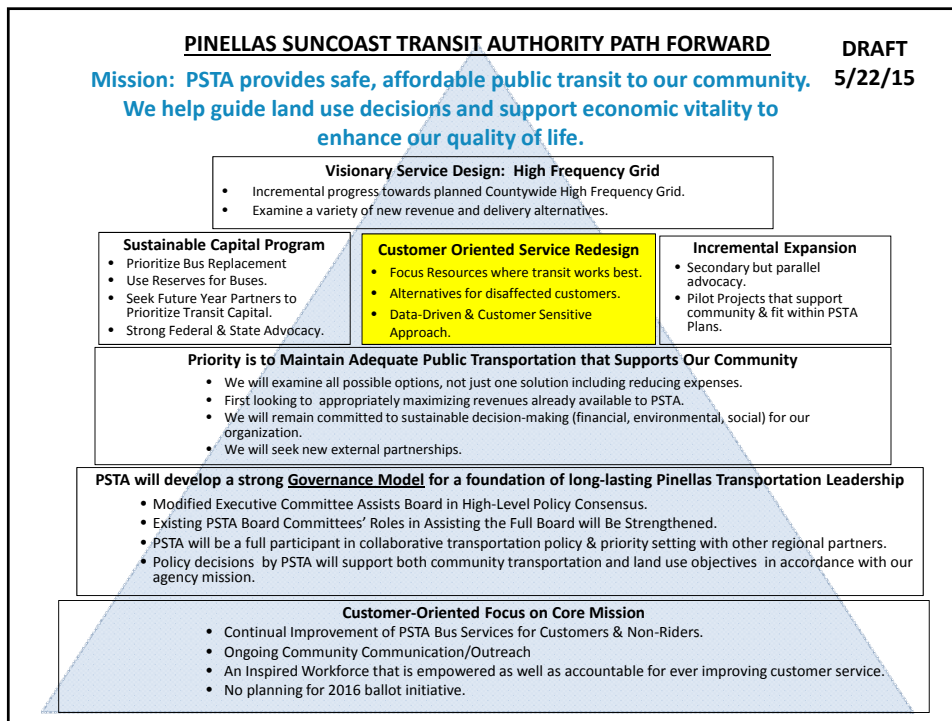


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- A. Federal Lobbyist by 10/1/2015.
- B. STP Funding Consideration by MPO by 7/1/2016.

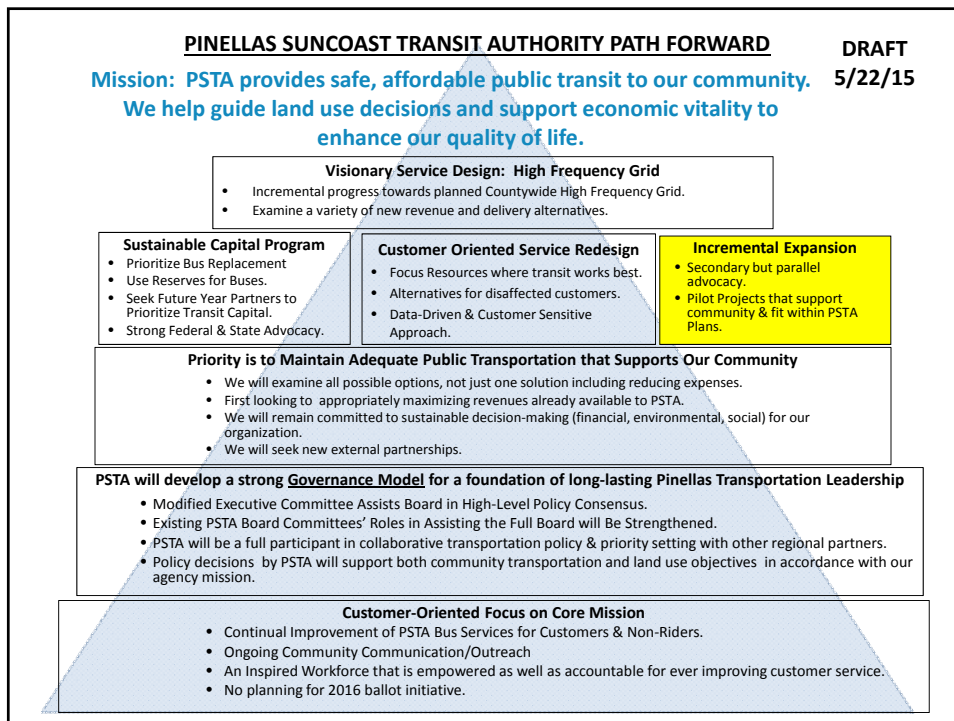


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Customer-Oriented Service Redesign

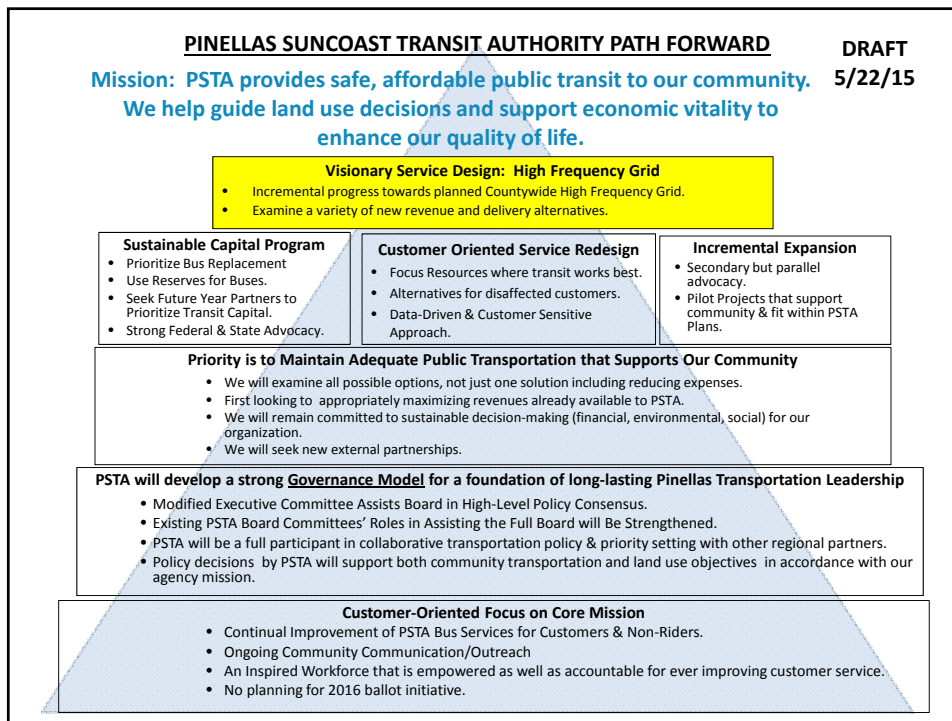
- A. Approve Timeline by 10/1/2015.
- B. Alternatives to/for 50% of affected customers.
- C. Service Redesign Plan Name/Messaging by 10/1/2015.



Incremental Expansion

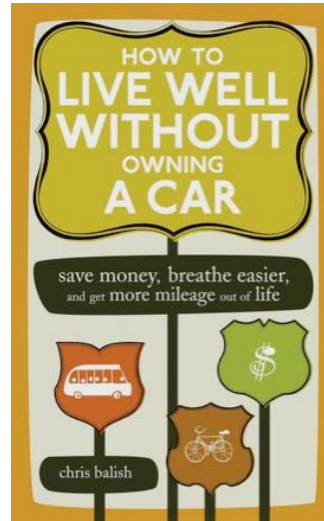
A. BRT Corridor Decisions by 1/1/2016. Federal Application by 7/1/2016.

B. State Legislative Strategy approval by 11/1/2015.



Visionary Service Redesign

- A. St. Pete downtown “car-free” plan by 3/1/2016.
- B. Look at other funding sources for transit frequency improvement by 1/1/2017.
- C. Uber/Lyft Coordination by 1/1/2016.



PSTA Path Forward Plan Accountability: Performance Confirmation

I. Customer-Oriented Focus on Core Mission

- A. Approve Service Plan to Remove Buses from Surrounding St. Pete's Williams Park by January 1, 2016.
- B. Complete Both Pre- and Post- Customer Satisfaction Surveys bracketing new training for all 400 Bus Operators and Customer Service Representatives by January 1, 2016.
- C. Labor Contract Settlement Including Performance Based Pay by January 1, 2016.
- D. PSTA Community Engagement Action Plan by January 1, 2016.

II. PSTA will develop a strong Governance Model

- A. PSTA Board to participate in Metropolitan Planning Organization (MPO) Priority Setting by July 1, 2016.
- B. PSTA and HART Executive Committees will identify at least two new areas of collaboration by July 1, 2016.
- C. A PSTA Board Member Survey to gauge the effectiveness of the PSTA Committee structure will be completed by January 1, 2016.

III. Maintain Adequate Public Transportation that Supports Our Community

- A. Adopt a balanced FY2016 Budget on time.
- B. With strong public involvement take votes on fare, ad valorem, advertising policy, route reduction, and other changes by September 30, 2015.

IV. Sustainable Capital Program

- A. Hire a Federal Lobbyist by October 1, 2015.
- B. Surface Transportation Program (STP) Funding Consideration for Buses by MPO by July 1, 2016.

V. Customer Oriented Service Redesign

- A. Approve Implementation Plan Timeline by October 1, 2015.
- B. Present transportation alternatives to/for at least 50% of affected customers prior to implementation.
- C. Service Redesign Plan Name/Messaging by October 1, 2015.

VI. Incremental Expansion

- A. Decision on Federal qualification by St. Pete & PSTA for Bus Rapid Transit (BRT) Corridor by January 1, 2016. Federal Application by July 1, 2016.
- B. State Legislative Strategy approval by November 1, 2015.

VII. Future Vision: High Frequency Grid

- A. St. Pete downtown “car-free” requirements presentation to PSTA by March 1, 2016.
- B. Examination of other funding sources for transit frequency improvement by PSTA/MPO/Pinellas by January 1, 2017.
- C. At least one formal coordination meeting with Uber/Lyft by January 1, 2016.