



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 15, 2016; 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. November 18, 2015 Meeting Minutes	VICE-CHAIR RICE	2
	B. Committee Officers	5 min VICE-CHAIR RICE	7
	C. Strategic Communication Plan	20 min CYNDI RASKIN-SCHMITT	8
4.	INFORMATION ITEMS	11:00	
	A. Central Avenue BRT Action Plan	15 min HEATHER SOBUSH	28
	B. PSTA/MPO Joint Workshop	15 min BRAD MILLER	29
	C. Shelter Plan Phase 2	15 min CHRIS COCHRAN	30
5.	FUTURE MEETING SUBJECTS	11:45	
	• Service Redesign Phase 3		
	• Sustainability Plan		
	• Central Ave BRT Scope		
	• I-275 Shoulder Running Options Study		
	• SEIU Labor Agreement		
	• Bus Technology Options		
6.	OTHER BUSINESS	11:50	
7.	ADJOURNMENT	12:00	

THE NEXT MEETING IS FEBRUARY 17, 2016 AT 10:30 AM



ACTION ITEM

3A: November 18, 2015 Meeting Minutes



Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Asst



-
- Staff recommends approval of the minutes of the November Planning Committee meeting.
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Attachments:

1. Minutes



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PLANNING COMMITTEE MEETING MINUTES – NOVEMBER 18, 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 October 21, 2015 Planning Committee Meeting, approve the Transportation Alternatives Pilot Program, the Central Avenue Bus Rapid Transit (BRT) Federal Application and the Service Redesign Phase 2 regarding service to Williams Park, and to receive information on the Regional Fare Collection Partnership Agreements. The following members were present:

Members Present:

Mark Deighton
Patricia Johnson
Darden Rice, Committee Vice-Chair

Members Absent:

Julie Bujalski, Committee Chair
Janet Long
Ken Welch

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Vice-Chair Darden Rice opened the meeting at 10:35 AM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

October 21, 2015 Meeting Minutes – Ms. Johnson made a motion, seconded by Mr. Deighton to approve the minutes of the October 21, 2015 meeting. The motion passed unanimously.

Transportation Alternatives Pilot Program – Mr. Miller presented information on a proposed pilot program for alternative transportation options utilizing taxicabs and transportation network company services. The pilot program will be operated in the East Lake Community and Pinellas Park.

In the process of developing the pilot program, PSTA has reviewed insurance, background checks, and other requirements to ensure that PSTA requirements match other providers of these services. Final approval for the pilot program is expected at the December Board meeting.

After many questions and concerns from the Committee, Mr. Deighton made a motion, to recommend the Transportation Alternatives, as presented, to the Board. Motion failed. Mr. Deighton then made a motion to recommend the program for just East Lake, seconded by Patricia Johnson. The motion passed unanimously.

Central Avenue BRT Federal Application - Ms. Cassandra Borchers, Chief Development Officer, presented information pertaining to the Central Avenue BRT, an expansion project that has been planned for some time and is a component of the Path Forward Initiative. The proposed route would connect downtown St. Petersburg to the beaches using a 15 minute frequency from 5:00 AM to midnight, travelling down the Central Avenue corridor.

The plan is supported by the City of St. Petersburg, Pinellas County, the St. Petersburg Chamber, the Central Avenue Council, the Tampa Bay Beaches Chamber and the Tampa Bay Rays.

The program is expected to cost about \$16.5 million in capital. To fund the program, PSTA is hoping to obtain 50% of the required budget from the the Federal New Starts Program and 25% from the state New Starts Grant Program (FDOT). PSTA will provide the remaining 25%. Ms. Borchers provided a proposed schedule and reviewed the New Starts and Small Starts process. PSTA will have two years to complete the project, but can most likely be completed within one year.

Ms. Johnson made a motion, seconded by Mr. Deighton to recommend the project to the Board. The motion passed unanimously.

Service Redesign Phase 2: Williams Park and Budgeted Enhancements - Ms. Borchers discussed the service redesign which affects Williams Park. Since 1952, Williams Park has served as a hub for 16 routes in the PSTA System, but due to the City of St. Petersburg's desire to make the park more accessible to the community for recreational use, PSTA is looking at a new system for Williams Park which will incorporate a county-wide grid system with most transfers occurring on-street. The proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network.

PSTA has conducted seven public workshops and has also presented the plan to the St. Petersburg City Council. The service change will officially take place on February 14, 2015. In addition to the route changes, route enhancements are planned for the downtown area, within the FY 2016 PSTA Budget. Based on public recommendations, PSTA is looking at implementing improvements to Routes 5, 7, and 22.

Mr. Deighton made a motion, seconded by Ms. Johnson to endorse the Williams Park Service Redesign and route enhancement proposals to the Board. The motion passed unanimously.

INFORMATION ITEMS

Regional Fare Collection Partnership Agreements – Ms. Borchers told the Committee that PSTA has been working with the Hillsborough Area Regional Transit Authority (HART) and the Regional Working Group (RWG) for regional fare collection systems using a smart card and transit pass mobile app for the eight-county Tampa Bay region.

PSTA is applying for grants with federal and state agencies and to date, \$2.6 million in Florida Department of Transportation (FDOT) grants have been secured for the project cost of \$12.8 million.

Ms. Borchers explained that earlier in the year, proposals were received in response to the RWG solicitation and a vendor was selected. Although the agreement is being managed by HART, PSTA staff has staff is working to ensure the agreement includes all PSTA and regional needs. A Memorandum of Understanding (MOU) with HART and PSTA will address such items as Contract Agreement, Transfer of Assets, Funding Availability and Grant Sharing, Revenue Sharing, Far Policy and Joint Branding and Marketing. This item will be presented to the Committees and the Board in February.

January 22 PSTA- MPO/PPC Meeting Agenda – Mr. Miller discussed the joint meeting with the Pinellas County Metropolitan Planning Organization (MPO)/Pinellas Planning Council (PPC). The purpose of this meeting is to discuss ways PSTA’s priorities can coordinate with the Agency’s. FDOT has asked to have a role in the meeting as well. In preparation for this meeting, several suggested agenda areas have been suggested and an agenda flow has been recommended.

FUTURE MEETING SUBJECTS

The Committee was given a list of future meeting subjects.

OTHER BUSINESS

Ms. Johnson expressed an interest in seeing attractive bus shelters in the community. Ms. Borchers explained PSTA’s long-term plan to replace bus shelters throughout the county incorporating the shelter match program which allows cities to share in the cost and design of shelters.

ADJOURNMENT

The meeting was adjourned 11:54 AM. The next Planning Committee meeting will be held on January 15, 2016 at 10:30 AM.

ACTION ITEM



3B: Committee Officers



Action: Select Committee Officers

Staff Resource: Brad Miller, CEO



Background:

- The Committee will select a new Committee Chair and Vice-Chair.
- The former Committee Chair was Julie Bujalski, who resigned from the Planning Committee.
- The Current Committee Vice-Chair is Darden Rice.
- At the January 8, 2016 PSTA Nominating Committee meeting, PSTA Board member Ken Welch indicated his willingness to serve as the Planning Committee Chair.

Attachments: None

ACTION ITEM



3C: Strategic Communication Plan



Action: Recommend Approval of the Implementation of the Strategic Communications Plan

Staff Resource: Cyndi Raskin-Schmitt, Dir. of Communications



Background:

- As an important part of PSTA's Path Forward Strategic Plan, staff has developed a strategic communications, marketing, and public relations plan.
- This comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating our messaging with the public, and describe new and ongoing initiatives and activities.

Recommendation:

- Recommend approval of the implementation of the PSTA Strategic Communications Plan.
-

Attachments:

1. PowerPoint



Path Forward

Strategic Communications & Public Relations Plan

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Transit Riders Advisory Committee 1/12/16
Finance & Performance Management Committee 1/15/16
Planning Committee 1/15/16
Board of Directors 1/27/16

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



Why create a communications plan?

- Consider the situation and goals
- Identify target audiences and key messaging
- Outline tools and techniques for communicating our messaging with the public
- Describe new and ongoing initiatives and activities



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Situation

- PSTA is **Moving Forward** and we must show the public that our agency is **delivering value**.
- We transport people to work and school, allow youth and seniors a measure of **independence**, and give tourists transportation **options**.
- We must make service changes while still maintaining, and expanding our **customer-oriented** focus.
- We must reassure the public that PSTA has **strong leadership** in place that is making sound decisions.

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Target Audience

- The strategic communications plan will raise awareness about the outstanding **value** PSTA delivers to:
 - Customers
 - Pinellas County Taxpayers
 - Community Leaders and Stakeholders

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Key Message

- PSTA **delivers value** to our customers, our taxpayers, and our community.

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Key Initiatives: Delivering Value to Customers

- “Town Hall” Meetings at Transit Centers
- Customer Satisfaction Performance Reporting
- Operation Customer Service
- Williams Park Transfer Hub Re-Routing
- Incremental Service Expansion
- Fall North County Service Changes

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Key Initiatives: Delivering Value to Taxpayers

- Central Avenue BRT Project Advisory Team
- Benchmarking Results
- Partnerships with Alternate Transportation Providers

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Key Initiative:

Delivering Value to Community Stakeholders

- Job Fair
- Corporate UPASS Program
- Coordination with MPO Priorities
- Bus Stop Amenity Partnership Program

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Techniques and Strategies

- Market Research
- Brand Audit and Plan
- Content Development
- Digital Media
- Pro-active News Media
- Events
- New Programs
- Stakeholder Engagement



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Technique #1: Market Research

- Conduct market research of non-riders in Pinellas County to gauge PSTA's public image
- Conduct internal market research of employees to measure employee morale and satisfaction



Target Audiences: Taxpayers, Community Stakeholders



#2: Brand Audit and Plan

- Conduct a “brand audit” to ensure our brand is effective and uniformly applied throughout PSTA services and communications
- Develop a comprehensive brand identity plan



Target Audiences: Taxpayers, Community Stakeholders



#3: Content Development

- Use strong storytelling to make transit more interesting, appealing, and personal to the public by finding riders who embody the personal transit story message and are interested in sharing their stories

“Stories have to be told or they die, and when they die, we can't remember who we are or why we're here.”

— Sue Monk Kidd, *The Secret Life of Bees*

Target Audiences: All



#4: Digital Media

- Maximize use of digital media to reach and engage with our target markets
- Strong cross-platform social media effort that improves connections and relationships
- Redesign PSTA.net to improve content delivery
- Theme-based, digital content calendar



Target Audiences: All



#5: Pro-Active News Media

- Approach media with highly developed stories
- Create and implement a formal media policy
- Develop partnerships with public information officers, USF St. Pete School of Communications, and others
- Expand joint-releases with other transit systems (HART)

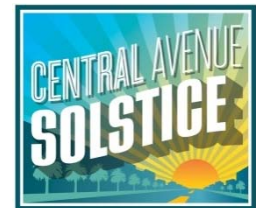


Target Audiences: All



#6: Community Event Cross Promotion

- Partner with event organizers to promote public transit to those events
- Work with event planners to identify parking needs, and potential parking lot locations
- Identify services to the events, and where additional buses may be need to be added to an existing route to handle increased traffic
- Coordinate social marketing efforts



Target audiences: Riders, Community Stakeholders



#7: Corporate U-Pass Program

- Expand public transit image and use value by developing a corporate U-Pass program
- Develop standard pricing model
- Design printed and online promotional materials
- Partner with Chambers of Commerce to promote to members
- Meet with local businesses to promote the U-Pass program



Target Audiences: Riders, Community Stakeholders



#8: Stakeholder Engagement

- Employees
 - Improve communications with employees
 - Introduce new quarterly employee newsletter
 - Develop graphics and materials
- Board/Community Leaders
 - Weekly updates from the CEO
 - Bi-weekly news clips from the Media Liaison
 - National news

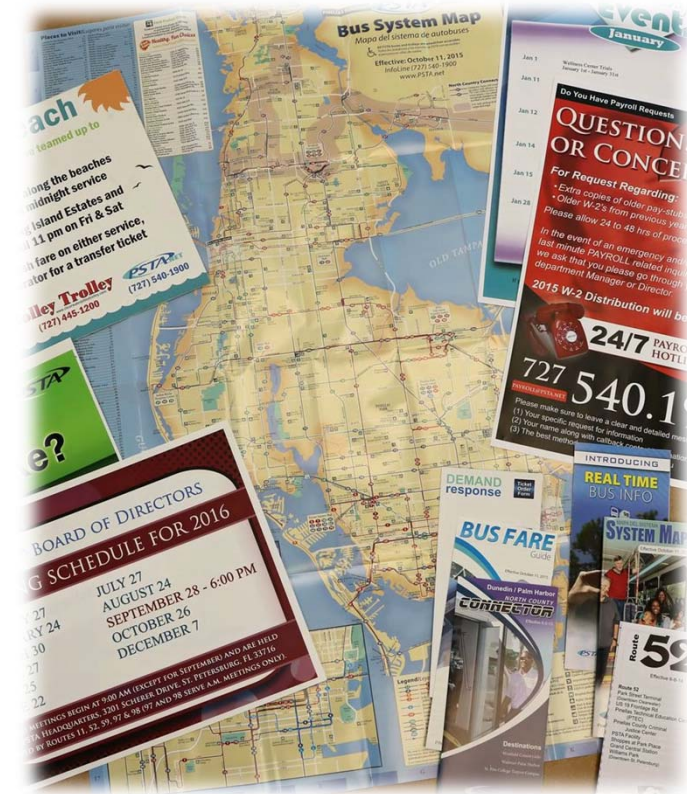


Target audiences: Community Stakeholders



#9: Passenger & Public Information

- Develop and produce creative, high quality marketing and communications materials
 - Brochures
 - Maps
 - Bus Schedules
 - Posters
 - Flyers



Target Audiences: All



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INFORMATION ITEMS



4A: Central Avenue BRT Action Plan



Action: Information Item

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



Background:

- In December, the PSTA Board approved the Central Avenue Bus Rapid Transit (BRT) project to apply for entry into Project Development under the Federal Transit Administration (FTA) Small Starts Program.
- The Project Development phase including environmental clearance and design engineering will be approximately \$700,000 to complete with assistance from one of PSTA's General Services Contractors. Florida Department of Transportation (FDOT) will be providing \$500,000 and PSTA will contribute the remaining \$200,000 as planned in the FY 2016 adopted budget.

Summary:

- PSTA staff has drafted an Action Plan for the project including entry into project development, public outreach, and project development phase requirements.
- A draft scope is being developed by the consultant team including Jacobs Engineering and Parsons Brinkerhoff. The scope will be reviewed by PSTA and City of St. Petersburg staff with recommendations from that review to be incorporated as appropriate.
- Staff is also preparing for a meeting with FTA Region IV in early February to review the documentation required to formally ask permission to enter into the Project Development phase.

Fiscal Impact:

- Local capital commitments required for this project (estimated at a total cost of \$16.5 million) are approved in the FY 2016 budget under the capital reserve (\$4 million).

Attachments:

1. PowerPoint (to follow)

INFORMATION ITEMS



4B: PSTA/MPO/PPC Joint Workshop



Action: Information Item

Staff Resource: Brad Miller, CEO
Whit Blanton, MPO/PPC Executive Dir.



Background:

- Developing a vision and setting priorities for transportation in Pinellas County is a critical component of receiving federal and state dollars.
- While PSTA and the MPO/PPC have an excellent staff to staff working relationship, both agencies recognize the need to regularly work together and ensure the integration of our planning and priority setting.

Summary:

- The MPO/PPC and PSTA Board will meet jointly on Friday, January 22, 2016 at 9:00 AM in the PSTA Auditorium to discuss the integration of transit in the long-range planning process and update each other on current issues facing each agency.
- The agenda will also include a conversation with Florida Department of Transportation (FDOT) District Seven Transportation Director Debbie Hunt to better understand how to effectively work with FDOT and their processes for allocating funding to key projects and priorities.

Attachments:

1. MPO/PSTA Joint Meeting DRAFT Agenda (to follow)

INFORMATION ITEMS



4C: Shelter Plan Phase 2



Action: Information Item

PLANNING

Staff Resource: Chris Cochran, Senior Planner

Background:

- A new bus shelter contract was approved by the PSTA Board in March 2015.
- Staff has developed a phased, data-driven deployment plan for new shelters throughout the system, as well as a strategic reuse plan that leverages existing shelters in good condition.
- Phase 1 deployment was comprised of nine key locations throughout the County that addresses the most highly used stops throughout the system.
- Phase 1 shelters have been delivered and installation will begin in late February.

Summary:

- Staff has completed the analysis for Phase 2 and has identified 29 key locations where shelters will be placed completing the placement of locations throughout the system that meet the ridership threshold for shelter placement and currently do not have shelters in place.
- Phase 2 also replaces dilapidated shelters at several key locations with high ridership demand and improves strategic stop locations that are consistent with the Path Forward Strategic plan.
- Future Phases will be consistent with the plan goals, including the Shelter Match Program which is designed to replace or increase shelters and other rider amenities in redevelopment and investment areas and complement community plans.

Fiscal Impact:

- Shelter and amenities purchases are funding through federal formula grants and approved as part of the Capital Improvement Program (CIP) element of the adopted budget.

Attachments:

1. Map 1

DRAFT JANUARY 2016

Phase 2 Shelter Deployment

SHELTER	QTY	R/UL PER UNIT COST*	ALLOCATED COST
4'X8'	15	\$8,032.00	\$120,480.00
2'X12'	8	\$9,245.00	\$73,960.00
4'X12'	5	\$8,742.00	\$43,710.00
8'X12'	6	\$11,932.00	\$71,562.00
TOTAL COST			\$362,870.00

*Includes Installation, Paving and Solar Lighting



LEGEND

- 4' X 8' Shelter
- 2' X 12' Shelter
- 4' X 12' Shelter
- 8' X 12' Shelters (4 at Largo Commons)
- Phase 1 Deployment Locations (Early 2016)
- PSTA Routes

Source: PSTA, 2015