



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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**PLANNING COMMITTEE MEETING  
MINUTES – JANUARY 15, 2016**

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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 November 18, 2015 meeting minutes, appoint Committee officers, and recommend the Strategic Communication Plan. The following members were present:

Mark Deighton  
Samantha Fenger  
Pat Gerard  
Darden Rice  
Ken Welch  
Patricia Johnson, Alternate

Also Present:

Brad Miller, CEO  
Whit Blanton, Metropolitan Planning Organization (MPO)  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER**

Ms. Rice opened the meeting at 10:39 AM.

**PUBLIC COMMENT**

There were no public comments.

**ACTION ITEMS**

Approval of Minutes – Ms. Johnson made a motion, seconded by Mr. Welch to approve the minutes of the November 18, 2015 meeting. The motion passed unanimously.

Committee Officers – Mr. Deighton made a motion, seconded by Ms. Johnson to appoint Mr. Welch as Committee Chair. There were no public comments. Motion passed unanimously.

Mr. Welch made a motion, seconded by Ms. Johnson to appoint Mr. Deighton as Committee Vice-Chair. There were no public comments. Motion passed unanimously.

Strategic Communication Plan - Cyndi Raskin-Schmitt, Director of Communications, provided a presentation on PSTA's Strategic Communication Plan. She explained that this comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating PSTA's messaging with the public, and describe new and ongoing initiatives and activities.

**[Ms. Gerard entered the meeting at 10:45 AM.]**

The Committee had questions relating to the social media aspect of the plan, survey methods, and the U-Pass program. Ms. Johnson talked about State Representative Latvala's bill for graduating students and suggested that PSTA participate and train the students how to ride the bus. She also mentioned training for public housing residents. Ms. Rice spoke about the Pinellas Technical College (PTC) U-Pass event and noted that the students' testimonies helped to understand the role that PSTA plays in the community. Mr. Deighton stated his belief that the target audience for this plan should be the taxpayers. He also spoke of the market research and remarked that the agency needs to anticipate the outcome of the research. Ms. Rice suggested that PowerPoint presentations be very brief at the Town Halls.

Ms. Gerard made a motion, seconded by Mr. Welch to recommend Board approval of the Strategic Communication Plan. There were no public comments. Motion passed unanimously.

## **INFORMATION ITEMS**

Central Avenue Bus Rapid Transit (BRT) Action Plan – Heather Sobush, Planning Manager, delivered an action plan for the Central Avenue BRT including entry into project development, public outreach and engagement, and project development phase requirements. She noted that staff is also preparing for a meeting with the Florida Transit Administration (FTA) in early February to review the documentation required to formally ask permission to enter into the project development phase.

Mr. Welch asked a question about the lane modification and Ms. Sobush responded that PSTA received a letter of intent from St. Petersburg to allow the agency to use a lane, adding that this issue will be further explored in the summer. Mr. Welch also had a question about the BRT route which Ms. Sobush answered, and Ms. Johnson noted that some beach communities do not contribute ad valorem taxes to PSTA.

PSTA/MPO/Joint Workshop – Mr. Blanton reviewed the draft agenda for the joint workshop being held at PSTA on January 22nd.

Shelter Plan Phase 2 – Chris Cochran, Senior Planner, delivered a presentation on the Shelter Plan - Phase 2. He explained the distribution strategy for the new shelters and provided the recommended locations of 34 shelters. Mr. Cochran also indicated that shelter repurposing is part of the program, where useable old shelters will be re-deployed to new areas. He noted that another important aspect of the shelter plan is the shelter match program working with the cities and the state. Mr. Cochran responded to questions from the Committee relating to costs, the match program, and shelter advertising. Mr. Welch requested information on how much shelter advertising generates for Hillsborough Area Regional Transit Authority (HART).

### **FUTURE MEETING SUBJECTS**

The Committee was provided with a list of upcoming meeting subjects. Ms. Rice requested an update on the Williams Park redesign, and Mr. Welch asked for a brief report on the impact the ferry services will have on PSTA's service in downtown St. Petersburg. Cassandra Borchers, Chief Development Officer, provided a brief update on both subjects.

### **OTHER BUSINESS**

No other business was discussed.

### **ADJOURNMENT**

The meeting was adjourned at 10:06 AM. The next meeting will be held on February 17th at 10:30 AM.