



PINELLAS SUNCOAST TRANSIT AUTHORITY  
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
[WWW.PSTA.NET](http://WWW.PSTA.NET) 727.540.1800 FAX 727.540.1913

**PLANNING COMMITTEE MEETING  
MINUTES – FEBRUARY 17, 2016**

---

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 January 15, 2016 meeting minutes and recommend approval of the Central Avenue Bus Rapid Transit (BRT) consultant scope. The following members were present:

Mark Deighton, Committee Vice-Chair  
Pat Gerard  
Darden Rice  
Patricia Johnson, Alternate

Absent

Ken Welch, Committee Chair  
Samantha Fenger

Also Present:

Brad Miller, CEO  
Bill Jonson, PSTA Board Member  
Whit Blanton, MPO Executive Director  
PSTA Staff Members  
Members of the Public

**PRESENTATIONS**

**(10:15 AM - The Planning Committee joined the Finance Committee for a presentation on the American Bus Benchmarking Group (ABBG) 2016 Report and the Customer Satisfaction Survey.)**

Benchmarking Presentation – Mr. Miller explained that PSTA is a member of the ABBG and presented some highlights from the 2016 report. He indicated that the benchmarking program is a systematic process of continuous measuring, comparing, and understanding performance. The ABBG is administered by the Imperial College of London and includes 19 members from across the United States.

Mr. Miller presented several charts comparing PSTA to other transit systems in areas such as bus route length, fleet fuel types, shelters and benches, base fares, as well as annual passenger boardings. Committee Vice-Chair Deighton requested a copy of the full report.

Customer Satisfaction Survey – Tamika White, Workforce Engagement Program Manager, provided background information on the customer satisfaction survey which was conducted by the TransPro Company. She indicated that over 400 PSTA employees participated in coaching and development training classes. Ms. White said that upon completion of the customer service training session, TransPro performed a series of onboard surveys which included in-depth analysis to gauge PSTA customers' demographics, riding habits and trends, and to determine additional customer demands and needs.

Mr. Miller presented the results of the customer satisfaction survey and provided charts explaining the findings in such areas as the timeliness, frequency, fare price, customer service, comfort, cleanliness, and overall satisfaction. He also described areas of improvement that were identified in the survey and the recommended follow-up actions for those areas. Mr. Miller explained PSTA's net promoter score which assesses customer loyalty and allows for performance comparisons between organizations across different business sectors. The Committee had many comments and questions to which Mr. Miller responded.

**[The presentations concluded and a break was taken from 11:12 AM to 11:22 AM. Ms. Johnson left the meeting during the break and did not return.]**

### **CALL TO ORDER**

Committee Vice-Chair Deighton re-opened the meeting at 11:22 AM.

### **PUBLIC COMMENT**

There were no public comments.

### **ACTION ITEMS**

Approval of Minutes – Ms. Rice made a motion, seconded by Ms. Gerard to approve the minutes of the January 15, 2016 meeting. There were no public comments. The motion passed unanimously.

Central Avenue BRT Consultant Scope – Heather Sobush, Planning Manager, said that staff is asking for the Committee to recommend Board approval of the project development design task order with Parsons Brinckerhoff at a cost not to exceed

\$700,000. She provided a brief presentation on the accomplishments to date on the BRT project and also described the project development scope of services, the schedule/timeline, and the project development budget. She indicated that the Florida Department of Transportation (FDOT) will be providing \$500,000 with PSTA contributing the remaining \$200,000.

Ms. Gerard made a motion, seconded by Ms. Rice to recommend Board approval of the project development design task order. There were no public comments. Motion passed unanimously.

### **INFORMATION ITEMS**

Bus Technology Options & Timeline for Decision Making – Mr. Miller indicated that the Board will vote on August 24, 2016 on the replacement of ten diesel buses and seven connector shuttle buses. He provided a brief presentation noting emissions, financial, and operational comparisons of different bus types. Mr. Miller also provided a six-month schedule/timeline leading up to the August vote including a possible half-day informational workshop in May. He said that staff is also investigating securing a third party technical consultant to develop a more detailed comparative analysis of the bus technology options to assist the Board in making their decision.

Ms. Gerard commented that she would prefer to engage a consultant earlier in the timeline and requested comparison information sooner in order to anticipate the public's questions/comments especially regarding electric buses. Ms. Rice cautioned about putting too much focus and details on fleet management when so many regional issues need PSTA's attention. Mr. Deighton asked about new expansion buses and Mr. Miller responded. Ms. Gerard requested more information on bus lifetime operating costs.

FY 2017 Budget Calendar – Debbie Leous, Chief Financial Officer, presented the budget calendar from February through August, leading up to the September public hearings and final approval of the operating and capital budgets. There was discussion about moving the September 14th public hearing to September 15th.

Project & Partner Updates – Cassandra Borchers, Chief Development Officer, gave a short verbal report to the Committee on the advancement of partner projects and smaller PSTA projects. This month's update included the downtown St. Petersburg system redesign and public outreach, the Enterprise Road flexed funds, the U.S. 19 corridor, and the FDOT bus on shoulders study. Mr. Blanton added his comments on the U.S. 19 corridor project.

**FUTURE MEETING SUBJECTS**

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

**OTHER BUSINESS**

No other business was discussed.

**ADJOURNMENT**

The meeting was adjourned at 12:05 PM. The next meeting will be held on March 16th at 10:30 AM.