



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 – OCTOBER 21, 2015; 10:30 AM
PSTA AUDITORIUM

| | | <u>APPROX. TIME</u> | <u>PAGE</u> |
|----|---|---------------------|-------------------------|
| 1. | CALL TO ORDER | 10:30 | |
| 2. | PUBLIC COMMENT | 10:30 | |
| 3. | PRESENTATION | 10:35 | |
| | A. Ray Chiaramonte, TBARTA | 10 min | 2 |
| 4. | ACTION ITEMS | 10:45 | |
| | A. September 16, 2015 Meeting Minutes | | 17 |
| | B. 2016 Meeting Schedule | 5 min | COMM. CHAIR BUJALSKI 22 |
| 5. | INFORMATION ITEMS | 10:50 | |
| | A. East Lake Trans. Alternatives Pilot | 10 min | BRAD MILLER 24 |
| 6. | SERVICE REDESIGN WORKSHOPS | 11:00 | |
| | A. Community Bus Plan Review | 20 min | CASSANDRA BORCHERS 30 |
| | B. System Redesign Phase 2 - Williams Park | 30 min | HEATHER SOBUSH 44 |
| 7. | FUTURE MEETING SUBJECTS | 11:50 | |
| | • Approval of February 2016 Service Redesign | | |
| | • Approval of Regional Fare Collection | | |
| 8. | OTHER BUSINESS | 12:00 | |
| 9. | ADJOURNMENT | 12:00 | |

THE NEXT MEETING IS NOVEMBER 18, 2015 AT 10:30 AM



PRESENTATIONS

3A: Tampa Bay Area Regional Transportation Authority (TBARTA)

Action: Information Item

Staff Resource: Cassandra Borchers, CDO
Ray Chiamonte, TBARTA's Exec. Dir.



Background:

- Established by the Florida State Legislature in July 2007, the Tampa Bay Area Regional Transportation Authority (TBARTA) is required to coordinate and establish a Regional Transportation Master Plan for the seven county region including Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, and Sarasota Counties.
- In 2009, TBARTA adopted a Regional Transportation Master Plan for a balanced transportation system to guide the region and ensuring a single regional vision implemented in a cohesive, balancing the movement of passengers and freight.
- The Master Plan is updated every two years to reflect changes in the regional plans and long-term vision. The 2015 Master Plan Update included incorporating the cost feasible elements of the Metropolitan Planning Organizations (MPOs) Long Range Transportation Plans (LRTPs) as the Mid-Term component of the Master Plan; including the West Central Florida MPOs Chairs Coordinating Committee (CCC) Multi-Use Trails; a new regional Transportation Demand Management (TDM) plan, and joint public involvement with the CCC. The Master Plan serves as the Regional LRTP and was developed in close coordination with the CCC Staff Directors.
- The TBARTA Board of Directors adopted the 2015 Regional Transportation Master Plan Update on June 12, 2015. Since adoption, TBARTA staff has presented the Master Plan Update to the region's County Commissions, MPOs, transit agencies, Chambers, and regional transportation partners and stakeholders.

Attachments:

1. PowerPoint



2015 TBARTA Master Plan Update

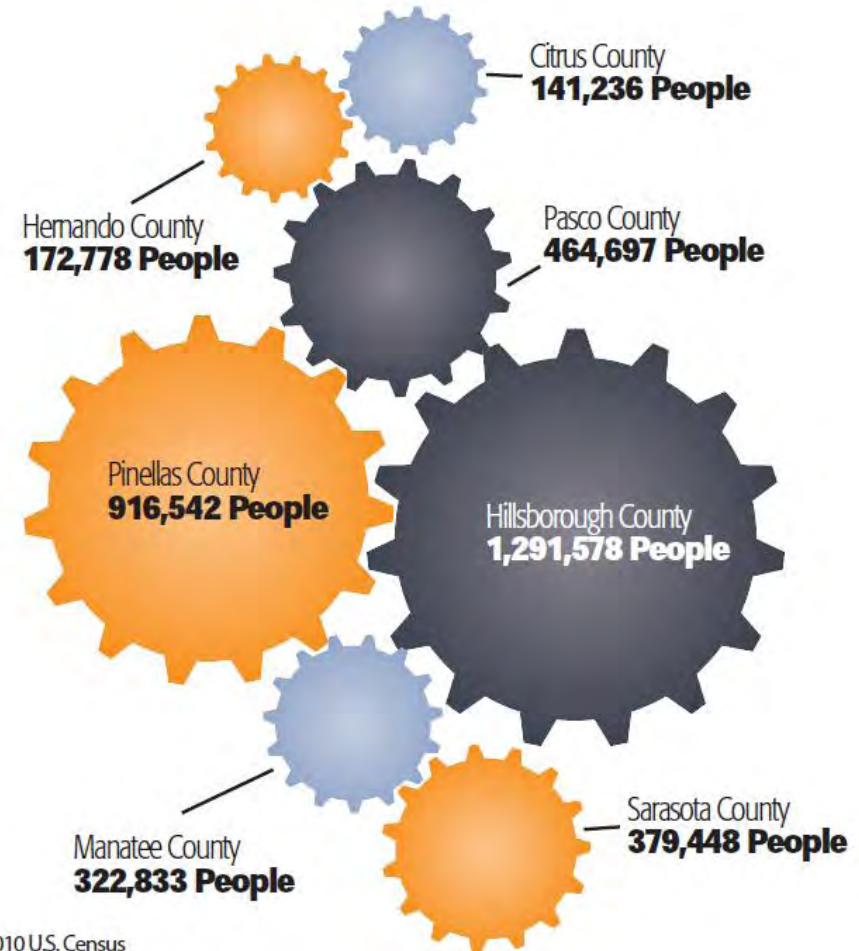
Pinellas Suncoast Transit Authority



TBARTA- By the Numbers

One Region
One Plan
One Voice

- 2 FDOT Districts (1 & 7)
- 2 Toll Authorities
- 2 RPCs
- 5 MPOs
- 3 Seaports
- 3 Commercial Airports
- 7 Counties
- 7 Transit Providers
- 46 Cities



*Source: 2010 U.S. Census

Priorities

Future Priorities

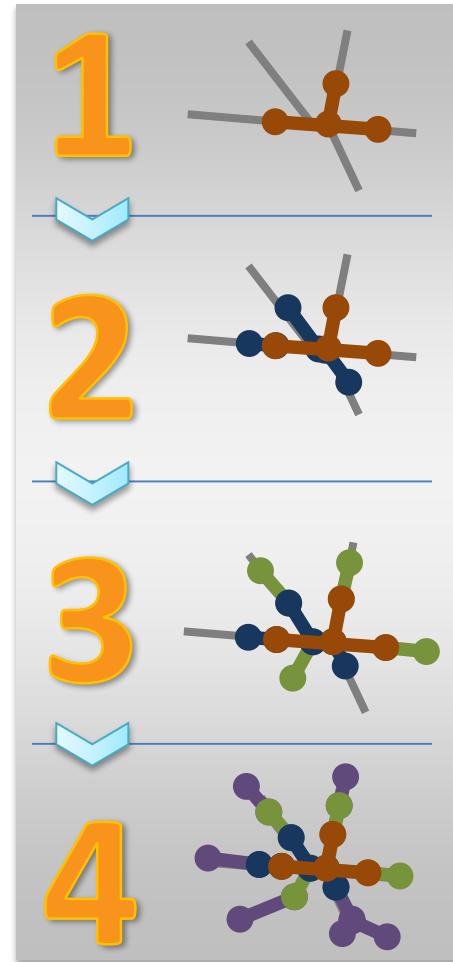
CCC & TMA Priorities, 10-year SIS Plan

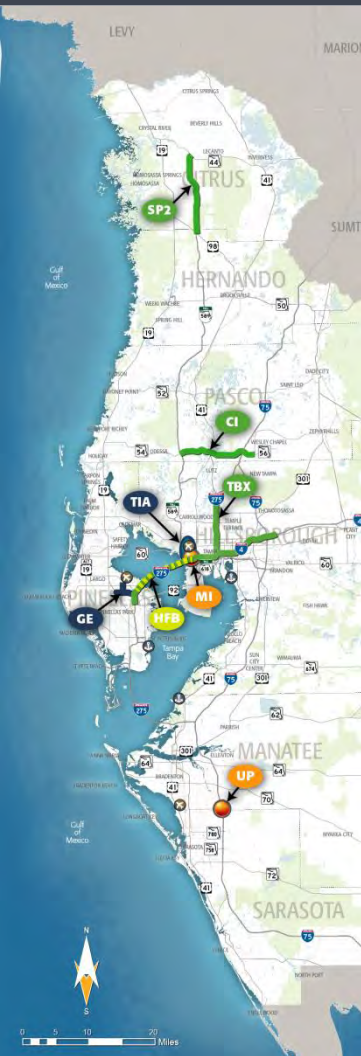
2040 Regional Projects (Investments)

L RTP Cost Feasible Projects

Longer Range Needs (Investments)

L RTP Needs and Stakeholder Comments





Project Descriptions

Priority projects are selected annually based on factors such as project advancement, funding, modal connections, and other opportunities.

Unfunded Priorities

- MI I-275/SR 60/Memorial Interchange**
 Interchange improvements in Hillsborough County at I-275, SR 60, and Memorial Highway, necessary for success of a multimodal interstate corridor, Howard Frankland Bridge, Express Lanes, and Tampa International Airport (TIA) People Mover Connection/Westshore Intermodal Center
- CI SR 54/56 Corridor Improvements**
 Corridor improvements in Pasco County with premium transit connecting the Suncoast Parkway, I-75, and Bruce B. Downs Boulevard

Funded or Partially Funded Priorities

- GE Gateway Expressway**
 Strategic Intermodal System (SIS) express lane facility in Pinellas County, connecting the Bayside Bridge, St. Petersburg-Clearwater International Airport, Greater Gateway area, US 19, and I-275
- HFB Howard Frankland Bridge**
 Replacement of the northbound Howard Frankland Bridge connecting Hillsborough and Pinellas Counties, with potential for express lanes and premium transit
- SP2 Suncoast Parkway 2 (SR 589)**
 SIS toll highway to connect Hernando and Citrus Counties, as well as potential future connection between Northwest Florida with and the Tampa Bay region
- TBX Tampa Bay Express (Starter Projects)**
 Express lanes to support roadway and premium transit connecting the Greater Gateway area in Pinellas County to Westshore, Tampa, and USF area in Hillsborough County
- TIA TIA People Mover Connection/Westshore Intermodal Center**
 Connection of the TIA People Mover to the future Consolidated Rental Car Facility and future connection to Westshore Intermodal Center
- UP University Parkway/I-75 Interchange Area**
 Interchange area improvements at University Parkway and I-75 to support this growing economic center in Manatee and Sarasota Counties

TBARTA Priorities

Adopted at
February 2015
Board Meeting

Master Plan: TBARTA Future Priorities

One Region
One Plan
One Voice

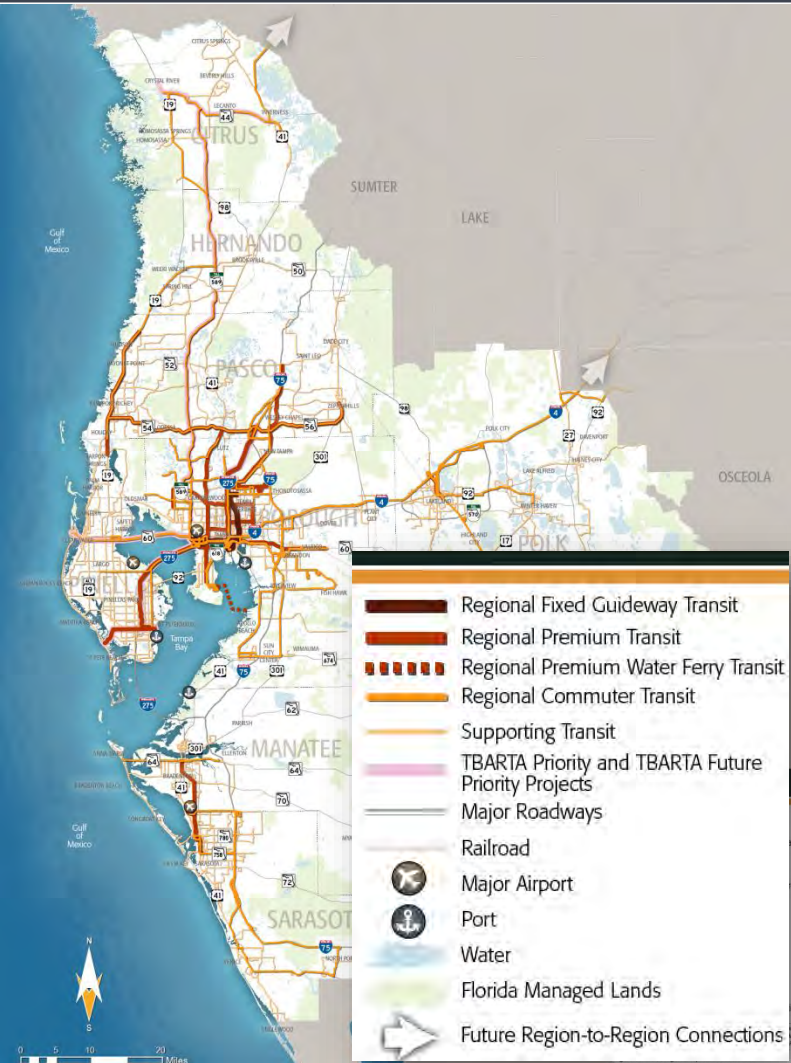


Future Priority Descriptions and Legend

- 15th** **15th Street East**
Multimodal improvements including widening (three lanes with center turn lane) from Tallevast Road to US 41 in Manatee County
- 50** **SR 50 Improvements**
Corridor improvements to enhance freight movement and mobility between the TBARTA region and Central Florida
- BE** **Beach Express**
New regional express bus service connecting downtown Tampa, Tampa International Airport, and Clearwater Beach
- BRT** **Central Avenue Bus Rapid Transit (Central Ave. BRT)**
Bus Rapid Transit connecting downtown St. Petersburg to Pinellas County beaches
- FII** **Florida Interstate Improvement**
Currently FDOT is evaluating the operations and lane continuity improvements on I-275 south of Gandy Boulevard to 5th Avenue South in Pinellas County. Future improvements may include tolled express lanes and an express bus that connects to downtown St. Petersburg.
- FFC** **Florida Future Corridors Initiative**
Improved inter-regional connectivity from the Tampa Bay region to Northeast Florida
- II** **Interchange Improvements I-75/I-4**
Interchange improvements to facilitate future express lanes and improved access
- MM** **US 41 Multimodal Emphasis Corridor**
Multimodal and pedestrian improvements from Palmetto in Manatee County to North Port in Sarasota County
- RR** **River Road**
Widen to four lanes from US 41 to I-75 in Sarasota County
- TBX** **Tampa Bay Express (Ultimate)**
Ultimate configuration of express lanes to support roadway and premium transit including improvements to the I-275/I-4 interchange
- TFG** **Tampa Fixed Guideway**
Fixed guideway connecting Ybor City and Downtown Tampa (with future expansion potential)
- VXB** **Veterans Expressway Express Bus**
New express bus service and stations connecting Hillsborough, Pasco, Hernando, and Citrus Counties
- Florida Coast-to-Coast Trail Gap**
Suncoast Trail/Good Neighbor Trail (Hernando County)
Tin County Trail (a.k.a. Starkey Gap) from SR 54 to Pinellas Trail (Pasco and Pinellas Counties)
- Regional Multi-Use Trails and Greenways**
Suncoast II from Hernando County to US 19 in Citrus County (Citrus County)
Withlacoochee State Trail – Dunnellon Trail Connector (Citrus County)
Withlacoochee State Park Extension from existing Trilby/Lacoochee Trailhead (Pasco County)
Bi-County Trail (Pasco County)
Anclote Coastal Trail (Pasco County)
Duke Energy Trail (Pinellas County)
Courtney Campbell Causeway Trail Overpass (Pinellas County)
South Tampa Greenway (Hillsborough County)
Bypass Canal Trail (Hillsborough County)
Willow to Ellenton "Rails with Trails" Project (Manatee County)
Penco Island Preserve Multi-Use Trails (Manatee County)
Legacy Trail, Osprey Junction Trailhead (Sarasota County)
Coon Key Bridge Bike/Pedestrian Improvements (Sarasota County)
Tenoroc Trail Phase I, Upper Peace Legacy Trail Phase IV, Haines City Rail/Trail Phase II, and West Lake Hunter Trail (Polk County)
- Hillsborough County Community Transportation Plan**
Coordination with Hillsborough County (no projects identified to date not shown on map)

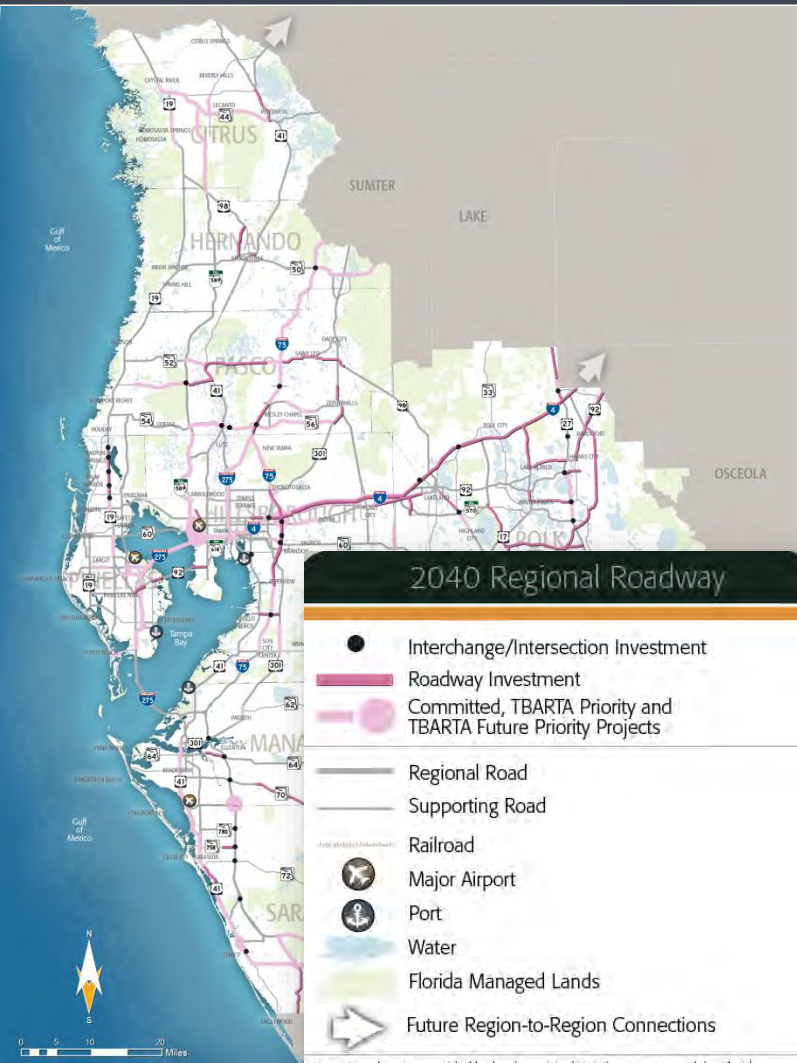
Future Priorities

- Board Input
- Executive Committee Input
- CCC & TMA Priorities, 10-year SIS Plan (second 5 years)
- Stakeholder Input



2040 Regional Transit Cost Feasible Projects

- **Regional Fixed Guideway**
Rail or dedicated transit lane
- **Regional Premium Transit**
BRT or express bus in express lanes, water ferry
- **Regional Commuter Transit**
Express or commuter bus
- **Supporting Transit**
Local transit service



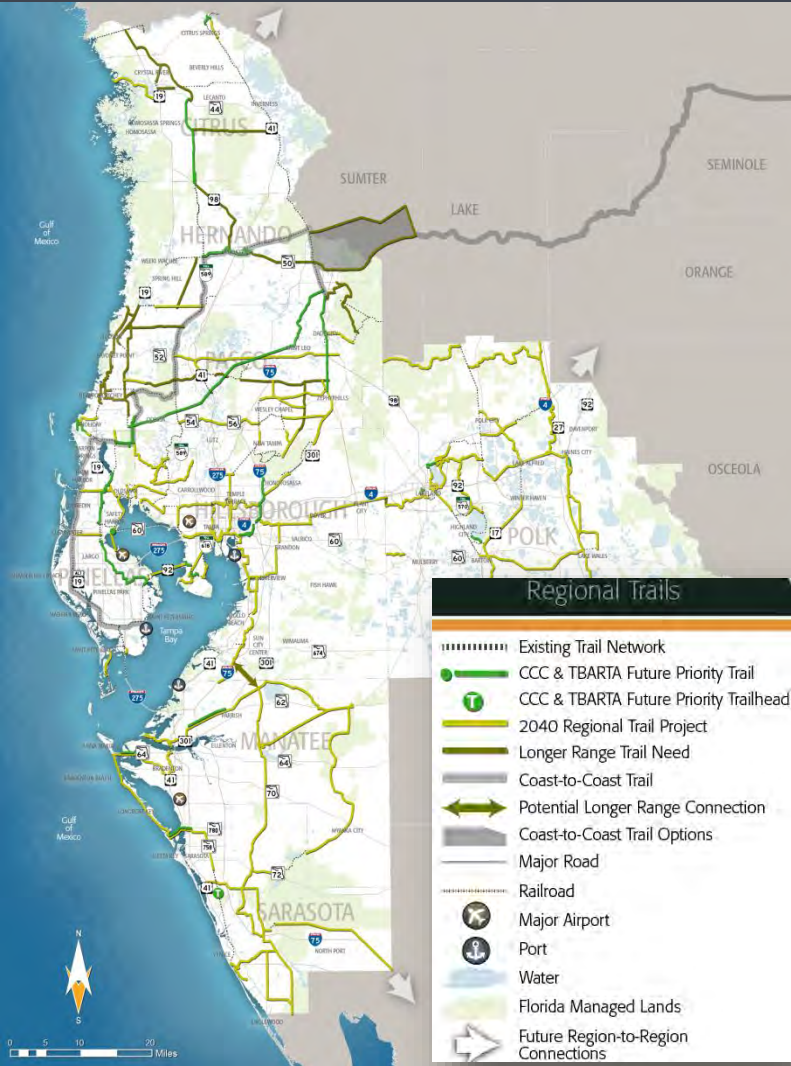
2040 Regional Roadway Cost Feasible Projects

- **Regional Roads**
State Strategic Intermodal System (SIS)
National Highway System
- **Supporting Regional Roads**
State Roads

2040 Regional Freight Cost Feasible Projects

- **Regional Roads**
State Strategic Intermodal System (SIS)
National Highway System
- **Supporting Regional Roads**
State Roads
- **FDOT Goods Movement Plan**



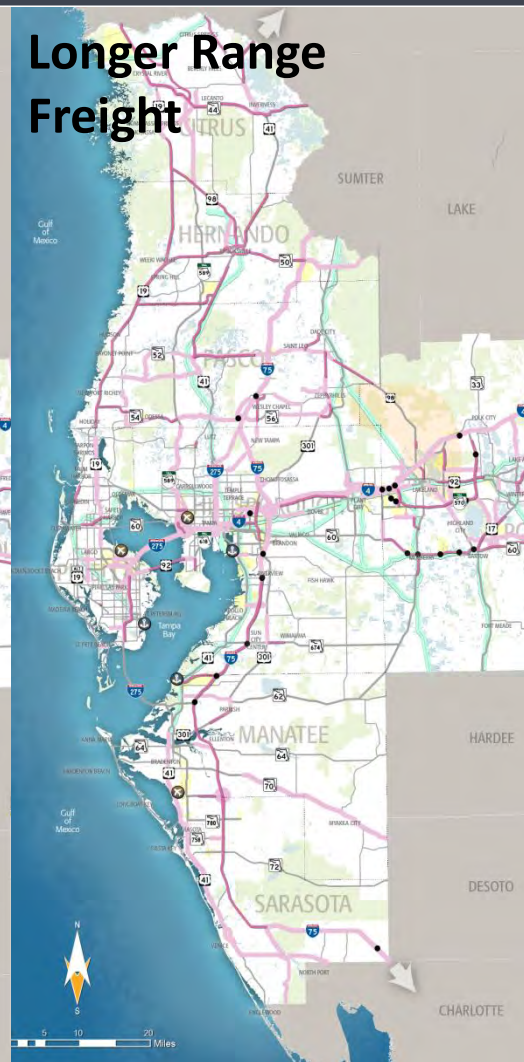
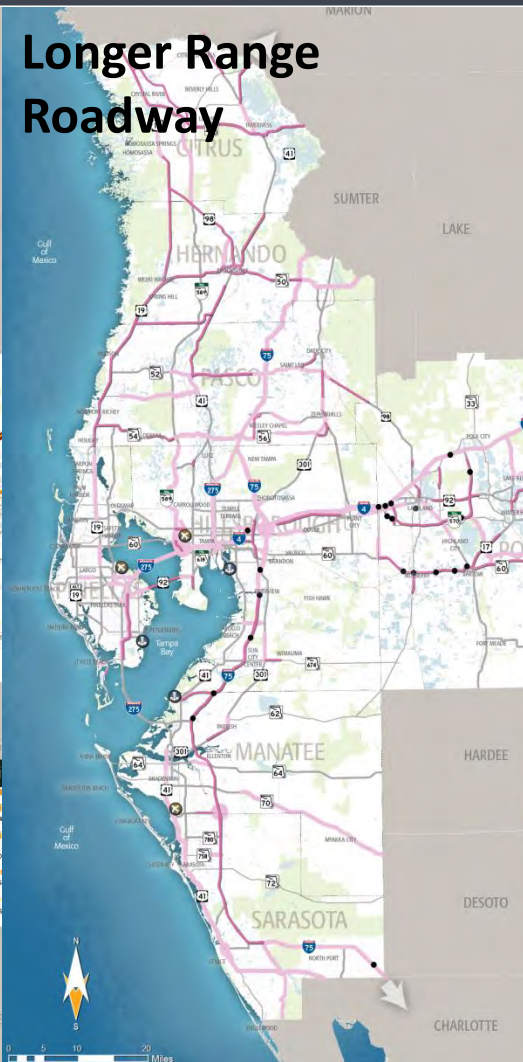
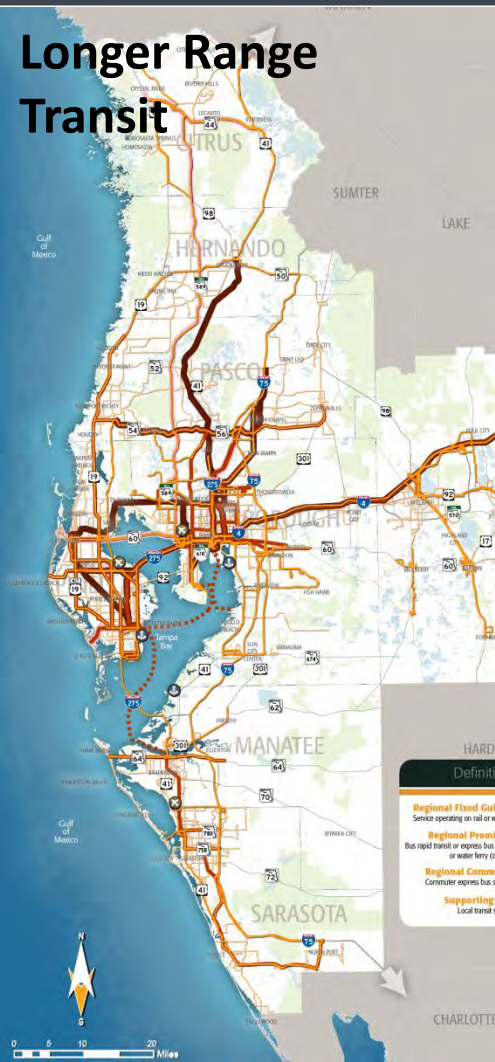


2040 Regional Trails Cost Feasible Projects

- 2040 Regional Trail Project
CCC Multi-use Trails Committee
- Longer Range Trail Needs
MPO Needs

Master Plan: 2040 Longer Range Needs

One Region
One Plan
One Voice



Longer Range
Regional
Transit,
Roadway,
and Freight

MPO Cost
Needs
Projects

Stakeholder
Input

- Vanpool Program
 - 7.7 million vehicle miles saved last year
 - 308,431 gallons of fuel saved, worth \$845,000
 - 167,696 parking spaces saved
- Carpool Ridematching
 - 1.9 million vehicle miles saved last year
 - 78,380 gallons of fuel saved
 - 92,678 parking spaces saved
- School Commute Program
- Emergency Ride Home



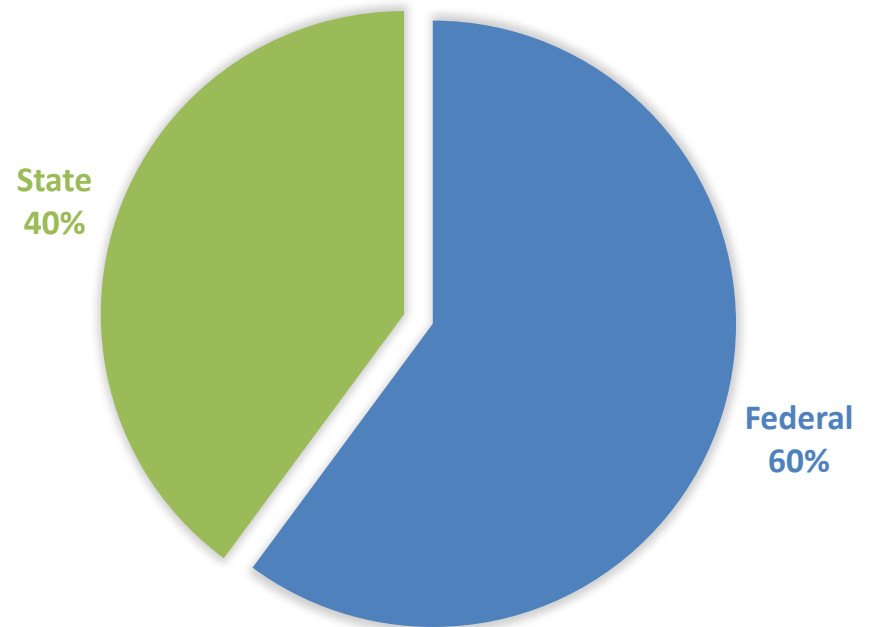
- **Regional Fare Payment System**
 - Led by HART, includes 8 transit operators
 - TBARTA committed \$300,000
- **OneBusAway expansion**
 - Currently in Hillsborough, soon Pinellas
 - CUTR to study needs for expanding regionally

FY 2016 Revenue

One Region
One Plan
One Voice

FY 2016 REVENUE

| | |
|----------------------|-------------|
| Federal | \$1,844,503 |
| State | \$1,223,035 |
| Revenue Total | \$3,067,538 |



Questions?

One Region
One Plan
One Voice



[www.pedbikeimages.org/Laura Sandt](http://www.pedbikeimages.org/Laura_Sandt)



ACTION ITEM

4A: September 16, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



-
- Staff recommends approval of the minutes of the September Planning Committee meeting.
-

Attachments:

1. Minutes



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 3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**PLANNING COMMITTEE MEETING
 MINUTES – SEPTEMBER 16, 2015**

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 the meeting was to approve the minutes of the August 19, 2015 Planning Committee Meeting, approve the Transit Development Plan (TDP) and the Draft Final Budget Five-Year Plan, as well as receive the Demand Response (DART) Customer Service Update. The following members were present:

Members Present:

Julie Bujalski, Committee Chair
 Mark Deighton
 Janet Long
 Darden Rice
 Ken Welch

Members Absent:

Patricia Johnson

Also Present:

Brad Miller, CEO
 PSTA Staff Members
 Members of the Public

CALL TO ORDER

Committee Chair Bujalski opened the meeting at 10:51 AM.

PUBLIC COMMENT

There was no public comment

ACTION ITEMS

August 19, 2015 Meeting Minutes – Ms. Long made a motion, seconded by Mr. Welch to approve the minutes of the August 19, 2015 meeting. The motion passed unanimously.

Transit Development Plan – Cassandra Borchers, Chief Development Officer, introduced the TDP and explained that the Florida Department of Transportation (FDOT) requires all Florida transit systems to adopt a 10-year plan to be eligible for State Block Grant Funding and other discretionary grants. The TDP major update is completed every five years, with a progress report completed annually. PSTA is asking the Planning Committee to recommend the Board accept the updates to the TDP as presented.

Ms. Heather Sobush, Planning Manager, pointed out that the TDP incorporates all the plans and initiatives undertaken over the past few years and those that PSTA plans for the next few years.

The TDP Financial Plan is based on the FY16 Budget scheduled for approval by the Board at their September meeting and will include assumptions such as fare adjustments, advertising revenue, Phase I System redesign and budget savings. The Implementation Plan is based on and organized by the Path Forward Plan.

Partnerships, a key component in effective implementation, include trolley service and non-profit agencies as well as interagency partnerships and collaboration. The TDP also includes planning and initiatives for sustainability, a sustainable capital program for bus replacement, customer-oriented service redesign, and incremental expansion including PSTA projects previously approved by the Committee and Board.

The TDP also includes a long-term Vision Plan which features implementation of the Community Bus Plan, including high-frequency grid network, longer hours of service, and community circulators.

Public Outreach efforts are taking place through one-on-one meetings, rider surveys, public workshops and hearings, and comments received through meetings, website, social media and mail.

In response to her question, Ms. Rice was told that FDOT provides feedback on the TDP through various meetings to discuss the plan outline. Mr. Welch asked if all U-PASS agreements were revenue neutral. Mr. Miller explained that they were revenue neutral

in the first year and that the partners provide funds equivalent to, or exceeding the lost fare box during that first year.

Mr. Welch expressed concern that the Committee did receive a copy of the TDP in time to fully review it prior to the Committee meeting. Ms. Borchers assured the group that the contents were a summary of decisions already made by the Board.

Ms. Bujalski asked how the TDP was connected to the Metropolitan Planning Organization (MPO) plan. Ms. Borchers explained that the Community Bus Plan was the foundation for the transit element of the Long Range Transportation Plan (LRTP).

After further discussion, Mr. Welch made a motion, seconded by Ms. Rice to forward the TDP to the Board for their consideration without Committee recommendation given that the Committee had not received the document in time to fully review. The motion passed unanimously.

Draft Final Budget Five-Year Plan – Mr. Brad Miller, Chief Executive Officer, presented an updated five-year budget scenario spreadsheet. Some of new changes are the approval of outsourcing advertising, and cost savings from service and fare adjustments. He also presented another budget scenario incorporating the purchase of hybrid buses instead of diesel buses.

In response to Mr. Welch's question about the \$200,000 for service enhancements, Mr. Miller said that the funds can be used for the Route 22, increased frequency, and longer evening and weekend service.

Ms. Bujalski suggested a discussion take place regarding the current routes that are in need of improvement. No action was taken on this item.

INFORMATION ITEMS

Demand Response Transportation Customer Service Update – Mr. Miller provided an update on DART services as requested by Mr. Welch. He spoke about steps PSTA is taking to improve customer service on DART paratransit. He described the differences between DART and Transportation Disadvantaged (TD), adding that DART is a federally mandated program for riders with disabilities who cannot ride the standard bus route. This is covered under the Americans with Disabilities Act (ADA).

He said in the past, PSTA experienced many rider complaints about the service provided by Yellow Cab. In an attempt to convince Yellow Cab to improve its services,

PSTA offered a reward system to earn back the penalties previously paid by Yellow Cab. Over the past few months PSTA has observed an improvement in all areas of service.

Ms. Johnson mentioned that it is anticipated that the need for services for seniors will increase dramatically over the next five years. She said she is working with community social service agencies to educate them on the services PSTA provides to seniors and the disabled.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects.

Some discussion took place regarding the next meeting date of October 21st. Two members may not be able to attend. Ms. Bujalski will check on a possible conflict and advise the Executive Office if she feels the meeting date should be changed.

OTHER BUSINESS

Ms. Bujalski asked staff to present a review of the Community Bus Plan, possibly in November. Ms. Borchers suggested the subject be presented at the October meeting as a complement to the Williams Park redesign presentation in lieu of the Shelter Distribution Plan presentation. The Committee agreed by consensus.

ADJOURNMENT

The meeting was adjourned at 12:24 PM. The next Planning Committee meeting will be held on October 21, 2015 at 10:30 AM.



ACTION ITEM

4B: 2016 Meeting Schedule

Action: Approve the 2016 Meeting Schedule

Staff Resource: Rachael Garofalo, Executive Assistant



-
- Staff recommends approval of the 2016 meeting schedule.
-

Attachments:

1. Meeting Schedule



***PLANNING COMMITTEE
MEETING SCHEDULE FOR 2016***

JANUARY - TBD - possibly 1/15

FEBRUARY 17

MARCH 16

APRIL 20

MAY 18

JUNE 15

JULY 20

AUGUST 17

SEPTEMBER 21

OCTOBER 19

NOVEMBER 16

DECEMBER 21

**Meetings begin at 10:30 AM and are held at PSTA
Headquarters, 3201 Scherer Drive,
St. Petersburg, FL 33716**

*Note: meetings are subject to change

INFORMATION ITEMS



5A: East Lake Transportation Alternatives Pilot Program



Action: Information Item

PLANNING

Staff Resource: Brad Miller, CEO

Background:

- On August 26, 2015, the PSTA Board voted to discontinue the unproductive East Lake Connector flex route bus service, saving more than \$400,000 in annual operating costs.
- Per the PSTA Board's directive, staff carefully developed multiple transportation alternative plans for all affected customers including those formerly serviced by the East Lake Connector.
- The East Lake neighborhood of Pinellas County is now the largest neighborhood in the County without any public transportation service.
- For this reason it was chosen for a Pilot program utilizing taxicabs and transportation network company services to provide transportation alternatives for East Lake residents and citizens needing to travel to East Lake destinations from other PSTA bus routes.

Pilot Program

- PSTA is proposing a 3-tiered option of services for East Lake.
 1. **Day-Before Reserved Taxi Service** – For the same price as a PSTA bus ride, \$2.25, a taxi ride between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake will be provided.
 2. **Same Day Transportation Network Company Service** – PSTA will offset up to \$3.00 of a Transportation Network Company (TNC) trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake. Discussions with the TNC Uber have indicated this PSTA offset will allow the average trip in East Lake to cost \$4.00.
 3. **Same Day Taxi Cab Service** – PSTA will offset up to \$3.00 of a Taxi Cab trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East

Lake. Discussions with two taxi providers indicate this PSTA offset will allow the average taxi cab trip in East Lake to cost \$8.00-\$9.00.

Analysis

- At the PSTA Board’s request, PSTA staff has spent significant time reviewing insurance, background check, and other requirements to ensure PSTA requires the same requirements to all providers of these services.
- PSTA has also been researching how these types of alternative transportation may be provided in other parts of the County.

Fiscal Impact:

- The pilot program is estimated to cost PSTA less than \$40,000 per year, one tenth of the prior cost of the flex route bus.

Informational Item

- This information is provided to the Planning Committee this month, followed by further discussion and a recommendation at your November 18 meeting and then approval at the PSTA Board in December.

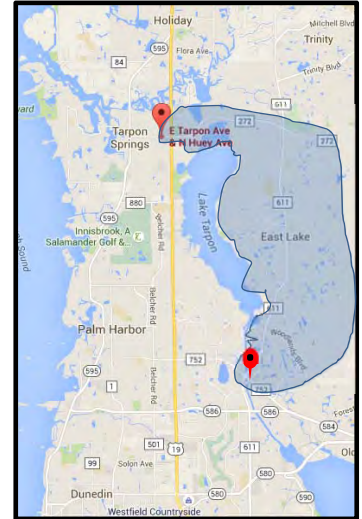
Attachments:

1. East Lake Transportation Alternatives

East Lake Neighborhood Transportation Alternative Pilot Program

What is the East Lake Transportation Alternative Pilot Program?

- This pilot transportation program in the East Lake neighborhood of Pinellas County is a test to see if a combination of private taxi and transportation network solutions can be effective alternatives in areas without access to bus service.
- With this Pilot Program in East Lake, the neighborhood will still have transportation options even after their bus service no longer is available:
 - **East Lake Shuttle** – PSTA will continue to offer, as it has for the past decade, the East Lake Shuttle taxi service whereby East Lake residents are shuttled to and from Publix Supermarkets at either the Shoppes at Boot Ranch (South) or Tarpon Mall (North) where they can connect to other PSTA bus routes. The customer’s price is \$2.25 per trip, the same as a PSTA bus fare. Customers need to call and reserve a trip at least the day before their trip request.
 - **Pilot Transportation Network Proposal** – For those customers who do not wish to make reservations a day in advance, they can pay more to make a same day request using participating Taxi or Transportation Network Companies’ (TNC) services. For approved Taxi or TNC provided trips, Monday - Saturday, 7 AM – 7 PM, to or from the two PSTA Bus stops listed above, customers can pay \$4.00. PSTA will pay to lower their fare by a maximum \$3.00 per trip. For longer trips priced at more than \$7.00, the Customer pays any excess. PSTA staff has been meeting with Uber and United Taxi Clearwater to design this alternative.
- This Pilot Program is proposed to run for 6 months. If determined a successful transportation alternative, PSTA will issue an RFP to select transportation providers for 5-year contracts to provide this service in East Lake and expanded to other areas like Pinellas Park and St. Petersburg.



Why Was the East Lake Area Chosen for this Pilot Test?

- Because in August, 2015 the PSTA Board voted to eliminate the East Lake bus route due to its low-ridership, leaving this area, the largest neighborhood in Pinellas County, without any public bus service.
- When making these and other route changes, the PSTA Board specifically tasked staff with developing innovative transportation alternatives that affected citizens could use.

If this Pilot Test is successful, will it be expanded to other areas?

- Yes, with PSTA Board approval.
- PSTA has specifically talked with the Taxi and TNC companies about future programs in Pinellas Park, St. Petersburg, and Clearwater.

What is the Estimated Annual Cost to PSTA for this Pilot Program?

- **East Lake Pilot Transportation Program:** Estimated \$30,000- \$40,000 per year.
- **2014 PSTA Cost to Operate East Lake Connector Bus Route (discontinued):** \$422,000 per year plus \$490,000 in capital costs for two buses every 10 years.

What Background Checks and Insurance Requirements will PSTA Require for this Pilot Program?

- PSTA will require participating transportation providers to meet the same insurance provisions and background checks it already requires of its privatized DART paratransit service contractors (taxi and van services).
- Any transportation provider, taxi service or TNC participating in the discount program will need to wholly indemnify PSTA for providing these discounts and meet all insurance and operator background checks required by law.

Doesn't PSTA Already Require Its DART Taxicab Transportation Providers to Perform Level 2 Background Checks on their Drivers including Fingerprinting?

- No. None of PSTA's contracts with its private DART paratransit taxi and van contractors as well as with other contracted (bus) services require Level 2 background checks. They do, of course, require stringent safe driving records. PSTA only requires that its

contractors comply with the laws and regulations throughout the DART service area (Pinellas County).

- In Pinellas County, the City of St. Petersburg and Tarpon Springs Taxi ordinance requires taxi operators to get a background check completed by their respective Police Departments that includes fingerprinting. In East Lake, unincorporated Pinellas County, no such requirement exist.
- PSTA performs background checks on its nearly 400 Bus Operators as required by law but does not require fingerprinting.

What are PSTA's Insurance Requirements on its DART and Other Transportation Providers?

- \$500,000 Vehicle Liability Coverage. (Uber has \$1,000,000)
- PSTA Requires all its contractors to wholly indemnify PSTA for the provision of their services, the same as will be required under this Pilot Program.

When is this Pilot Program Expected to Begin?

- First the PSTA Board will review the proposal and make their approval decision likely late this year.
- Following Board approval, the Pilot Program in East Lake may begin in early 2016.
- After 6 months, if the East Lake Pilot Program is determined to be successful and the PSTA Board approves expanding it to other areas of Pinellas County, additional areas may be added in mid to late 2016.

What about East Lake Transportation for People with Disabilities?

- PSTA will continue to provide wheelchair accessible van service in East Lake to connect to PSTA bus routes (100% of all PSTA buses are ADA accessible) for those customers who cannot use a taxicab or TNC sedan vehicle.

Why isn't this Pilot Program proposed for St. Petersburg or other area where demand for public transit is higher?

- In the future, it may be expanded to St. Petersburg and other areas of Pinellas County.
- St. Petersburg has numerous, popular bus routes while East Lake has no bus service even though the residents of both areas contribute to the PSTA transit program.

How does this Pilot Program compare to the one proposed in Hillsborough County by HART?

- It is similar in that it is proposing a “first-mile, last-mile” option for citizens to access bus services.
- HART is issuing an RFP to identify a single provider, PSTA is proposing a pilot program that may include many providers.
- Unlike PSTA’s proposal, HART’s program will primarily be funded by the Florida Department of Transportation.

SERVICE REDESIGN WORKSHOPS



6A: Community Bus Plan Review



Action: Information Item

Staff Resource: Cassandra Borchers, CDO
Heather Sobush, Planning Manager



Background:

- At the PSTA Board's request, staff will present a summary of the principals of the adopted 2013 Community Bus Plan and how they will continue to be the foundation for the changes the Service Redesign process is proposing.
- The Community Bus Plan began in the fall of 2012 to examine the existing and future PSTA bus system and operations. The purpose of the Bus Plan was to define how the bus network serves the larger vision of bus transit in Pinellas County and how it could do that in an efficient and systematic way.
- The final Bus Plan was presented to the PSTA Board in several stages over 2013 and adopted as the vision for the bus system in Pinellas County as part of the Greenlight Plan and the long-term aspiration of PSTA in the Transit Development Plan (TDP).
- The Community Bus Network's route design was incorporated into the Pinellas MPO's Long Range Transportation Plan and the MPO/PPC's Countywide Land Use Plan.

Summary:

- Using the Optimal Scenario as an ultimate vision, the New Revenue Scenario followed these Guiding principles:
 - Include frequencies of 15 minutes or better for the Core network
 - Allow for transformation from HUB to GRID system
 - Significantly improved weekend service hours
 - Significantly expand span of service
- The No New Revenue Scenario streamlined the route structure to focus resources on a core network of routes but without the resources to improve frequencies to 15 minutes or better, continued use of the minor hubs was recommended.

Where PSTA Is Going:

- Each of what is now planned to be the three phases of redesigning the route network will follow the Community Bus Principles as resources allow.
 - Phase I was completed on October 9, 2015.
 - Phase II is proposed for implementation on February 14, 2016 and encompasses the changes to move to a grid network in downtown St. Petersburg.
 - Phase III is proposed to incorporate all other adjustments in October of 2016.
 - In addition, incremental expansions such as Bus Rapid Transit (BRT) or Express routes will be initiated as their specific schedules and funding allocations permit.
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Attachments:

1. PowerPoint



Community Bus Plan Review

PSTA Planning Committee
October 21, 2015

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

Goals of the 2013 Bus Plan

- Mold the bus network to better serve the community and economy
- Engage the community
- Create a thoughtful, phased plan to suit a variety of funding scenarios
- Comprehensive plan development designed to maximize previous efforts

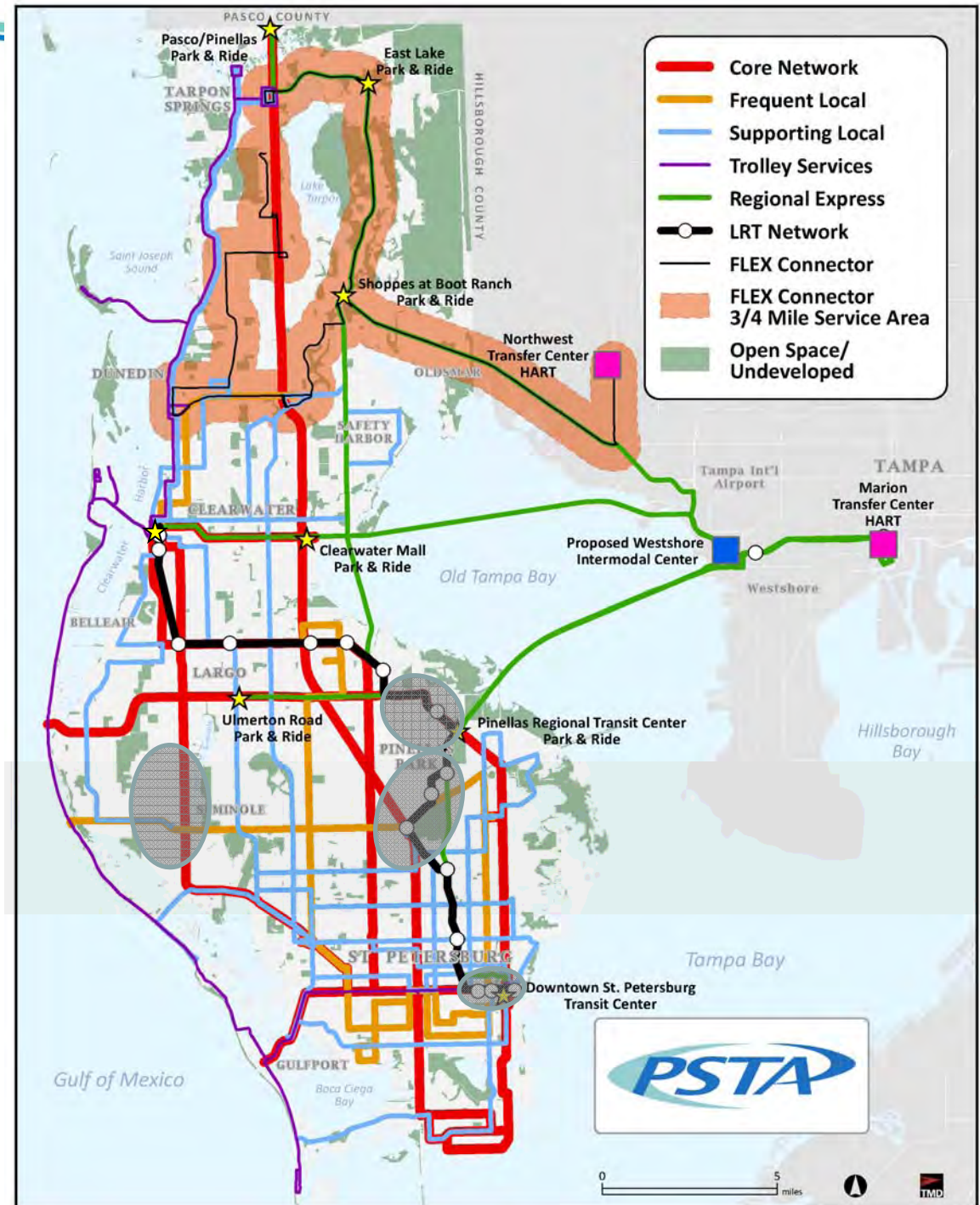


Network Design Concept

- Transformation from Hub to Grid Network
 - Many transfers proposed to take place on-street at enhanced station areas
 - Improved frequency reduces wait time
 - Removing route deviations needed to access hubs improves service efficiency
- Some current PSTA hubs may be relocated or minimized
- Mirrored financial assumptions of Alternatives Analysis with refined bus element

New Revenue Scenario

- Over 65% more service than PSTA in 2013
- Based off of Optimal Plan network structure and tiers
- Consistent with Alternatives Analysis Financial Assumptions
- Integrated with and provided foundation for other proposed major capital investments

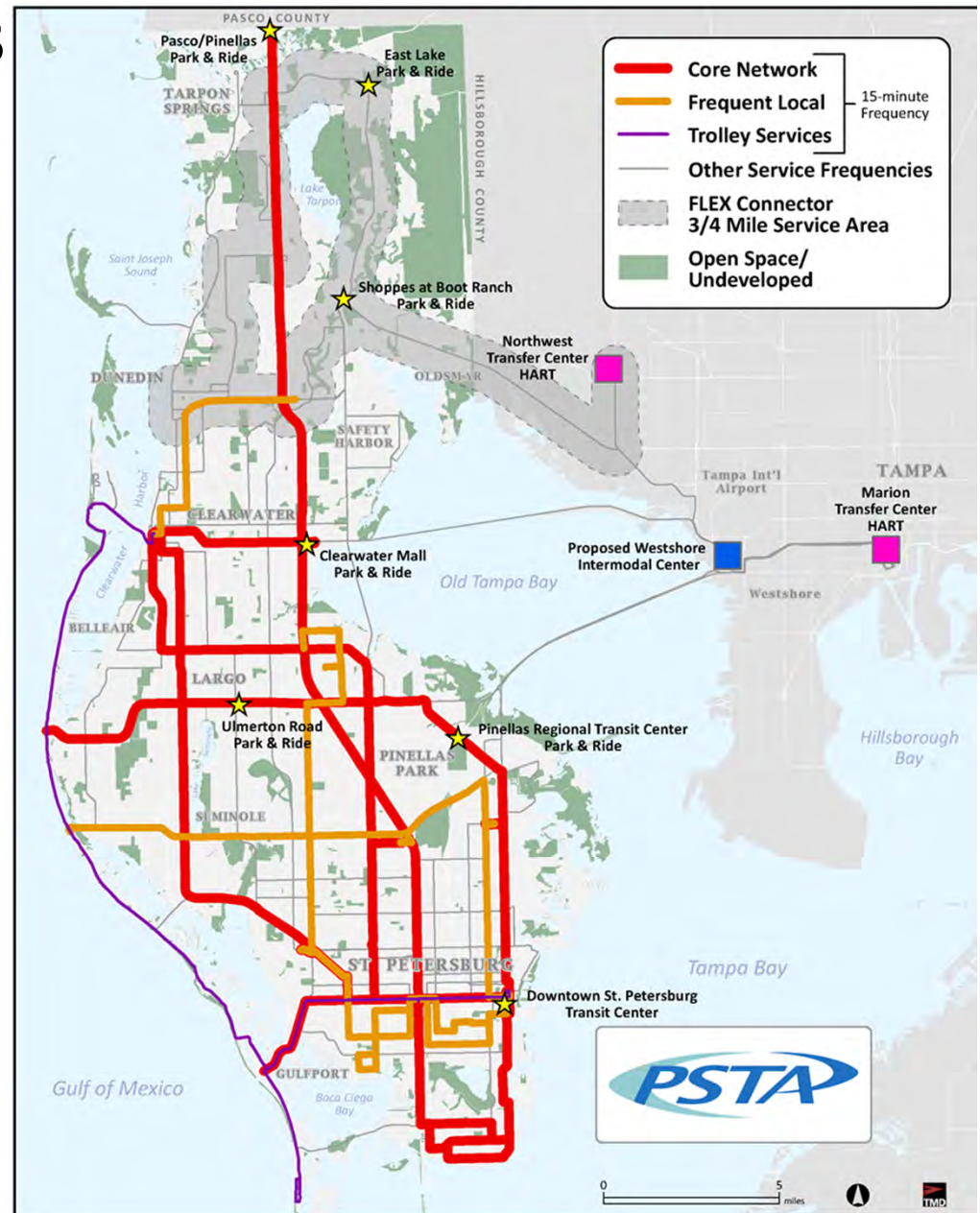


New Revenue Guiding Principles

- Increase frequencies to 15 minutes or better on Core and Frequent Local routes
- Create efficient grid network that maximizes resources and service delivery
- Significantly improve overall span of service
- Significantly improve weekend service coverage

New Revenue Evenings and Weekends

- Service span extended throughout the network
 - Frequent network until midnight
 - Supporting network until at least 10pm
 - Tailored service span for trolley services
- Weekend service hours increased by over 80 percent
 - Spontaneous-use frequency maintained on Core routes

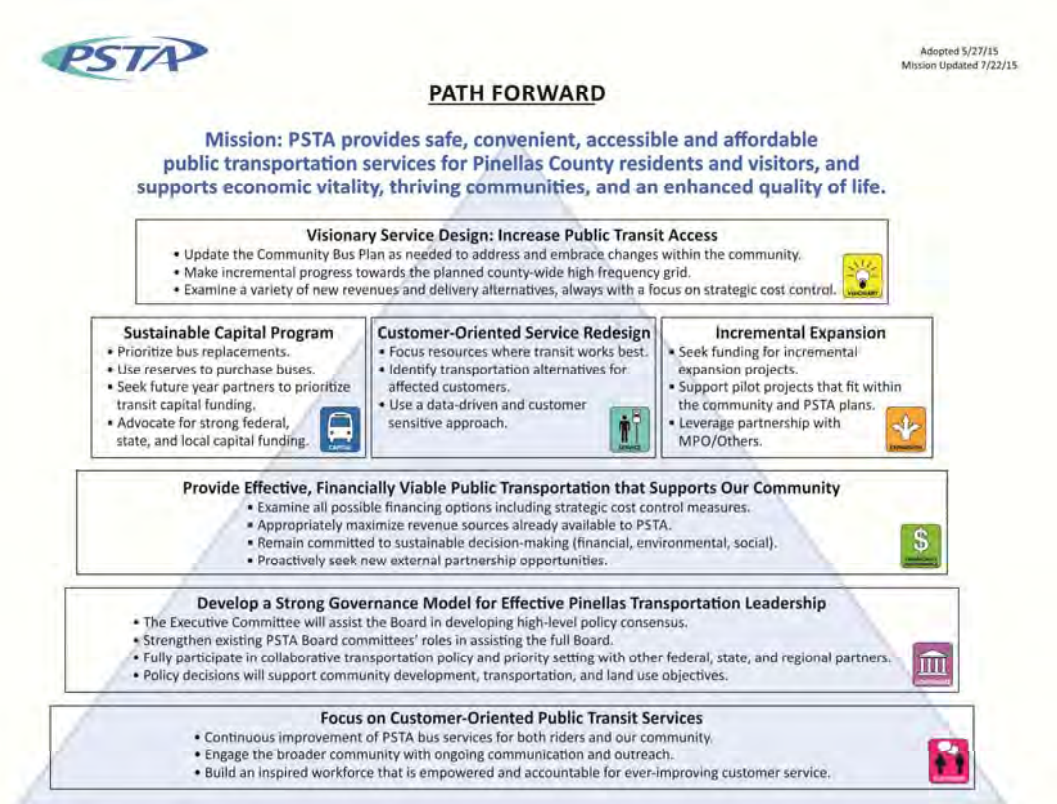


No New Revenue Network Concept

- Structure followed principles of Optimal and New Revenue plans
 - Spontaneous-use frequency on core routes
 - More streamlined, efficient service design
 - Overlap minimized
 - Frequency prioritized over closely-spaced routes
- Grid network less effective with lower frequency
 - Most transfers still required at hubs

FAST FORWARD to October 2015

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



Where Are We Going?

- Budget Efficiencies Allow for Small ***Increases*** in services over time.
- Original 10-Phase Plan Now 3-Phase Plan:
 1. October 2015 – Inefficient Routes Eliminated
 2. February 2016 – Downtown St. Pete Grid Network
 3. October 2016 – Efficiency Improvements throughout County
- Additional Improvements to Follow:
 - Central Avenue BRT
 - Clearwater Beach – Airport Express
 - Jolley Trolley and Circulation enhancements

October 2016 System-wide Streamlining

- Remove underutilized deviations
- Bus-Stop Consolidation to speed operations and save hours
- Reinvestment of saved hours or new investment
 - Evening and Weekend Service Expansions
 - Overcrowded Routes –require additional buses
- Specific Proposals Already Under Review:
 - Split long routes such as 19 (US 19) and 62 (Belcher/Safety Harbor)
 - Combine Jolley Trolley Coastal with segments of Route 66 on weekends or redesign for single 7-day service
 - Redesign Route 444 & Route 58 to be more efficient

Where Are We Going?

By 2017 Some New Revenue Bus Plan Principles Will Be Achieved:

- Increase frequencies to 15 minutes or better on Core and Frequent Local routes
- ✓ Create efficient grid network that maximizes resources and service delivery
- ✓ Improve overall span of service
- ✓ Improve weekend service coverage

Questions?



SERVICE REDESIGN WORKSHOPS



6B: System Redesign Phase 2 - Williams Park



Action: Information Item

Staff Resource: Cassandra Borchers, CDO
Heather Sobush, Planning Manager

PLANNING

Background:

- Williams Park has been utilized for bus transfer activity since 1952 and currently serves as a hub for 16 routes in the PSTA system.
- The City of St. Petersburg has long desired to make the park more accessible to the greater community for recreational use. The City received a federal earmark to examine other options for a downtown intermodal center.
- PSTA's 2013 Community Bus Plan recommended transforming the entire county-wide system from a hub to a grid network with most transfers occurring on-street to improve service efficiency.
- PSTA's Path Forward Plan, approved in 2015, includes a system redesign and incremental expansion of premium transit services consistent with the Bus Plan.

Summary:

- The redesign of routes serving downtown St. Petersburg includes an evaluation of travel patterns, ridership and stop activity, transfer activity, and performance for routes currently serving Williams Park.
- PSTA staff has worked closely with the City of St. Petersburg to ensure consistency of the recommendations with city plans across the downtown, including providing better access to other key downtown destinations.
- The proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network.
- Next steps involve technical work to create new schedules that maintain or improve route frequencies and to develop transfer/layover location alternatives, as well as public outreach through a series of seven planned workshops and presentations to interested stakeholder groups.
- Public engagement process will include discussion of location for most desired service improvements that do not impact bus fleet requirements (early morning, late

night, or weekend service). Staff will then examine ridership data in light of public suggestions and make final recommendation for proposed improvements within the \$200,000 budget for service enhancements.

- Following public outreach in October and November and City Council/PSTA endorsements expected in late November, PSTA will provide the public with information on the final service changes, effective February 14, 2016.

Fiscal Impact:

- The Williams Park redesign is anticipated to be revenue neutral to the FY 2016 PSTA budget.

Attachments:

1. PowerPoint



February 2016 Route Redesign

Creating a Grid System for Downtown St. Petersburg

Transit Riders Advisory Committee
Planning Committee
October 20 and 21, 2015

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

Williams Park Transit Center

- Williams Park History and Use
 - Used for bus transfer since 1952
 - Hub for 16 routes in PSTA System
- Desire to relocate from Williams Park
 - Bus layover and transfer activity affect:
 - Recreational use of the park
 - Other vehicular traffic around the park
 - Downtown St. Petersburg Intermodal Facility Study
 - Federal earmark given to City
 - Opportunity to examine other hub options
 - Few initial options still available and not recommended by City

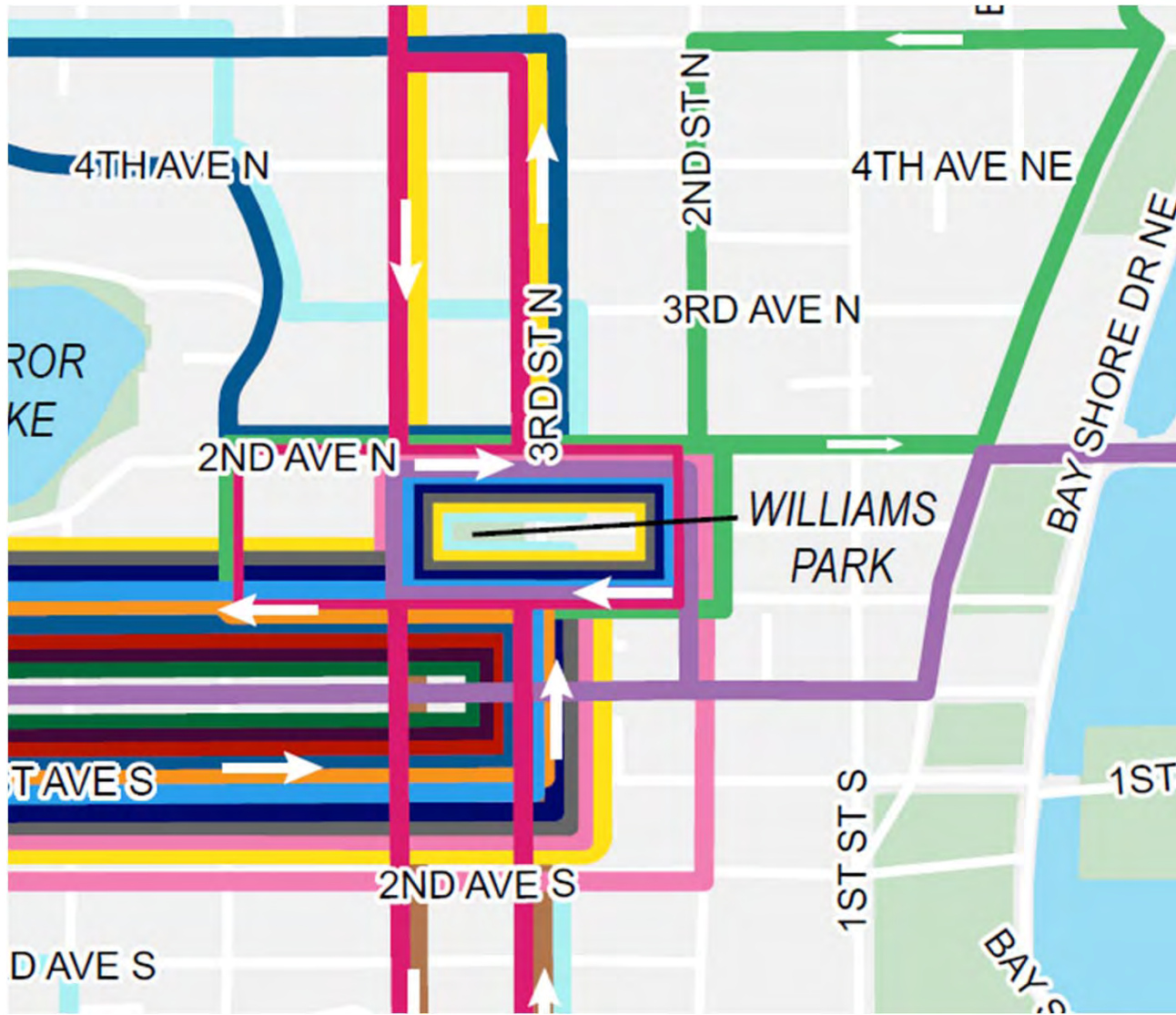


PSTA Plans

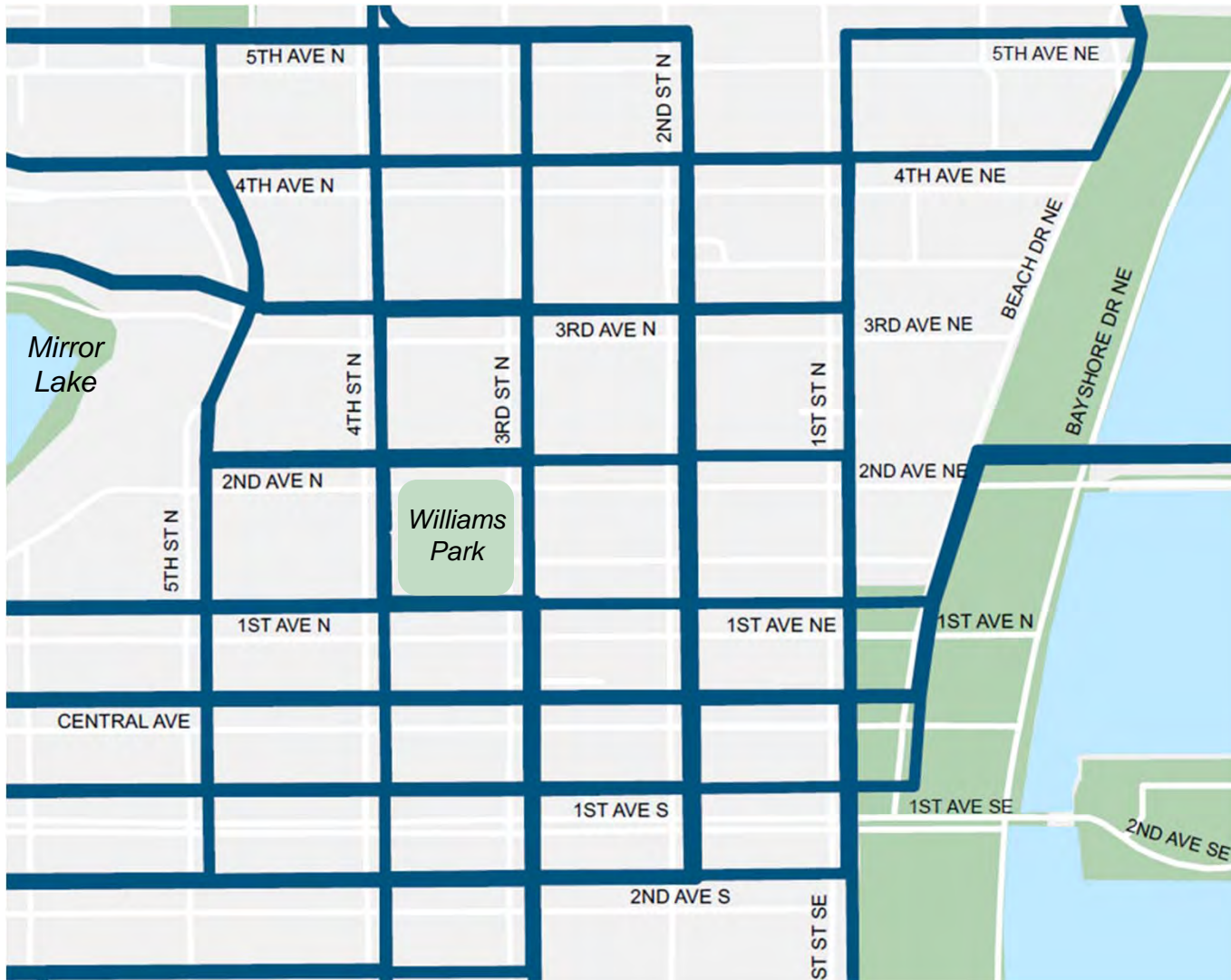
- PSTA Community Bus Plan 2013
 - Transformation from Hub to Grid Network
 - Removing route deviations needed to access hubs improves service efficiency
 - Suggested further review to enhance greater circulation in Downtown St. Petersburg.
- PSTA Path Forward Plan 2015
 - Financial Stewardship – 5 year Balanced Budget
 - **Customer Oriented Service**
 - ****Service Redesign****
 - Incremental Expansion



TODAY: Downtown Bus Circulation



PROPOSED: Downtown February 2016



Example: Route 4

Existing Route 4

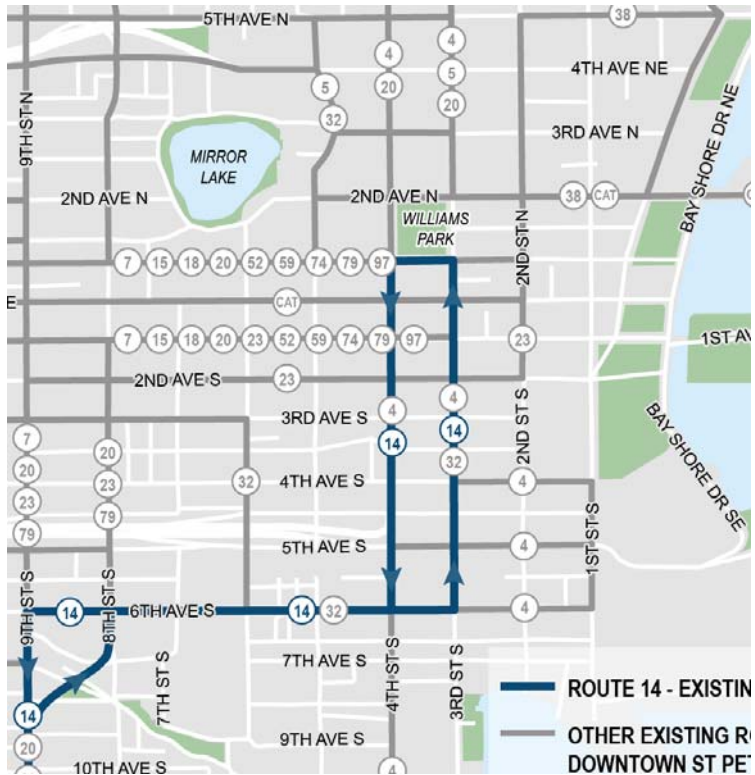


Proposed Route 4



Example: Route 14

Existing Route 14



Proposed Route 14



Next Steps for Downtown Redesign

Public Engagement and Workshops

- 7 Planned Workshops
- Coordinated with City Urban Affairs

Technical –October/November

1. Create schedules to maintain frequencies
2. Propose service improvements as budgeted
3. Develop Public Information Strategy with 1-on-1 Customer Assistance.



Schedule 2015 - 2016

| | |
|-------------------------|--|
| October/November | Public Workshops |
| November 2015 | Final City Council and PSTA Endorsements |
| February 2016 | Install New Bus-Stop Signs and Markers |
| Before February 5, 2016 | Prepare Williams Park for Localtopia |
| February 14, 2016 | New Routing Begins |
| Spring 2016 | Continue to Install Transit Amenities throughout Downtown Redesign Downtown Circulation Options |



Public Workshops

| Day | Date | Time | Location | Area |
|-----------|------------|-----------------|-------------------------------|----------------|
| Saturday | 10/24/2015 | 12:30 - 2:00 PM | Campbell Park Rec Center | South St. Pete |
| Monday | 10/26/2015 | 6:00 - 7:30 PM | James Weldon Library | South St. Pete |
| Wednesday | 10/28/2015 | 3:30 - 5:00 PM | St. Petersburg Public Library | Grand Central |
| Thursday | 10/29/2015 | 10:30 AM - Noon | St. Petersburg College | Downtown |
| Thursday | 10/29/2015 | 5:30 - 7:00 PM | Chamber of Commerce | Downtown |
| Monday | 11/2/2015 | 2:00 - 3:30 PM | Sunshine Center | Downtown |
| Tuesday | 11/3/2015 | 5:30 - 7:00 PM | Enoch Davis Center | South St. Pete |

Other Outreach and Presentations

- City of St. Petersburg Community Planning and Preservation Committee – 10/13/15
- Pinellas County Economic Development Council – 10/15/15
- St. Petersburg Downtown Business Association – 10/21/15
- Florida Redevelopment Association – 10/22/15
- Pinellas MPO Technical Coordinating Committee
- Pinellas MPO Citizens Advisory Committee

