



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

PLANNING COMMITTEE MEETING
AGENDA – JANUARY 21, 2015; 10:30 AM
PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		10:30	
2.	PUBLIC COMMENT		10:30	
3.	ACTION ITEMS		10:35	
	A. Committee Officers	10 min	BRAD MILLER	2
	B. November 19, 2014 Meeting Minutes	5 min	CHAIR	3
4.	INFORMATION ITEMS		10:50	
	A. FDOT Bus in Express Lanes	20 min	HEATHER SOBUSH	8
	B. Fare Collection Survey Results	10 min	CHRIS COCHRAN	24
	C. Revised PSTA Financial Forecast Development	30 min	BRAD MILLER	35
5.	FUTURE MEETING SUBJECTS		11:50	
6.	OTHER BUSINESS		11:50	
7.	ADJOURNMENT		11:55	

**THE FEBRUARY COMMITTEE MEETING IS CANCELLED DUE TO WORKSHOP
THE NEXT MEETING IS ALSO CHANGED TO FRIDAY, MARCH 20, 2015
AT 10:30 AM**



ACTION ITEM

3A: Committee Officers

Action: Select New Officers

Staff Resource: Brad Miller, Chief Executive Officer



-
- The Committee will select a Chair and Vice-Chair.
 - Current Chair Bujalski has completed her two-year term but can be appointed to a second term if desired.
 - The Committee does not have a current Vice-Chair.
-

Attachments: None



ACTION ITEM

3B: November 19, 2014 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



-
- Staff recommends approval of the minutes of the November 19, 2014 Planning Committee Meeting.
-

Attachments:

1. Minutes



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**PLANNING COMMITTEE MEETING
MINUTES – NOVEMBER 19, 2014**

The Planning Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 10:30 AM on this date. The purpose of this meeting was to approve the minutes of the September 17, 2014 Planning Committee, to present Greenlight next steps, to discuss Fare Policy public engagement and to present an update on the Homeless Initiative.

Members Present:

Julie Bujalski
Mark Deighton
Patricia Johnson
Bill Jonson

Members Absent:

Janet Long

Also Present:

Brad Miller, CEO
PSTA Staff Members

CALL TO ORDER

Committee Chair Bujalski opened the meeting at 10:45 AM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

September 17, 2014 Meeting Minutes – Ms. Johnson made a motion, seconded by Mr. Deighton to approve the minutes of the September 17, 2014 meeting as amended. The motion passed unanimously.

2015 Meeting Schedule - The Committee reviewed the proposed 2015 Planning Committee Meeting Schedule. Ms. Bujalski questioned the proposed December Planning Committee meeting. The Committee decided to remove the December meeting from the schedule. Mr. Jonson pointed out a conflict with the March 18th meeting, as the Florida League of Cities Legislative Day is also on March 18th. It is uncertain if other Planning Committee members will be attending the Legislative Day, so the schedule will be discussed again at the next Planning Committee meeting. Ms. Johnson made a motion to accept the schedule pending a review of the March 18th meeting and removal of the December meeting, seconded by Mr. Deighton. The motion passed unanimously.

INFORMATION ITEMS

Post Greenlight Next Steps – Cassandra Borchers, Chief Development Officer, informed the Committee that as a result of the transit referendum held on November 4, 2014 not passing, the Planning Department staff is revising the technical documents to reflect that decision.

- Immediate Plans – The Transit Development Plan (TDP) will be revised to document the results and default to the “No New Revenue” funding scenario. Staff is also working with the Pinellas Metropolitan Planning Organization (MPO) to revise the transit element of the Long Range Transportation Plan (LRTP).
- Short Term – Plans are being made for a Board workshop to determine potential route cuts.
- Long Term – New Funding options will be explored. PSTA will continue to engage the community in a dialogue about the future of transit services.

The Committee expressed many opinions as to why the referendum did not pass and wants to ensure that marketing and public outreach plans for future initiatives consider the following:

- Promotion of Transportation Disadvantaged Program
- Trust between PSTA and the public
- Traffic congestion
- Negative aspects of a lack of funding (i.e., route cuts)
- Clearer definition of message by outside campaign
- More specific ballot language

A short discussion followed about a proposed Board workshop scheduled for early 2015. The workshop will give the Board an opportunity to examine the data being

gathered by staff, look at the “No New Revenue” Scenario in the Community Bus Plan and make recommendations for the future.

Fare Policy Public Engagement – Rita Hoffman, Statistical Data Manager, briefly reviewed the details of the Fare Policy adopted by the Board in July of 2014 which included the following objectives:

- Promote transit utilization and occupancy
- Establish equitable fares (Title VI)
- Optimize Fare Revenue Stream
- Improve customer satisfaction, mobility and access
- Improve Operations
- Respect customer privacy

PSTA staff will distribute a survey that explores options for new fare products. Customers will be asked to comment on the types of passes offered and the receptiveness to the use of new fare collection technologies (Smart Card and Mobile ticketing). The survey will include the following questions:

- Are you a permanent resident, seasonal resident or tourist?
- How do you usually pay for your bus fare: cash or pass?
- If you use a pass, where do you usually buy it?
- Which two of the following passes would you be likely to purchase (1-day, 3-day, 7-day, 31-day, other)?
- Would you use a reloadable card to pay fares, similar to a gift card?
- Would you use a mobile phone application to buy bus passes and then pay on-board the bus with your phone?

Results of this survey will be presented at a future meeting.

Homeless Initiative Update – Ross Silvers, Mobility Manager, Briefly updated the Committee on the progress of the Homeless Initiative, a project begun by the Transit Riders Advisory Committee (TRAC) in September 2014. In collaboration with the Homeless Leadership Board, PSTA has compiled a list of the service providers for the homeless in our transit area. In addition, staff has developed an interactive map which details these locations and will be posted on the PSTA web site.

The TRAC will hold a special meeting prior to the next Committee meeting on January 20th to decide if a sub-committee is needed to make decisions on the print format of this information, or if this can be handled through regular TRAC meetings.

OTHER BUSINESS

Ms. Bujalski expressed a desire to have the Planning Committee Meetings televised. Mr. Miller stated that a project is underway to allow for live-streaming of meetings in the future. Updates will be discussed as they occur.

ADJOURNMENT

The meeting was adjourned at 12:03 PM.

The next Planning Committee meeting will be held on January 21, 2014 at 10:30 AM.



INFORMATION ITEM

4A: FDOT Bus in Express Lanes

Action: Information Item

Staff Resource: Heather Sobush, Senior Planner

PLANNING

Background:

- The Florida Department of Transportation (FDOT) District 7 Tampa Bay Express (TBX) plan contemplates new express toll lanes throughout the region to be built next to existing lanes in the I-275, I-75 and I-4 rights-of-way.
- FDOT is currently evaluating express lanes along these corridors and the use of “dynamic” pricing wherein tolls rates would rise as traffic congestion increases and decreases as congestion lessens. FDOT is considering design-build and public-private partnership delivery methods to implement the TBX master plan.
- FDOT is also evaluating whether express lanes on I-275 could support rapid transit. Potential stop locations include I-275/Fletcher Avenue, downtown Tampa, Westshore, Carillon/Greater Gateway, and downtown St. Petersburg. The study has also identified three operating scenarios with different combinations of bus frequency and hours of service.
- PSTA currently operates an express route from Ulmerton Road to Tampa via I-275 and the current vision plan includes express service from downtown St. Petersburg to Westshore/Tampa International Airport and downtown Tampa. Express buses could operate in the express lanes to decrease travel time between activity centers in Pinellas County and Hillsborough County.
- The study has not identified, nor committed FDOT or any party to the significant operating and capital expenses of providing a transit option in these lanes.
- FDOT will present an overview of the Express Bus in Express Lanes Study, and provide an opportunity to comment on three identified operating scenarios.

Attachments:

1. PowerPoint

Tampa Bay Express Lanes and Intermodal System



TBX



Express Bus in Tampa Bay Express Lanes Study



TAMPA BAY EXPRESS

A NEW CHOICE FOR A FASTER COMMUTE



Express Bus in Tampa Bay Express Lanes



SCREEN 1 - Connections

Purpose:

What are the best routes for connecting key destinations?
Where are the best locations for express bus stations?

Key Decisions:

- Which routes move riders quickly between destinations?
- Which routes serve the most riders?
- Which stations provide the best access to key destinations?

Six Alternatives to Four:

- Two Study Area corridors
- Three routes per corridor
- Consistent station spacing, allowing greatest amount of access
- Consistent service frequency

SCREEN 2 - Operations

Purpose:

What are the most efficient service characteristics?

Key Decisions:

- What is the optimal operating scenario?
- What are the most productive service frequencies?

Four Alternatives to Two:

- One corridor
- Four scenarios that test operational refinements.
- Varying service frequency.

PREFERRED OPTION

Purpose:

Which alternative is preferred and what are the implementation considerations?

Key Decisions:

- Are the operating costs reasonable?
- How much capital investment is required?
- How feasible is implementation?
- What are the benefits of implementation?

Two Alternatives to One (Preferred Option):

- One corridor
- Test varying service types (All day vs. peak only)
- Refine service frequency to improve cost effectiveness

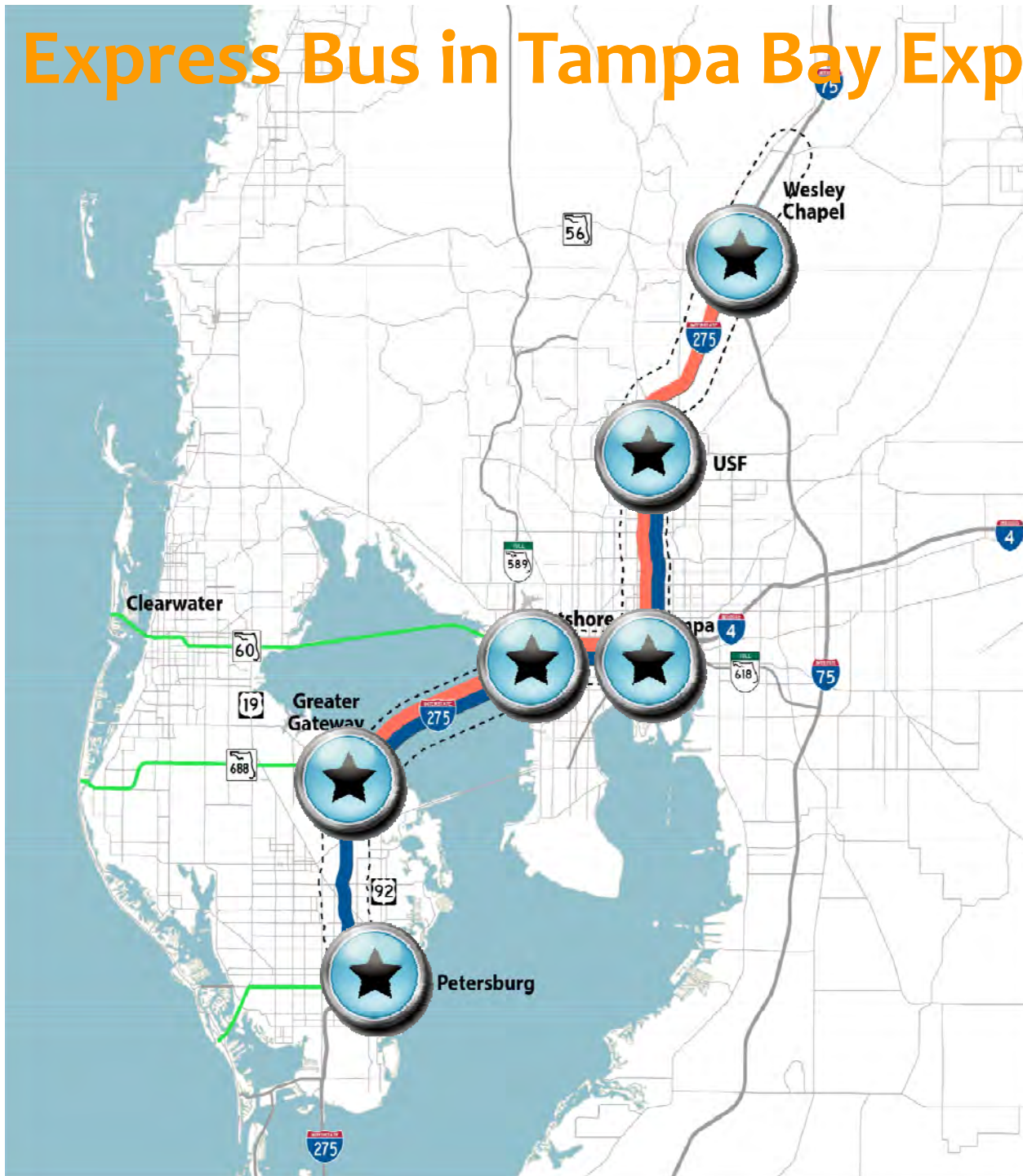
Evaluation Criteria

- ◆ Forecasted Ridership
- ◆ Productivity (Riders per Mile)
- ◆ Transit Travel Times Between Destinations

- ◆ Forecasted Ridership
- ◆ Cost (O & M per passenger mile)
- ◆ Productivity (Passenger miles per revenue miles)

- ◆ Forecasted Ridership
- ◆ Cost to Operate and Implement
- ◆ Productivity (Passenger trips per revenue mile)
- ◆ Productivity (Passenger trips per vehicle trip)

Express Bus in Tampa Bay Express Lanes



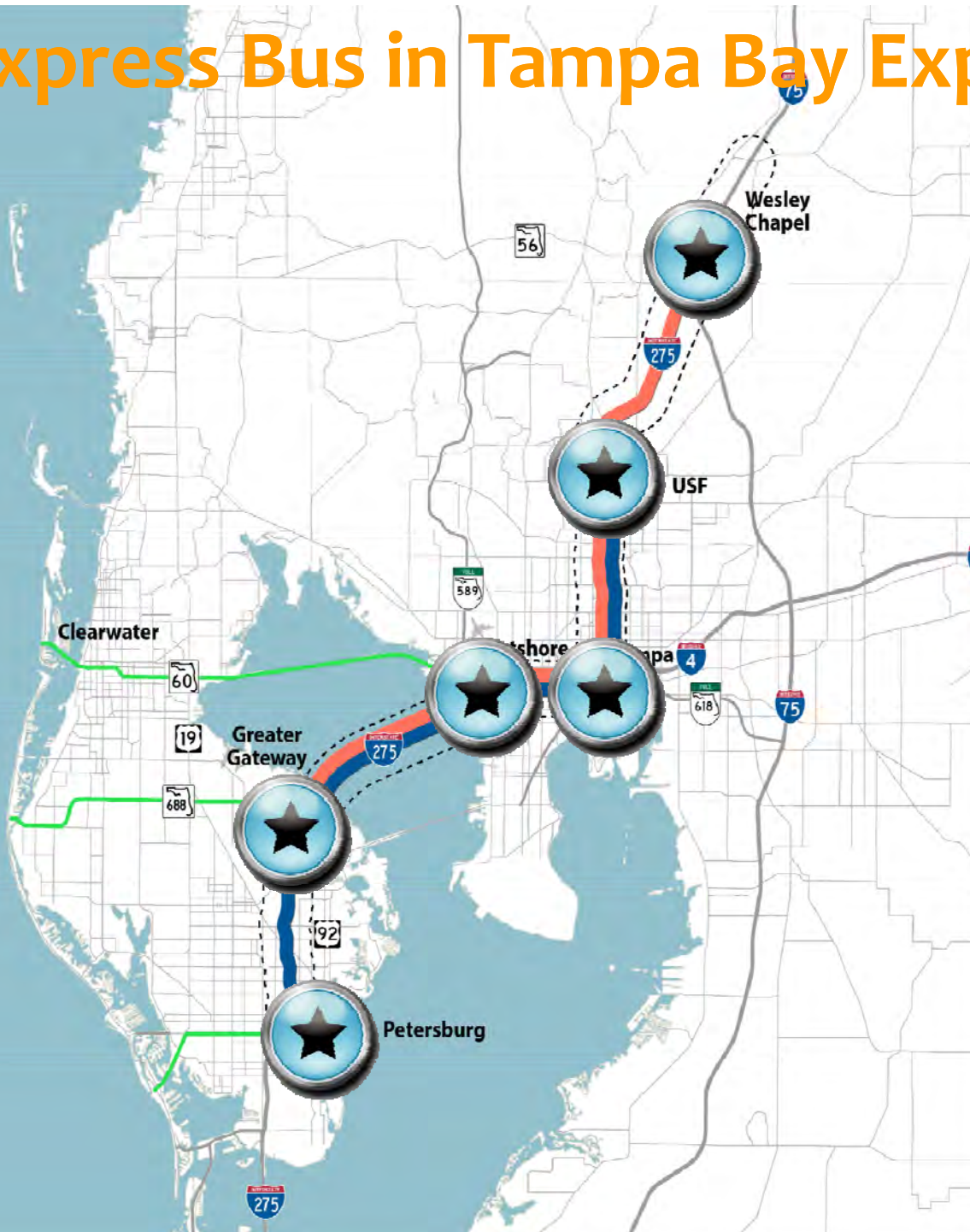
Las Vegas, NV.



Los Angeles, CA.



Express Bus in Tampa Bay Express Lanes



Characteristics

Mon – Fri:

- A) 5:30AM – 10:30PM
- B) 5:30AM – 10:30PM
- C) 6AM – 9AM; 4PM – 7PM

Sat & Sun:

- A) 8:30AM – 10:30PM
- B) 8:30AM – 10:30PM
- C) None

Service Options:

- A) Every 15/30 Minutes
- B) Every 30/60 Minutes
- C) Every 10 Minutes (Peak Only)



Express Bus in Tampa Bay Express Lanes



Potential
Station
Locations:
SR 56



TAMPA BAY EXPRESS

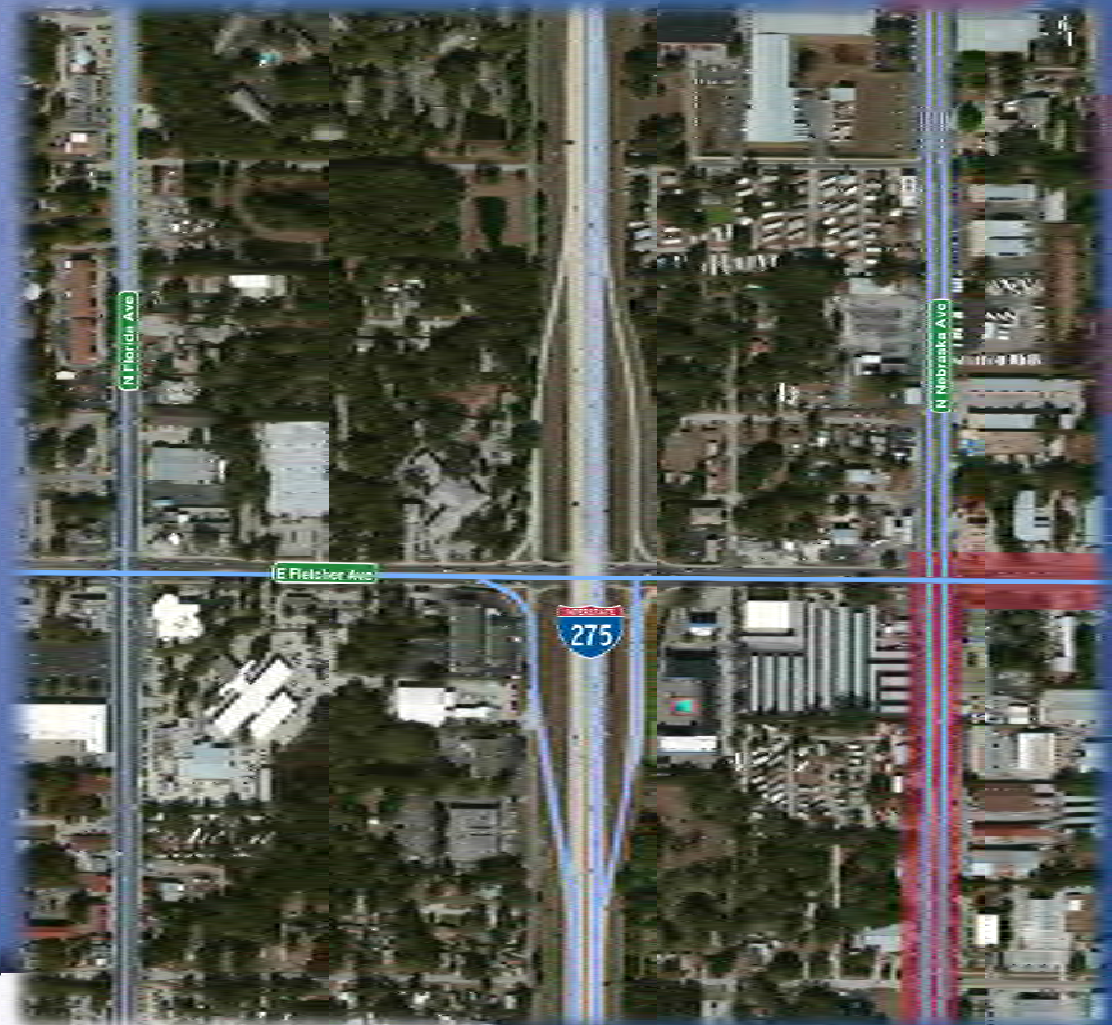
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Express Bus in Tampa Bay Express Lanes



Potential
Station
Locations:
Fletcher Ave.



TAMPA BAY EXPRESS

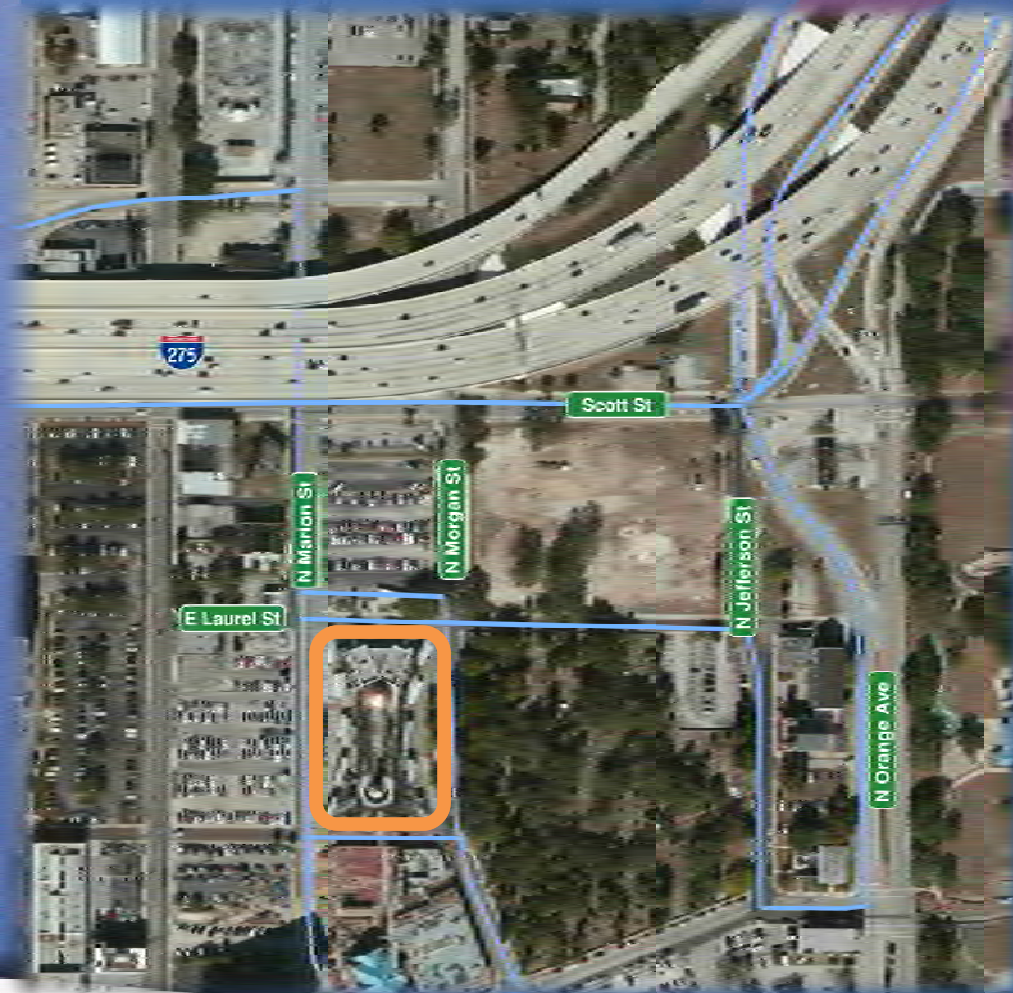
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Express Bus in Tampa Bay Express Lanes



Potential Station Locations:
Downtown Tampa



TAMPA BAY EXPRESS

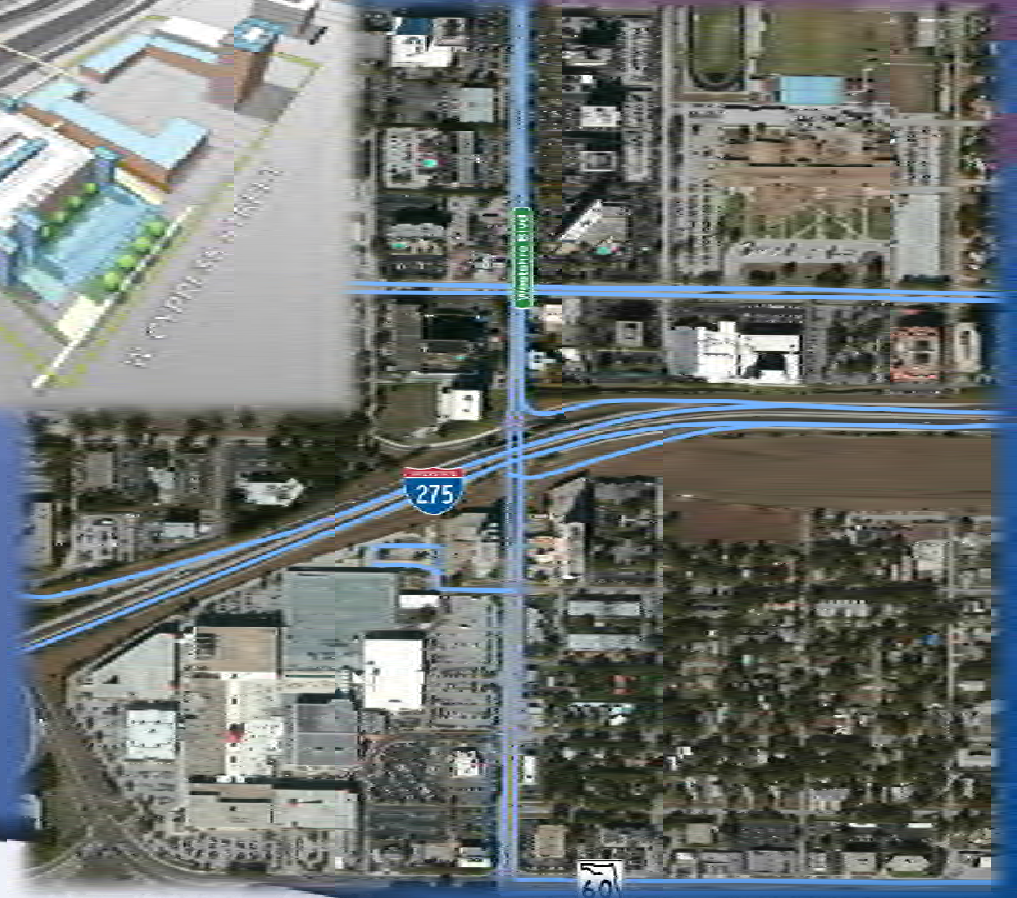
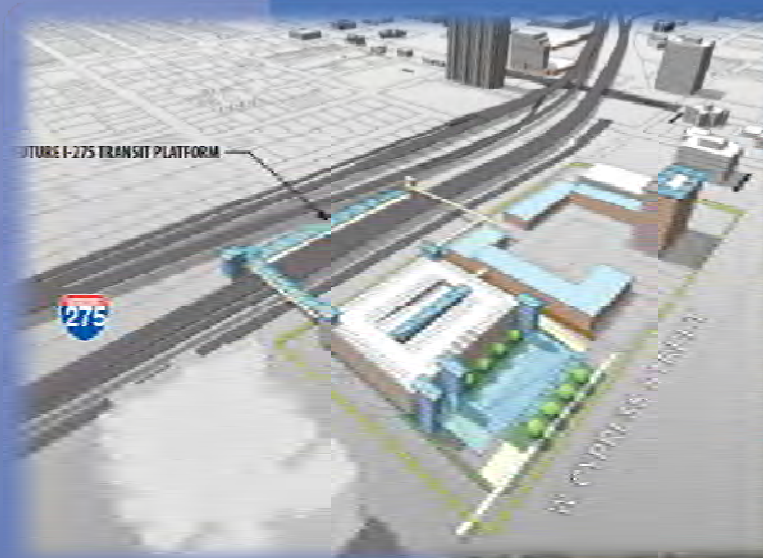
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Express Bus in Tampa Bay Express Lanes



Potential
Station
Locations:
Westshore
Intermodal
Center



TAMPA BAY EXPRESS

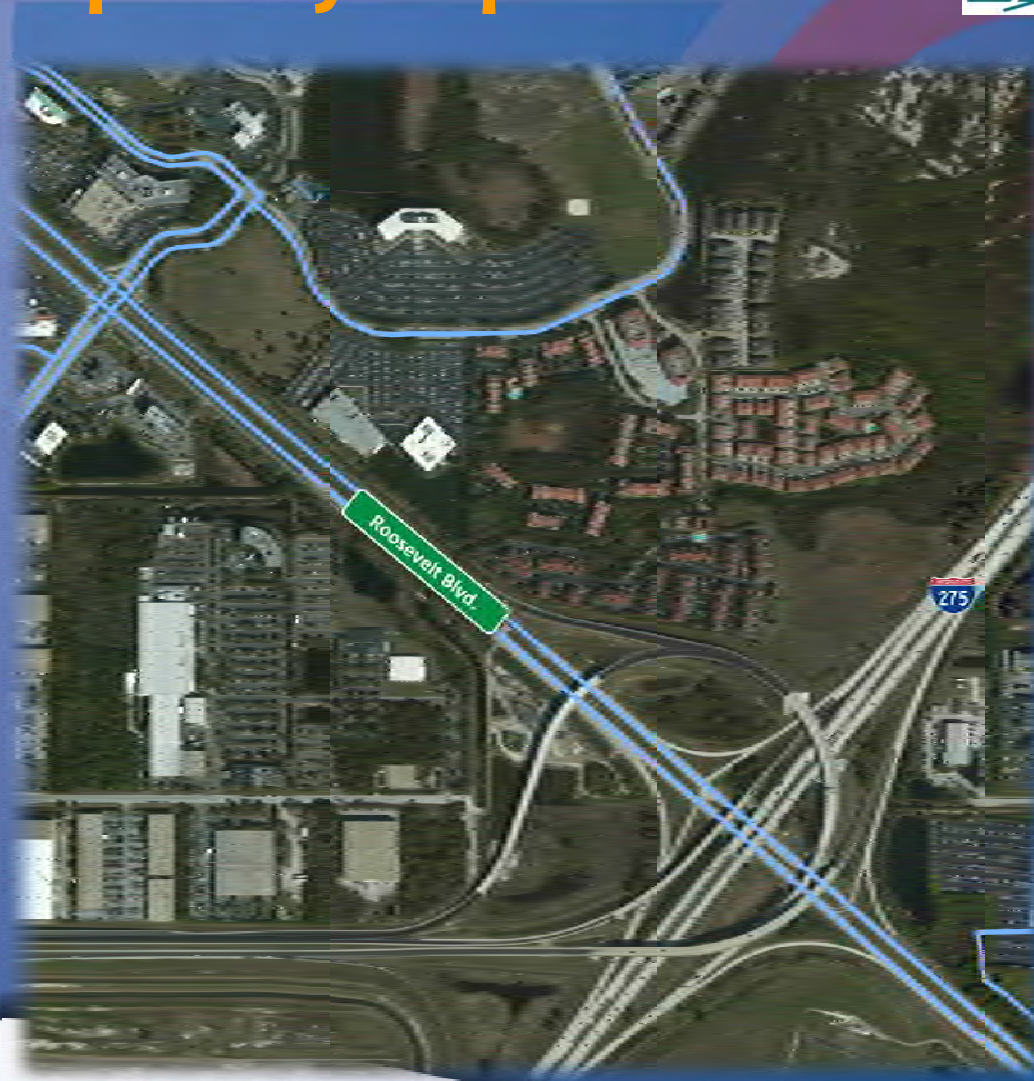
A NEW CHOICE FOR A FASTER COMMUTE



Express Bus in Tampa Bay Express Lanes



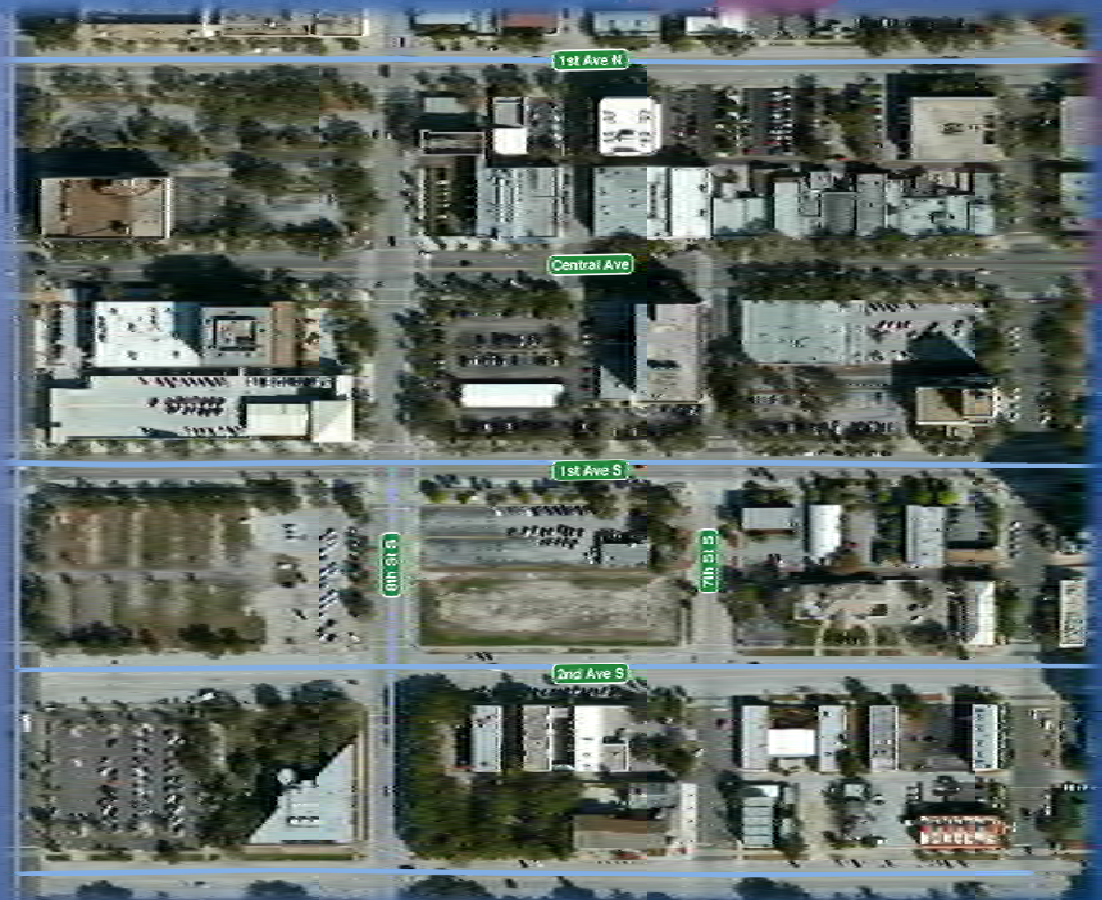
Potential Station Locations: Greater Gateway



Express Bus in Tampa Bay Express Lanes



Potential Station Locations: Downtown St. Petersburg



TAMPA BAY EXPRESS

A NEW CHOICE FOR A FASTER COMMUTE



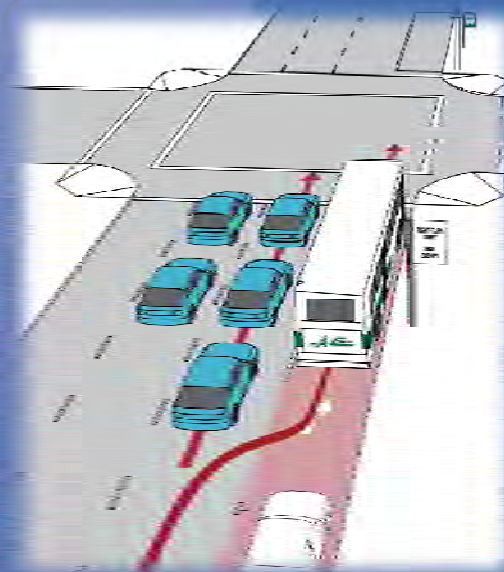
Express Bus in Tampa Bay Express Lanes



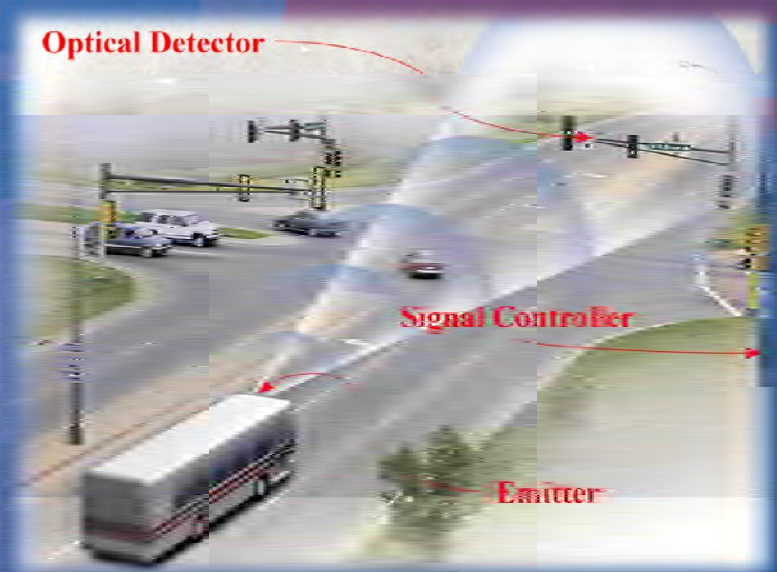
Station Access



Bus Only Lanes



Queue Jumps



Signal Priority



Express Bus in Tampa Bay Express Lanes



PUBLIC ENGAGEMENT

- **Workshop Series**
 - Coordinated with Express Lanes Workshops
- **Public Materials for Distribution**
- **Continued Stakeholder Outreach**
 - MPO Boards/Committees, TMA
 - HART, PCPT, PSTA and TBARTA
 - Community and Agency

(Greater Tampa Chamber, New North Transportation Alliance, St. Petersburg Chamber, Tampa Bay Partnership, Tampa Bay Regional Planning Council, Tampa Downtown Partnership, Tampa International Airport and Westshore Alliance)



Express Bus in Tampa Bay Express Lanes Study



TAMPA BAY EXPRESS

A NEW CHOICE FOR A FASTER COMMUTE





INFORMATION ITEM

4B: Fare Collection Survey Results

Action: Information Item

Staff Resource: Chris Cochran, Senior Planner

PLANNING

Background

- With the development of new regional fare collection technology, the PSTA staff is in the process of analyzing the fare products offered to ensure that all potential options are compatible with the technology selected and included in the Request for Proposal (RFP) to minimize changes later. It is also an opportunity to streamline and simplify the pass products for our passengers.

Summary:

- PSTA conducted a survey from December 1 to December 7, 2014 to determine the types of passes and fare collection technology our riders are interested in using. The survey was conducted online, and paper copies were available at the PSTA Customer Service Centers. Passengers were invited to participate via an onboard notice, web banner on PSTA.net, and a text message sent to Real Time subscribers.
- Of the 2,615 responses collected, 90% were full time residents of Pinellas County, and most would be considered regular riders with 65% riding five or more days per week. Nearly 60% of the respondents usually pay on board with cash. Of the 40% who use a bus pass, 48% use a 31-Day GO Card, 20% use a 7-Day, and 20% use a daily. Those three pass types were selected from the list as likely to be purchased.
- Overall, 20% of the respondents are interested in a 3-day pass. Of seasonal residents and tourists, 64% selected the 3-Day pass as one they would be likely to purchase.
- Riders responded with a high level of interest to the two new fare collection technologies that were described in the survey: 93% responded “maybe” or “likely” to use a durable, reloadable smartcard, and 86% responded “maybe” or “likely” to use a mobile smartphone application.

Conclusion:

- The Regional Fare Collection project is correctly focused on introducing fare payment technologies that passengers are interested in using. Current multi-day pass types are meeting the needs of the riders, and a 3-day pass targeted to seasonal residents and tourists could be a valid addition to the collection of pass types.

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Attachments:

1. PowerPoint

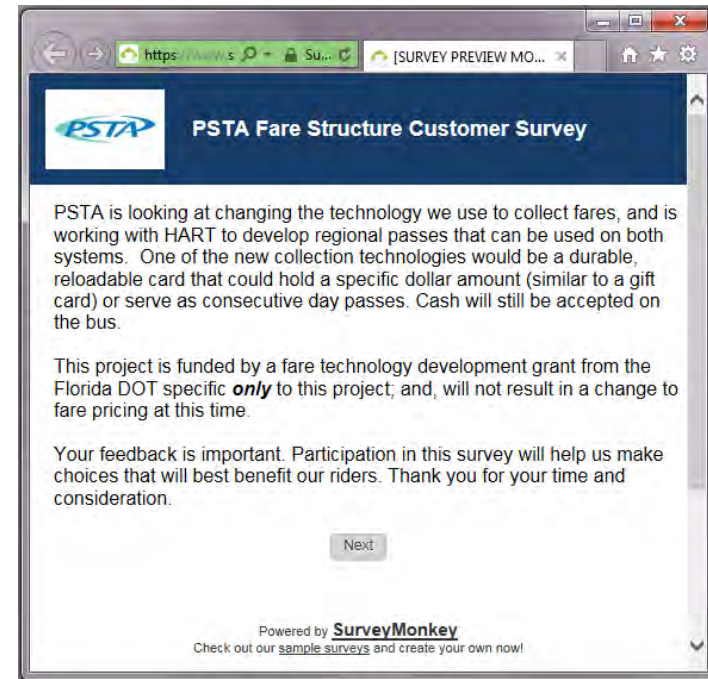


Passenger Bus Pass Survey Results

Transit Riders Advisory Committee – January 20, 2015
Board Planning Committee – January 21, 2015

Background

- Inform Fare Policy Development
- Conducted survey online, with printed surveys also available at the terminals December 1 to 7, 2014
- Advertised
 - On board
 - Web/Social Media
 - Text to real time users



Question 1:

Are you a Tampa Bay Resident or a Visitor/Tourist?

Resident (**Question 2:**)
How many days a week do you ride?

Seasonal Resident (**Question 3:**)
How many months per year do you live
in the area?

Visitor/Tourist (**Question 4:**)
How many days are you staying in the
area?

Question 5:

How do you usually pay your fare?

Cash: Skip to question 8

Bus Pass (**Question 6:**)
Which type of bus pass?
Question 7:
Where did you purchase your bus pass?

Question 8:

Thinking about consecutive day passes, which two below would you be most likely to purchase? Reduced and Regional Fares would be available for all of these options as well. (You may select up to 2)?

Question 9:

Would you be interested in a Family Pass (example: 2 Adults, 2 Children)?

Question 10:

Are there other types of passes you think we should consider?

Question 11:

Suppose PSTA also offered you the ability to load money on a card in advance of travel (similar to Sunpass). You could use this card in place of cash when paying your fare on the bus. How likely would you be to use this feature?

Question 12:

PSTA is also considering a mobile phone application that you could use to load cash value or passes in advance by using your Smartphone. You could then use the app on your phone to pay your fare on the bus. How likely would you be to use this?

Question 13:

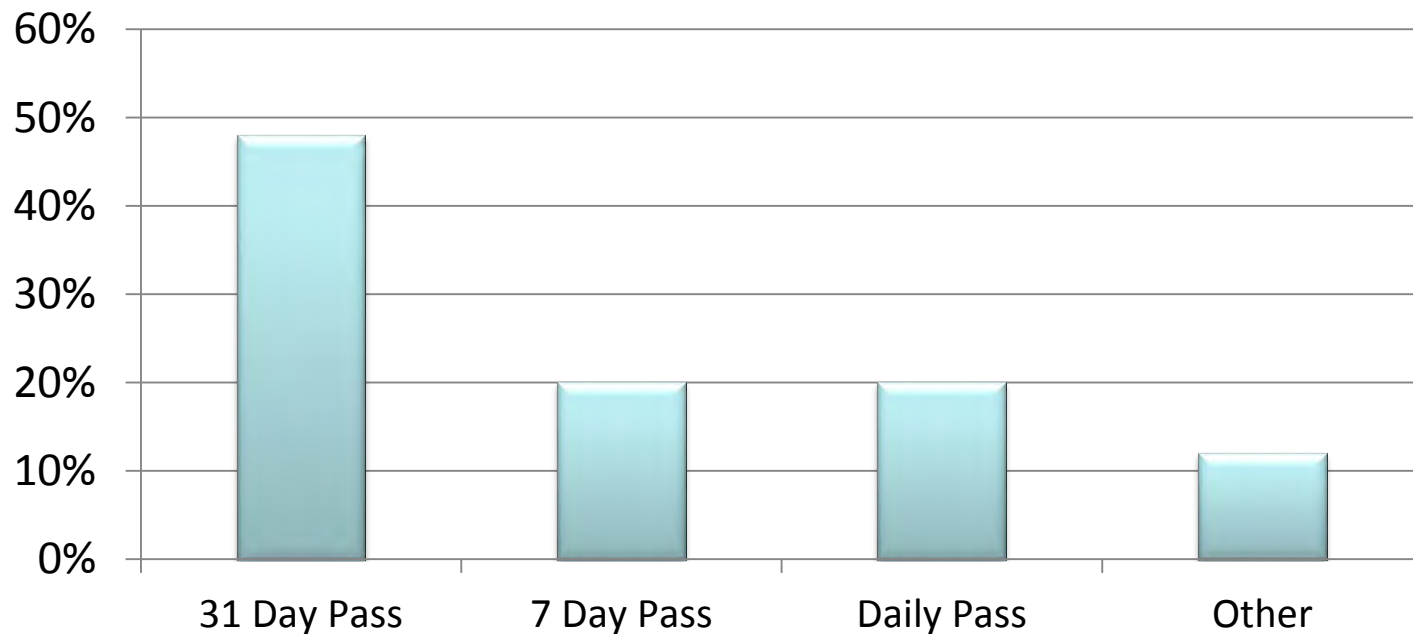
Do you have any additional comments to share about how fares are paid?

Question 14:

If you wish to be entered in a prize drawing (31-Day GO card or restaurant gift certificate), please provide your contact information below:

Results

- 90% of respondents were permanent residents
- 65% riding 5 or more days per week
- 40% use a bus pass



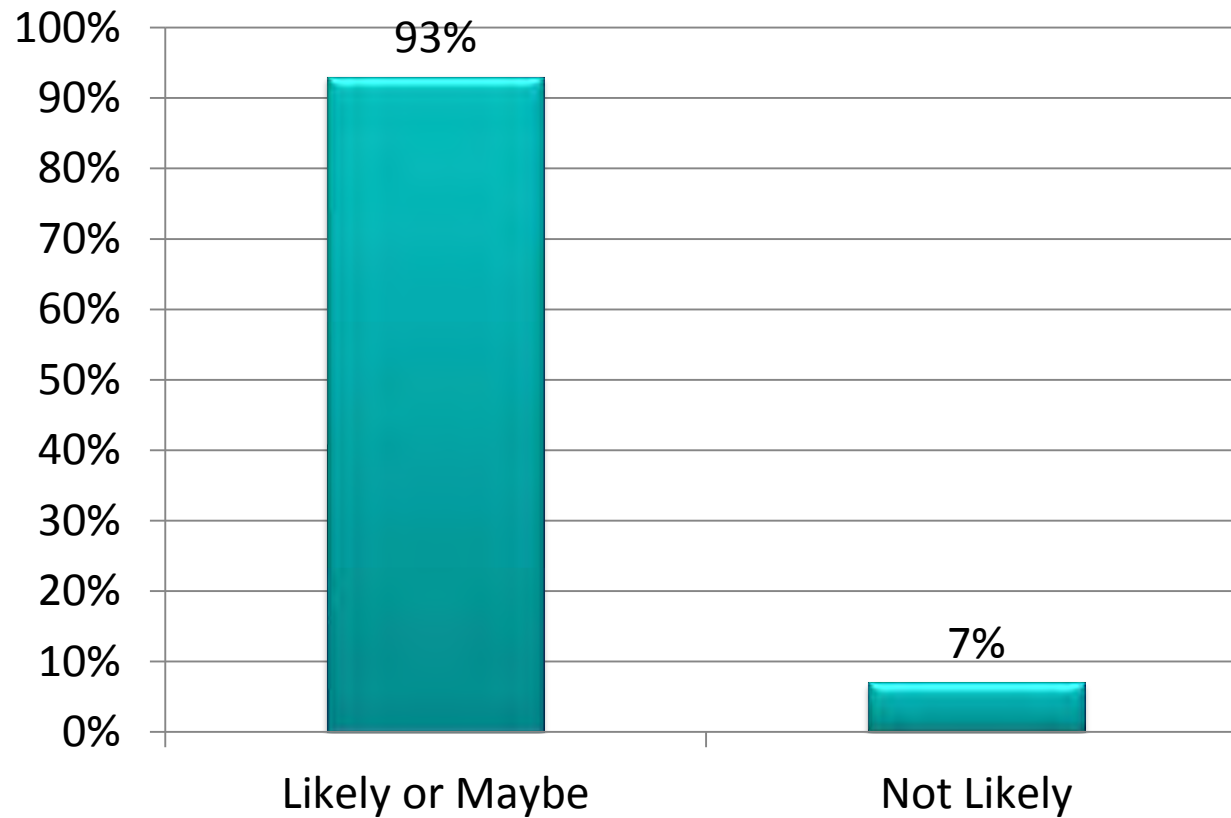
*Totals include regular and reduced fares for each respective cate

Interest in New Pass Types

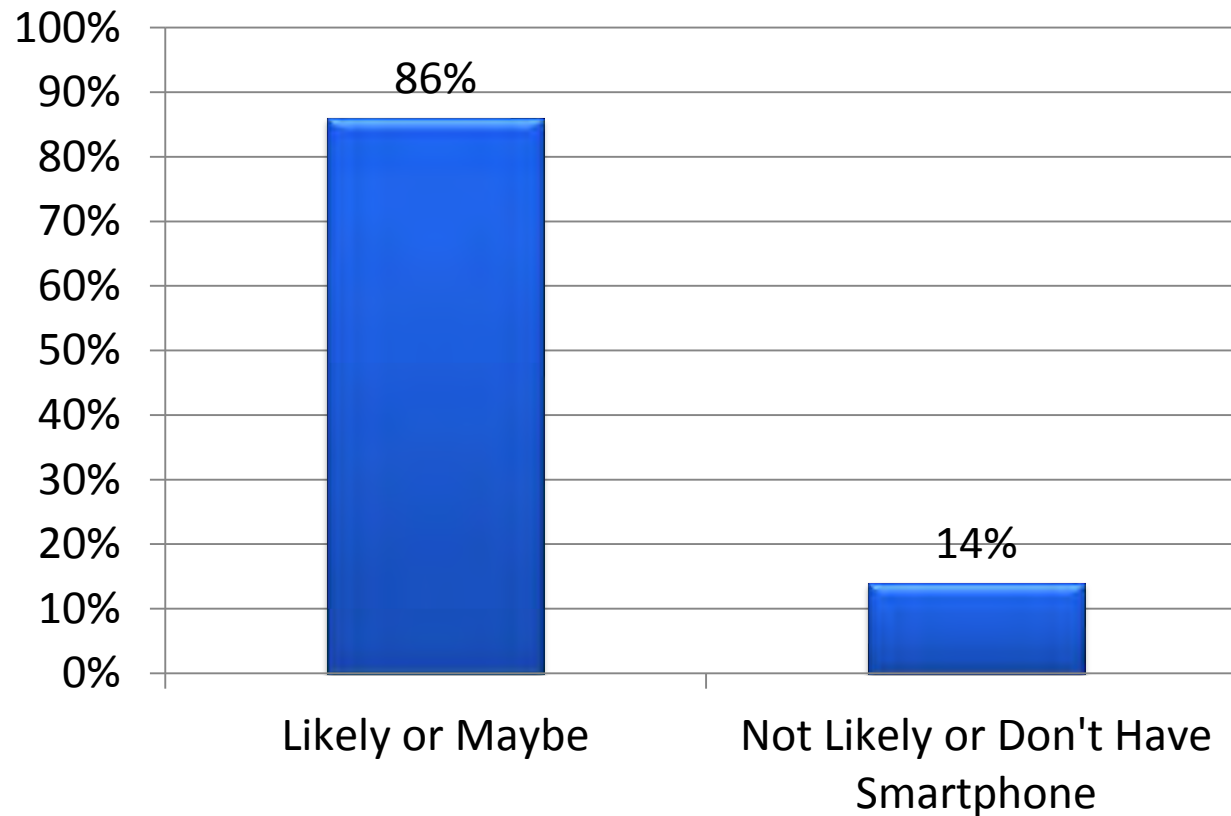
- 3-Day Pass
 - 20% yes overall
 - **64% yes among seasonal residents and visitors**
- Family Pass
 - 42% yes
 - 58% no



Interest in Smart Card



Interest in Smartphone App.



Other Comments

- On board change
- Credit/Debit card options
- Apple Pay/Google Wallet

Conclusions

- Riders are interested in new fare payment technologies
- Current multi-day pass types are meeting the needs of the riders
- A 3-day pass targeted to seasonal residents and tourists could be a valid addition to the collection of pass types
- Next steps





INFORMATION ITEM

4C: Revised PSTA Financial Forecast Development

Action: Information Item

Staff Resource: Brad Miller, Chief Executive Officer

PLANNING

Summary

- Prior to next month's facilitated PSTA Board Workshop (replacing the Planning Committee scheduled for that date), PSTA staff is working to develop revised long-term financial projections for providing its existing transit service levels, reduced service levels, and the costs of incrementally improving PSTA transit services.
- In order to allow the most input at the workshop from all 15 PSTA Board members:
 - 1-on-1 interviews with PSTA's facilitator or other consultant working with him are being conducted with all board members.
 - Staff will present its draft revised forecasts at the PSTA Finance, Planning, and Legislative Committees with a summary presentation at the PSTA Board meeting on January 28, 2015. This way, all 15 PSTA Board members will have an opportunity in advance of Workshop to understand the financial assumptions and policy implications in PSTA's long-term forecasts.
- A PowerPoint presentation will be shown at the meeting with this draft information.

Attachments:

1. PowerPoint (to follow)