



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 – APRIL 20, 2016; **10:00 AM**
PSTA AUDITORIUM

		<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER	10:00	
2.	PRESENTATION (along with Finance Committee)	10:00	
	A. Sustainability Plan	30 min HEATHER SOBUSH	2
3.	PUBLIC COMMENT	10:30	
4.	ACTION ITEMS	10:35	
	A. March 16, 2016 Meeting Minutes	CHAIR WELCH	10
5.	INFORMATION ITEMS	10:40	
	A. October 2016 Service Improvements	30 min CASSANDRA BORCHERS	15
6.	REPORTS	11:10	
	A. Projects & Partner Updates	10 min HEATHER SOBUSH	35
7.	FUTURE MEETING SUBJECTS	11:20	
	• 2017 Budget Personnel Assumptions		
	• CIP Public Hearing		
	• System Service Improvements		
	• Trolley Services Procurement		
	• I-275 Shoulder Running Options Study		
8.	OTHER BUSINESS	11:25	
9.	ADJOURNMENT	11:30	

THE NEXT MEETING IS MAY 18, 2016 AT 10:30 AM

PRESENTATION



2A: Sustainability Plan



Action: Information Item

Staff Resource: Kristina Tranel, Transit Planner
Heather Sobush, Planning Manager



Background:

- PSTA adopted a Sustainability Policy, recommending that social, environmental, and economic responsibility be incorporated in PSTA decision making.
- PSTA was a founding signatory to the American Public Transportation Association (APTA) Sustainability Commitment. The APTA Sustainability Program recognizes agencies at bronze, silver, gold, and platinum levels based on implementation of sustainability policies and practices and achievement of sustainability goals.
- The Path Forward Strategic Plan includes sustainability principles and strategies.
- Based on priorities in the Path Forward Plan, a sustainability baseline has been established and goals can be set for improvement above the baseline.

Summary:

- In early April, PSTA staff submitted PSTA's baseline information and sustainability achievements for recognition at the bronze level. Achievements highlighted include:
 - Increased Transportation Disadvantaged (TD) Program participation to serve more disadvantaged residents;
 - Increased access to transit with the Direct Connect Pilot Program and UPASS Program;
 - Expanded employee wellness program;
 - Succession planning including training of and investment in employees;
 - A formal waste management program with increased recycling and reuse;
 - Development of a thorough tracking system of energy and water use by facility, and fuel economy by vehicle type;
 - Increased number of hybrid vehicles in fleet, improving fuel economy; and
 - Long term financial forecasting.

- Major goals for upcoming 2-3 years, consistent with the Path Forward Plan, include:
 - **Environmental:** Increase ridership, thereby reducing reliance on the automobile, and improve fuel economy by setting an average fuel economy goal.
 - **Social:** Increase access to transportation services by offering programs for disadvantaged residents, UPASS programs, and first- and last-mile solutions and by partnering with the Metropolitan Planning Organization (MPO) and local jurisdictions on integrated land use and transportation planning
 - **Financial:** Develop a Sustainable Fleet Plan with a mix of vehicle types that allows PSTA to maintain current services and positions the agency for incremental growth.
-

Attachments:

1. PowerPoint

Sustainability Planning

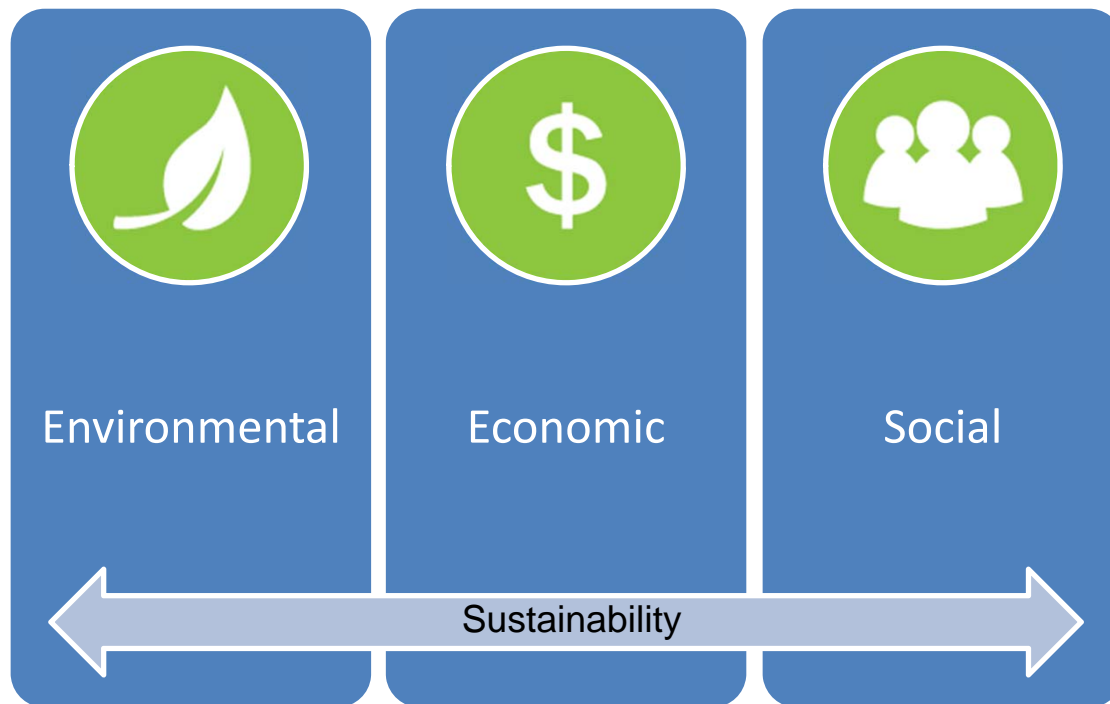
Finance & Planning Committees

April 20, 2016

Pinellas Suncoast Transit Authority
St. Petersburg, Florida

What is Sustainability?

- Responsibility in organizational decision making
 - Environmental, Economic, and Social
 - Meet needs of today without compromising ability to meet future needs



History

- APTA Sustainability Commitment
 - PSTA Founding Signatory
- PSTA Board Approved Sustainability Policy February 2014
- Incorporated in Path Forward Strategic Plan
 - Continuous improvement for riders & community
 - Public outreach commitment
 - Collaborative transportation policy & priority setting
 - Sustainable decision making
 - Sustainable capital program



Sustainability Planning Approach

Path Forward Plan Sustainability Priorities



Baseline Measurement



Goals for Improvement above Baseline



Tailored PSTA Sustainability Program



Evaluate Performance of Sustainability Initiatives

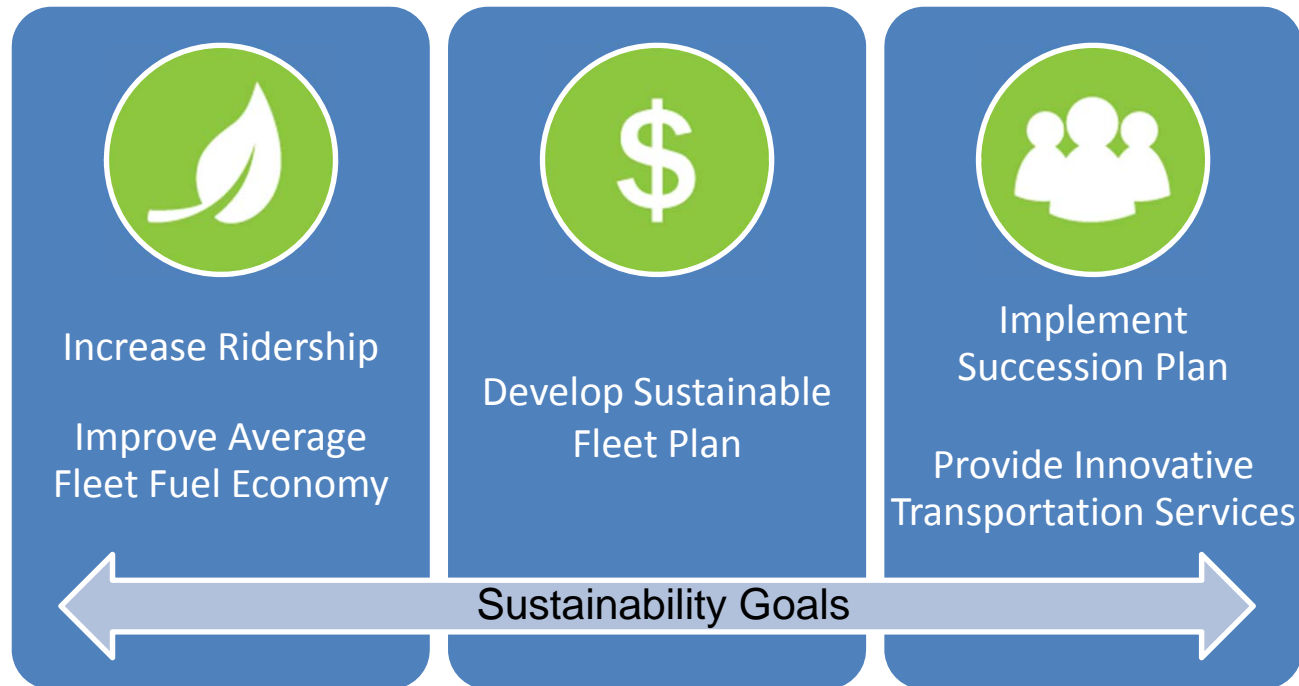
PSTA Accomplishments

- Recycling & reuse program with improved tracking system
- Expansion of programs increasing access to transportation
 - Increase in TD Program participation
 - Direct Connect Program
 - UPASS
- Expanded Employee Wellness Program
- Sustainable Bus Purchases
 - Increased hybrid fleet from 32-60
 - 7 new BAE hybrids ordered
- Life-cycle costing



Sustainability Goals

- Consistent with Path Forward Plan
- Measurable





ACTION ITEM

4A: March 16, 2016 Meeting Minutes



Action: Approve Meeting Minutes

Staff Resource: Clarissa Affeld, Admin Assistant



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

Attachments:

1. Minutes



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

PLANNING COMMITTEE MEETING MINUTES – MARCH 16, 2016

The Planning Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 10:15 AM on this date. The purpose of the meeting was to approve the February 17, 2016 meeting minutes, and recommend approval of the SEIU labor agreement. The following members were present:

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

Absent

Samantha Fenger

Also Present:

Brad Miller, CEO
Whit Blanton, Metropolitan Planning Organization (MPO) Executive Director
Alan Zimmet, General Counsel
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Welch opened the meeting at 10:20 AM.

PRESENTATIONS/ACTION (along with the Finance Committee)

Florida Public Service Union (SEIU) Labor Agreement – James Bradford, Chief Operating Officer, stated that 83% of the Union members voted yes on the contract. He indicated that a deal was reached on a three-year contract agreement that is within PSTA's projected budget. Mr. Bradford provided background information regarding

the new labor agreement that will be in effect through September 30, 2018. He also highlighted some key contract points such as increased wage graduation steps, starting Bus Operator rate of \$12.50, a one-time \$300 stored balance for health insurance contributions, a \$500 annual lump sum compensation based on attendance, and the creation of a Health & Wellness Committee, as well as other Committees.

[Ms. Rice entered the meeting at 10:31 AM.]

Mr. Eggers asked how PSTA compares in the benchmarking group and to other organizations in Florida. Mr. Bradford said in terms of wages and compensation, the Agency is one of the top in the state. Mr. Eggers requested comparisons to Pasco and Hillsborough counties. Questions were raised concerning the \$500 lump sum compensation, PSTA's accident policy, and total budget impact.

Mr. Jonson made a motion, seconded by Ms. Wheeler-Brown to recommend Board approval of the three-year labor agreement with SEIU. There were no public comments. Motion passed unanimously. The Committee agreed that this will appear as an action item on the Board agenda.

DART Contract – Ross Silvers, Mobility Manager, presented an information item about the paratransit contract, which expires on September 30, 2016. He said that currently, Care Ride and Yellow Cab are the contracted providers for paratransit transportation services. Mr. Silvers reviewed background information about the current DART program and the new procurement process. He indicated that an RFP will be issued April 1st with Board approval at their July 27th meeting. Mr. Silvers reviewed the goals of the new procurement including performance improvement items. Mr. Miller added that PSTA is exploring other options to paratransit contractors such as Uber and Lyft. The Committee had a few questions which Mr. Silvers and Mr. Miller answered.

PUBLIC COMMENT

Phil Compton, Sierra Club of Tampa Bay, spoke about the "Ready for 100" campaign which identifies means by which communities can move 100% away from the use of fossil fuels. He said that there will be a meeting in St. Petersburg on March 22nd and an Earth Day event in St. Petersburg on April 23rd, where Proterra is expected to have an electric bus on display.

ACTION ITEMS

Approval of Minutes – Ms. Gerard made a motion, seconded by Ms. Johnson to approve the minutes of the February 17, 2016 meeting. The motion passed unanimously.

[Ms. Gerard left the meeting at 11:25 AM and did not return.]

INFORMATION ITEMS

2017 Key Budget Assumptions – Debbie Leous, Chief Financial Officer, provided a timeline for the budget process. She indicated that this is the second year of the Path Forward plan and the goal for 2017 is to provide a balanced budget for both operating and capital. Ms. Leous presented some key budget highlights including revenue assumptions from the ad valorem tax, passenger fare revenues, and operating assistance from federal, state, and local sources. She also reviewed the expenditure assumptions, including salaries and benefits, health insurance, and diesel fuel costs. Ms. Leous highlighted administrative cost reductions and indicated that staff has been working on identifying ways to reduce costs. She said that the anticipated savings for FY 2016 will be \$675,000.

Ms. Johnson mentioned the Community Redevelopment Agency (CRA) grants that most cities receive and wondered if the Transportation Disadvantaged (TD) program could be leveraged into those grants. Committee Chair Welch asked for more information on this concept.

REPORTS

Projects and Partner Updates – Heather Sobush, Planning Manager, gave a brief report on the advancement of partner projects of interest to the Board and smaller PSTA projects. She spoke about the downtown St. Petersburg system redesign and public outreach, the North Pinellas Cultural Alliance (NPCA) shelter match program, and the PSTA, MPO, and Florida Department of Transportation (FDOT) monthly coordinating meetings. Ms. Sobush said the Agency will participate and/or coordinate with the MPO on four efforts; the MPO prioritization process, the Tri-County Premium Transit study, the SR 60 corridor evaluation/beach access, and the transfer area analysis. Ms. Sobush also spoke about two recent projects underway. She said PSTA is working with Pinellas Park staff for a possible replacement for Route 444 and working with consultants to develop a scope for the downtown St. Petersburg circulation study.

Mr. Blanton spoke about the U.S. 19 corridor stating that the MPO/Pinellas Planning Council (PPC) has requested that FDOT postpone its two roadway design projects from north of Nebraska Road to south of Lake Street so that the MPO/PPC can complete a consensus-driven vision for the U.S. 19 corridor. Mr. Blanton reported that it was also requested that FDOT conduct a value engineering study of the cost benefit of grade separated interchanges from the area north of Tampa Road to the Pasco County line.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects. Mr. Miller noted that the Planning Committee will review a draft agenda for the May 6th Board workshop at next month's meeting.

OTHER BUSINESS

Mr. Deighton indicated that he and Mr. Miller will be having a meeting with St. Pete Beach on March 17th regarding the Central Avenue Bus Rapid Transit (BRT) and ad valorem.

ADJOURNMENT

The meeting was adjourned at 12:02 PM. The next meeting will be held on April 20th at 10:30 AM.

INFORMATION ITEMS



5A: October 2016 Service Improvements



Action: Information Item

Staff Resource: Bob Lasher, External Affairs Officer
Cassandra Borchers, CDO

PLANNING

Background:

- In early 2015, PSTA embarked on a customer focused redesign of services in concert with the tenets of the Community Bus Plan and in light of fiscal constraints.
- Staff developed a multi-phase plan approach to systematically examine every route in the entire PSTA network to improve efficiencies and delivery of service to customers. This became the “Customer Oriented System Redesign” element of the Path Forward Strategic Plan:
 - Focus resources where transit works best
 - Identify transportation alternatives for affected customers (if needed)
 - Use a data-driven and customer sensitive approach
- In Phase 1 of the System Redesign, PSTA examined underperforming routes and recommended service adjustments. As a result, the East Lake Connector was eliminated and Routes 1/30 were combined (new Route 22). The new Direct Connect pilot program was also implemented as an alternative mobility option for residents and visitors to the East Lake and Pinellas Park areas.
- Phase 2 compromised the transformation of bus services in Downtown St. Petersburg from a hub to grid system and service increases on select route. PSTA completed a robust public engagement and public information outreach effort both before and after the changes on downtown.

Summary:

- Phase 3 will examine and make recommendations for the remainder of the PSTA network. Work for this phase includes:
 - Technical review of Community Bus Plan recommendations
 - Update of data used in performance analysis, as well as new data collection as needed

- Extensive public outreach including engagement and information phases
- Two Phase Implementation (October 2016 and February 2017)

Public Outreach Schedule for October 2016 Service Improvements:

- Internal coordination is already underway as Planning staff has been meeting with Operators, Supervisors, SEIU Representatives to solicit their thoughts and ideas on proposed route improvements. Internal coordination will occur throughout the system redesign.
- Similar sessions are also underway with management and planning staffs from the municipalities where service changes are proposed for October 2016.
- PSTA will engage the public as part of the system redesign process. This will be done through numerous workshops, meetings and various electronic/digital and in-person contact methods.

April – June, 2016:

- Internal coordination with Transportation employees (Operators, Supervisors, Customer Service Representatives etc.) on proposed changes
- Meetings with County, City Managers and Staff:
 - Dunedin 4/12/16 at 9:30 am
 - Safety Harbor 4/13/16 8:30 am
 - Clearwater 4/14/16 11:00 am
 - St. Petersburg 4/18/16 1:30pm
 - Oldsmar 4/19/16 1:00 pm (Requested)
 - Tarpon Springs 4/19/16 9:00 am (Requested)
 - Pinellas County 4/20/16 3:00 pm (Requested)
 - Largo TBD
 - Pinellas Park TBD
 - Seminole TBD
- Public workshops:
 - 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
 - 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
 - 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
 - 5/28/16, 10:30AM – Noon St. Petersburg North Library

- Public Hearings
 - 6/7/16, 5:30-7:30 PM Clearwater East Library
 - 6/22/16, 9:00-9:30 AM PSTA Board Room

June- August:

- Driver, Customer Service and internal training and outreach once changes have been finalized.
- Develop new public information materials for October 2016 service changes.
- Engage city/county management and planning staffs from the municipalities where service changes are proposed for February 2017. Establish public engagement schedule and present to PSTA Committee and Board for February 2017 implementation. (Including, but not limited to: Gulfport, Largo, Pinellas Park, Seminole, South Pasadena, St. Petersburg)

One week prior to service change: September 25th- October 1, 2016:

- Staff outreach to riders with booklets at major transfer facilities
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders

October 2-4, 2016 inclusive:

- Ambassadors stationed at major transfer centers to aid riders with new route changes

Fiscal Impact:

- Adjustments proposed as part of the October 2016 Service Improvements are intended to be revenue neutral; any cost savings will be incorporated into the FY17 Budget or reserved for the February 2017 service improvements.

Attachments:

1. PowerPoint
2. Maps of Proposed Service Improvements (to follow)



October 2016 Service Improvements

Phase 3 System Redesign

Transit Riders Advisory Committee

Planning Committee

April 20, 2016

Pinellas Suncoast Transit Authority (PSTA)

St. Petersburg, Florida



Goals of the 2013 Bus Plan

- Wide scale community engagement “Tell us what do you want”
- Mold the bus network to better serve the economy and needs of our community
- Create a thoughtful, phased plan to suit a variety of funding scenarios
- Comprehensive plan development designed to maximize previous efforts



Pinellas
community
bus plan

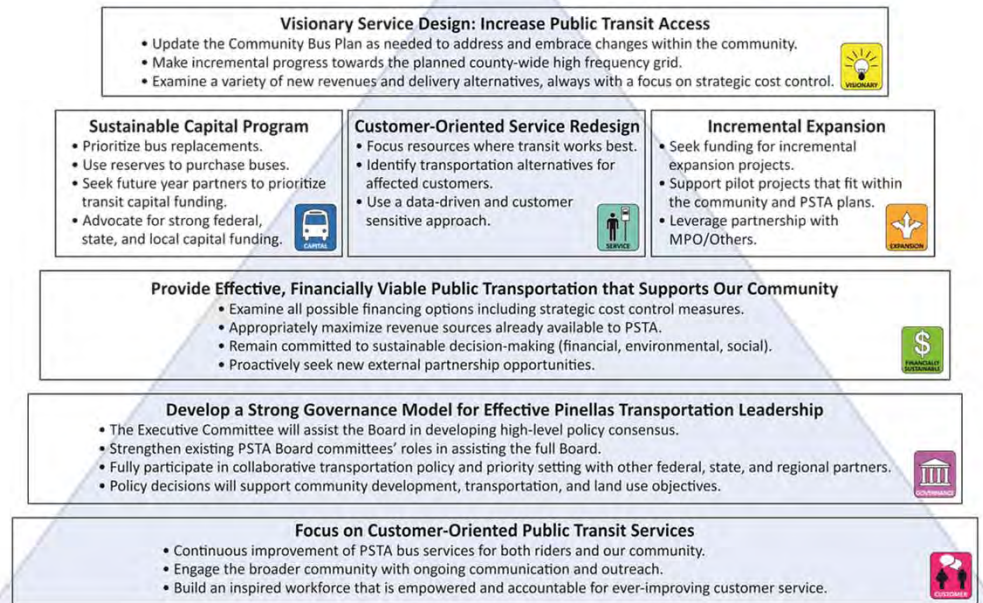


May 2015 Strategic Direction

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

PATH FORWARD

Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.







Where Are We Going?

- Budget/System 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. Efficiency Improvements throughout County
 - a. October 2016 – North and Mid-County
 - b. February 2017 – South and Mid- County
- Additional Improvements to Follow:
 - Central Avenue BRT/ Downtown St. Pete Circulation
 - Clearwater Beach-TIA Express



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

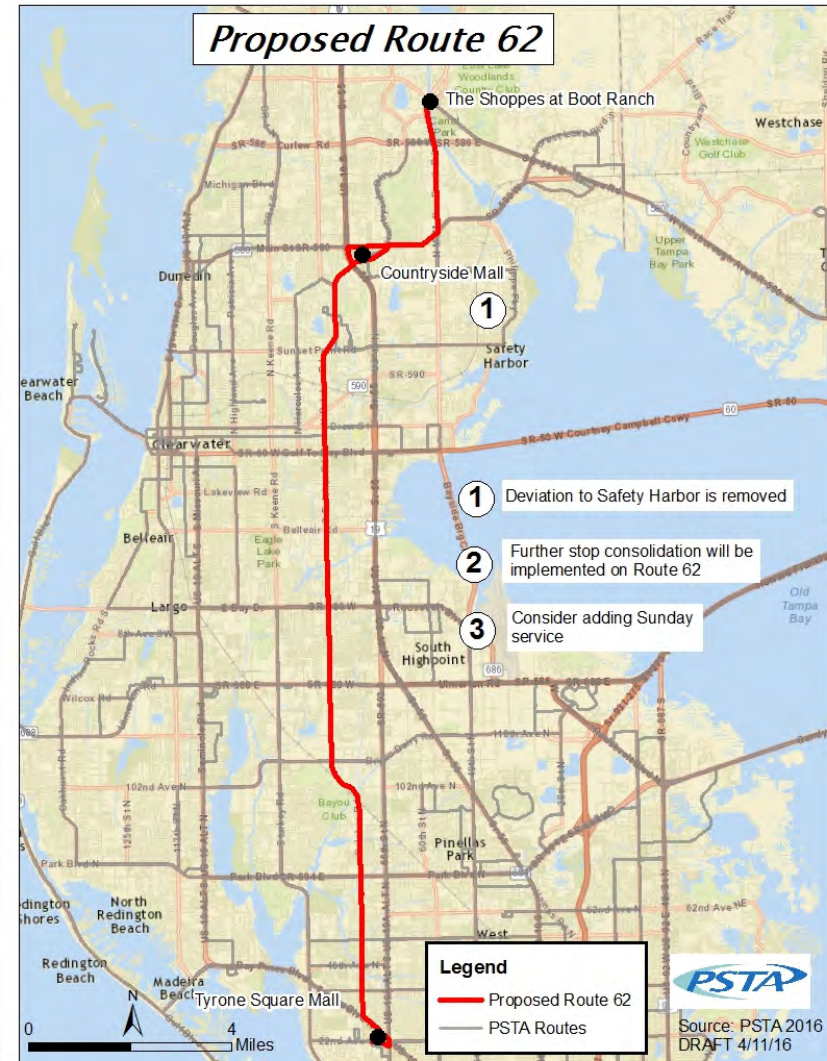


October 2016 System-wide Streamlining

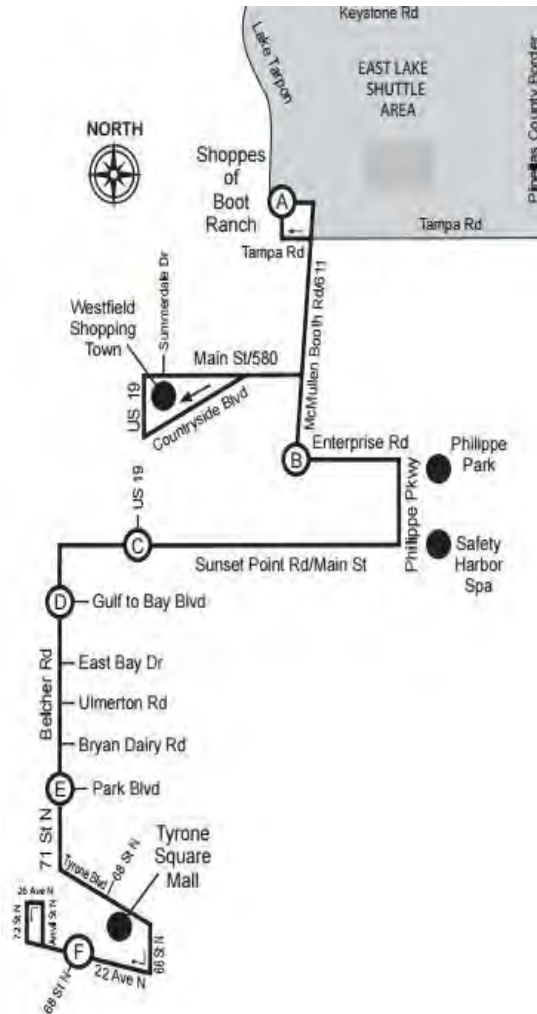
- Remove underutilized deviations
- Bus-Stop Consolidation: speed operations/save hours
- Reinvestment of saved hours or new investment
 - Evening and Weekend Service Expansions
 - Overcrowded Routes –require additional buses
- Specific Proposals:
 - Split long routes such as 62 (Belcher/Safety Harbor)
 - Redesign Jolley Trolley Coastal with segments of Route 66 for single 7-day service
 - Retain or expand routes with highest demand



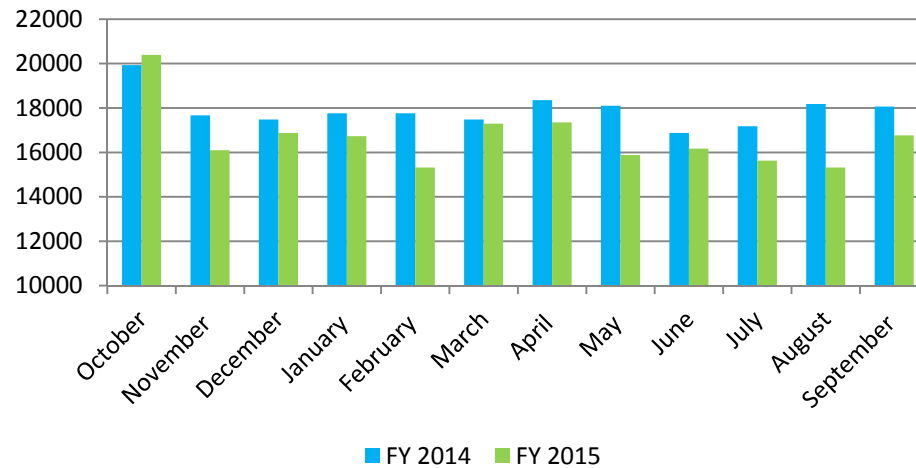
Example: Route 62



Route 62: Service and Performance



Route 62 Ridership by Month



Service Span

Monday - Friday	Saturday	Sunday
5am – 8:30pm	6:45am – 7:30pm	No Service

Headway

Monday - Friday	Saturday	Sunday
60 minutes	60 - 120 minutes	No Service

2015 Statistics

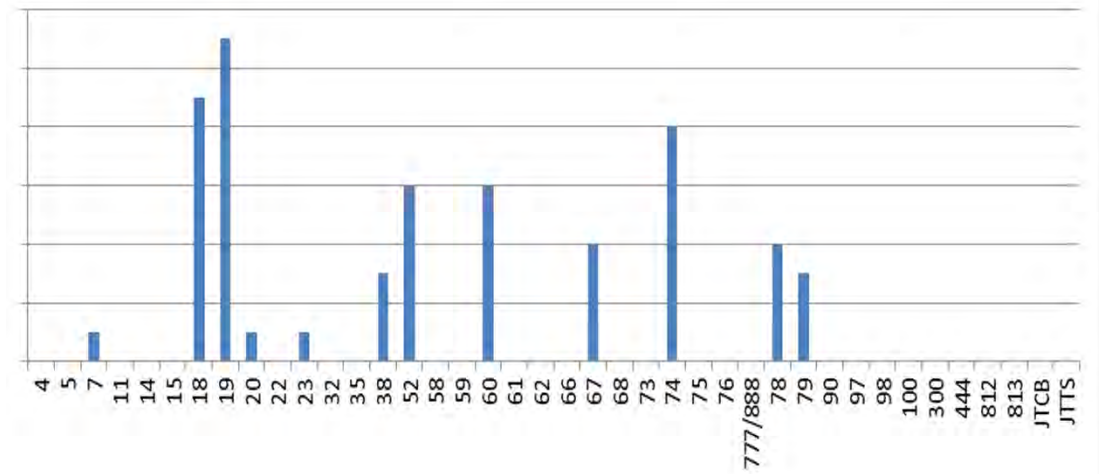
2015 Metric		Rank (out of 41)
FY 2015 Ridership	199,843	19
Passenger/revenue mile	0.86	33
Passenger/revenue hour	14.36	32
Cost Recovery	24.02%	34
Final Combined Score	33.27 points	35



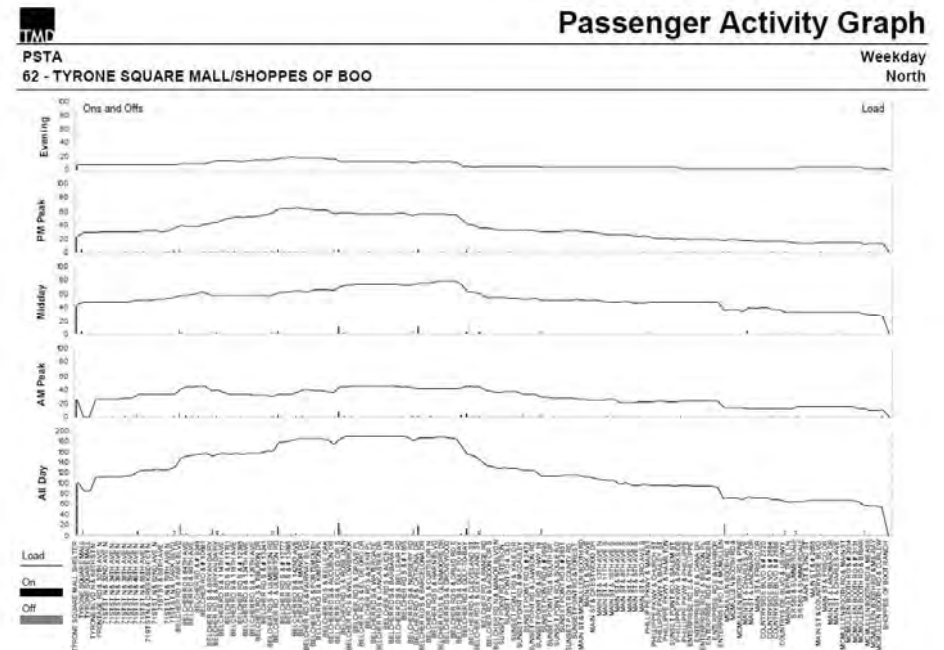
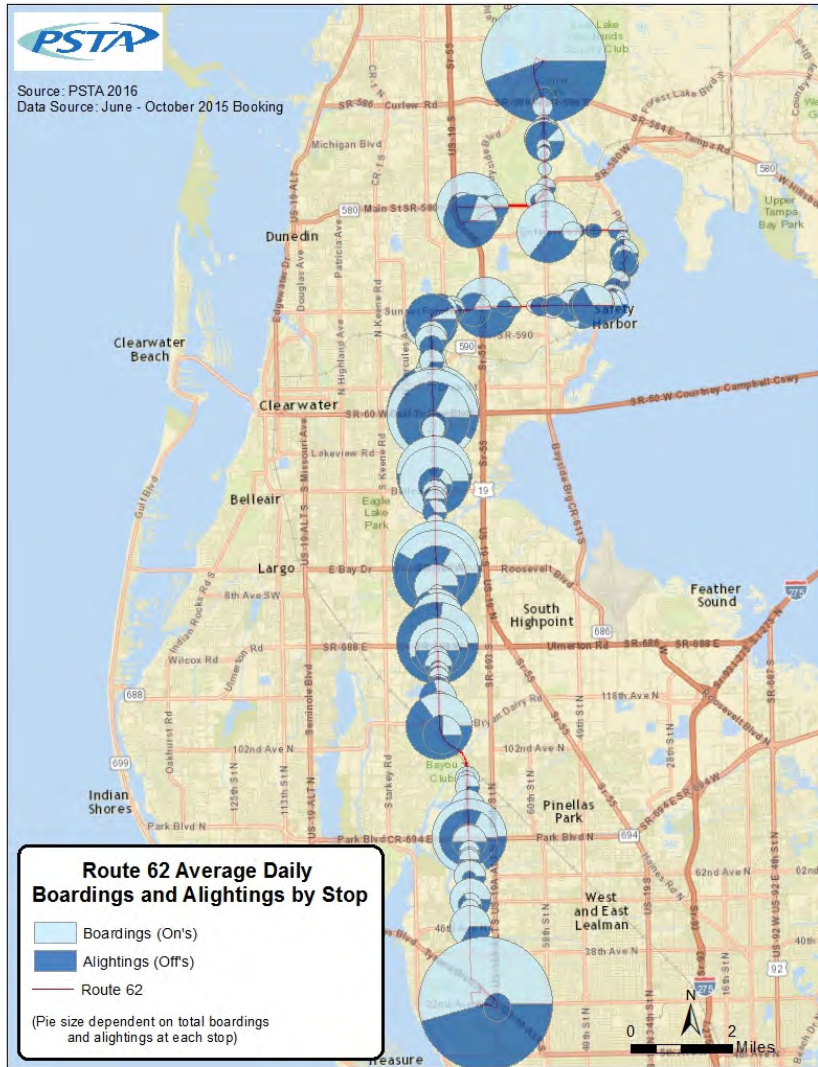
Route 62: Rider Patterns



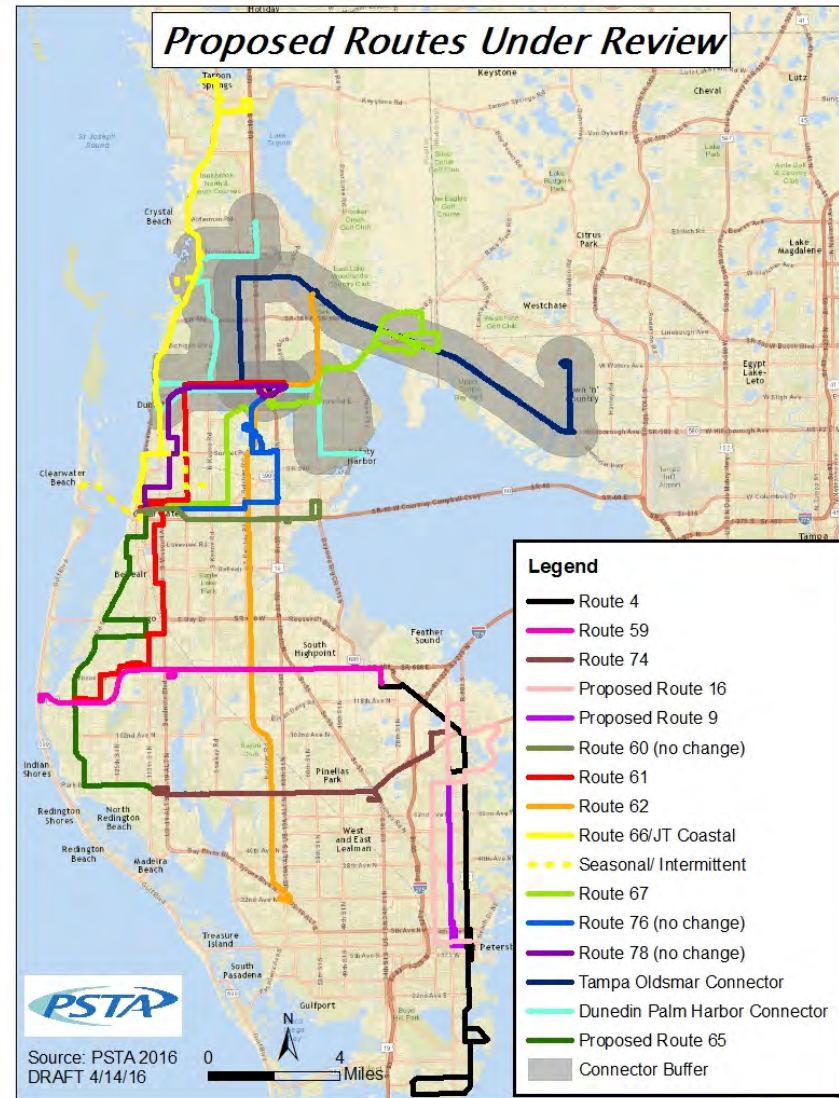
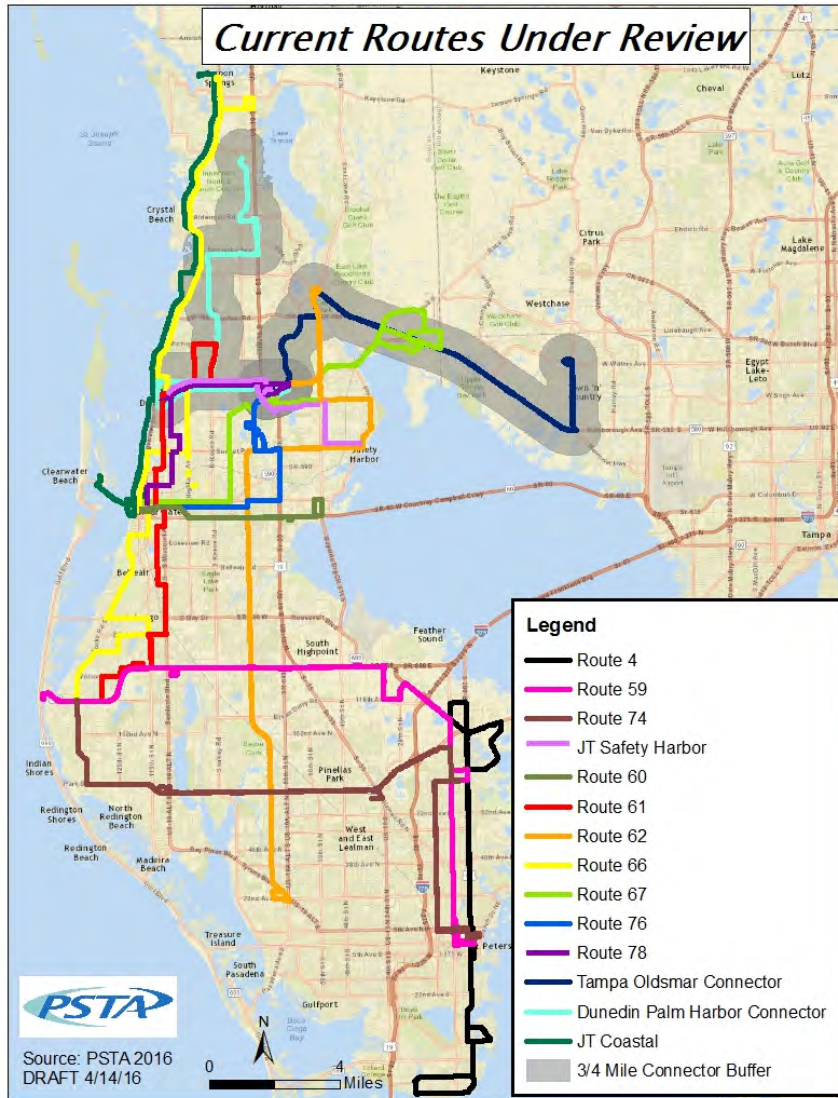
Transfer Affinities



Route 62: Rider Patterns



System Proposal for October 2016



Early Engagement

April – June, 2016:

- Internal meetings for feedback from Transportation employees (Drivers, Supervisors, CSR's etc.) on proposed changes
 1. Safety Security and Training
 2. Executive Review
 3. Operators, Supervisors, Customer Service Focus Groups
- Meetings with City/County staff
- Internal Workshops : Operators, Customer Service
- Public Workshops/Hearings
- Web/Social Media engagement



Initial City/County Staff Outreach

- Dunedin 4/12/16 at 9:30 am
- Safety Harbor 4/13/16 8:30 am
- Clearwater 4/14/16 11:00 am
- St. Petersburg 4/18/16 1:30 pm
- Oldsmar 4/19/16 1:00 pm (Requested)
- Tarpon Springs 4/19/16 9:00 am
- Pinellas Planning 4/20/16 3:00 pm
- Seminole Pending
- Largo Pending
- Pinellas Park Pending



Public Workshops/Hearings

Workshops:

- 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
- 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
- 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
- 5/28/16 10:30 – Noon St. Petersburg North Community Library

Public Hearings:

- 6/7/16, 5:30-7:30 PM Clearwater East Library (Drew St.)
- 6/22/16 9:00- 9:30 AM PSTA Board Room



Final Outreach – Public Information

August – September

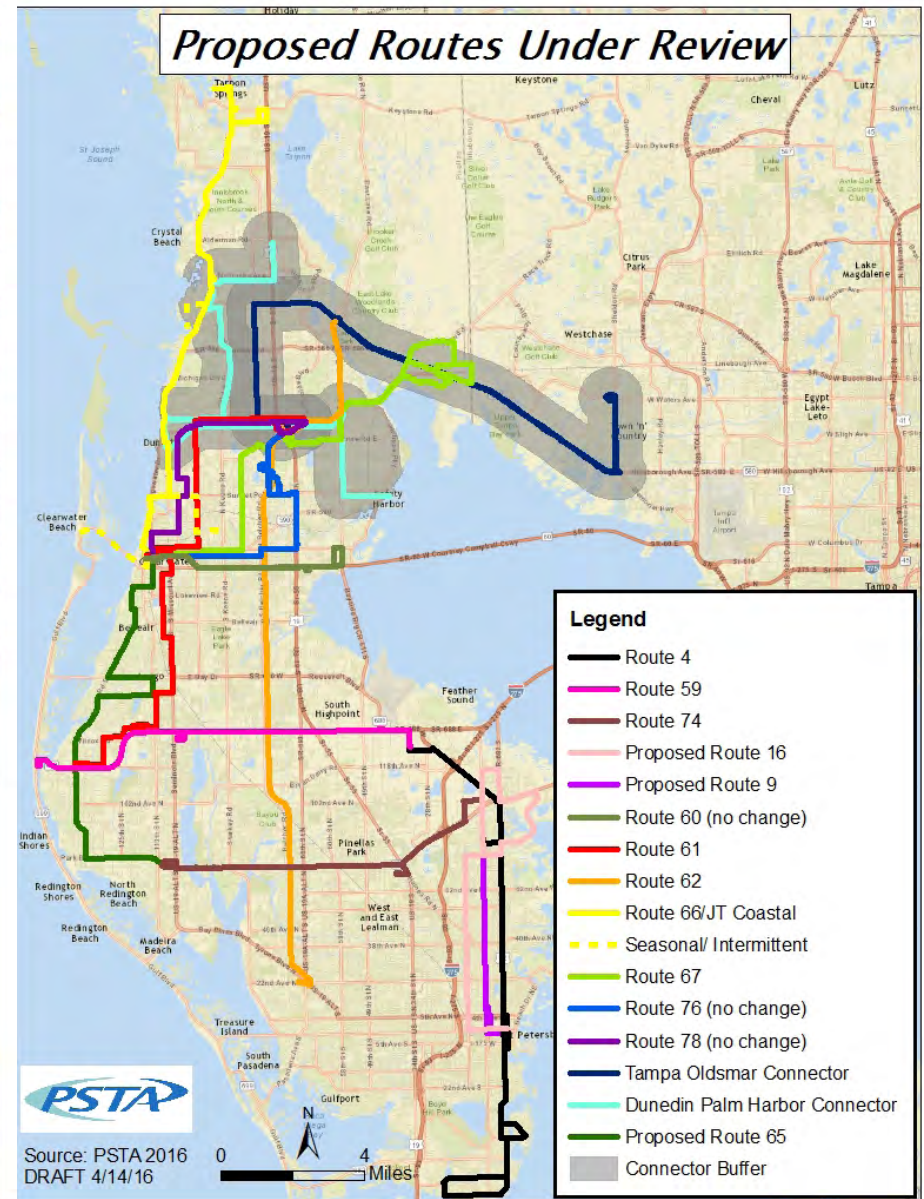
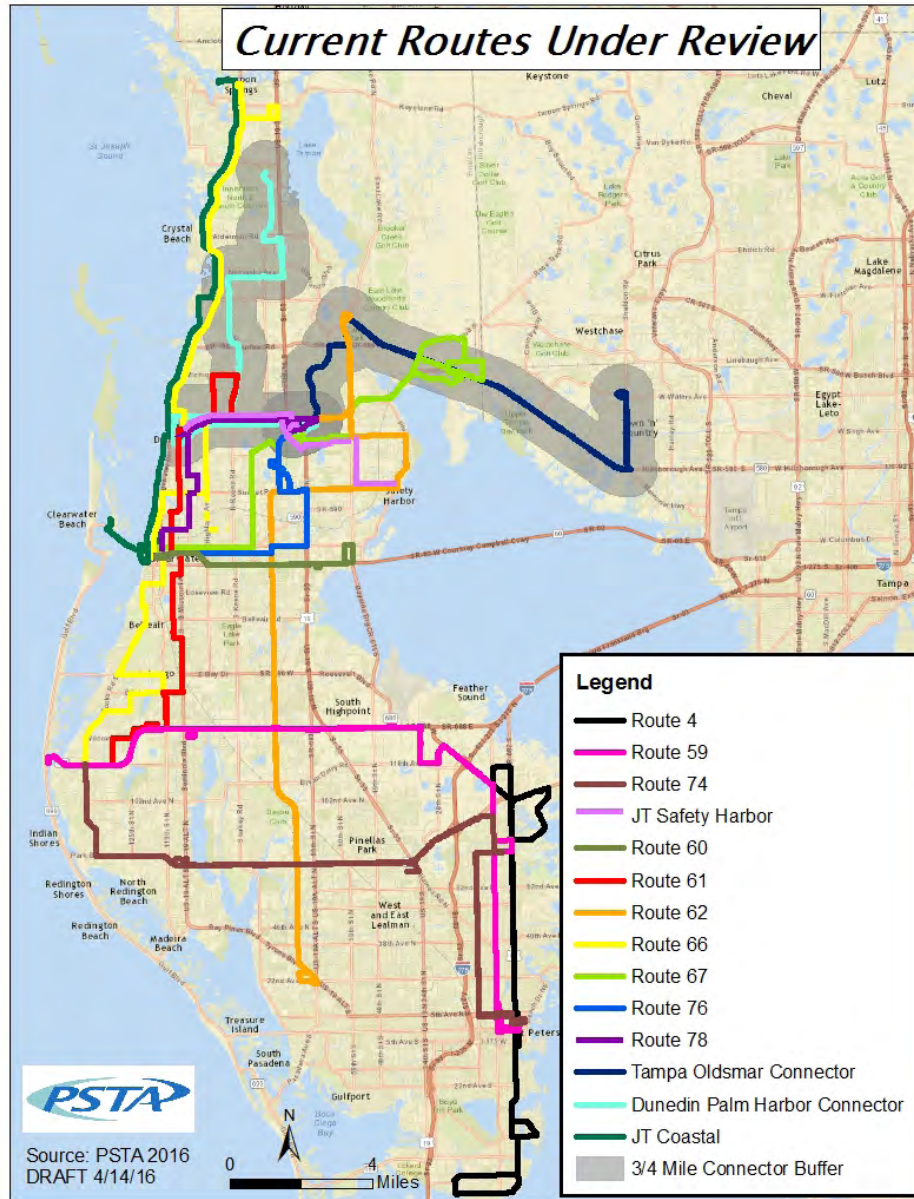
- Development of training and public engagement materials
- Internal training for Operators, Customer Service and Ambassadors

Week prior to service change: September 25th- October 4th, 2016:

- Staff outreach to riders with booklets at major transfer facilities (34th Layby, Clearwater (Park St), Countryside Mall, Gateway Mall)
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders
- On-board Ambassadors, if needed



System Proposal for October 2016



Phase 3 System Improvements

October 2016

- List Routes included
- Route 4
- Route 9 (new)
- Route 16 (new)
- Route 19
- Route 59
- Route 60 (no change)
- Route 61
- Route 62
- Route 65 (new)
- Route 66/JTNC
- Route 67
- Route 74
- Route 76 (no change)
- Route 78 (no change)
- Oldsmar/ Tampa Connector
- Dunedin/PH Connector
- JT Safety Harbor

February 2017

- Routes included
- Route 5
- Route 7 (no change)
- Route 11
- Route 14
- Route 15 (no change)
- Route 18
- Route 20
- Route 2
- Route 22 (no change)
- Route 23
- Route 32
- CAT
- Route 38
- Route 52
- Route 58
- Route 68 (no change)
- Route 73 (no change)
- Route 75
- Route 79
- Route 90
- Route 97
- Route 98
- Route 444
- SCBT (no change)



REPORTS



6A: Project & Partner Updates



Action: Information Item

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

PLANNING

Background:

- In addition to the PSTA projects presented as full information or action items to the Board, the PSTA Planning staff engages with partner agencies and their projects on a regular basis to ensure the inclusion of transit.
- As an update to the Planning Committee, the Planning Department will give a short verbal report on the advancement of partner projects of interest to the Board or smaller PSTA projects.

SR 60 Project Coordination

- The Florida Department of Transportation (FDOT) is conducting a corridor study of SR 60 and Drew Street from Ft. Harrison Avenue to McMullen Booth Road. While the study is focused mainly on identifying short-term operational improvements, it will also include some long term recommendations to improve travel in the corridor.
- PSTA staff met with FDOT and the project consultant to discuss improvements that PSTA would like to see to improve transit operations or the rider experience in the corridor. PSTA staff will provide ridership and performance data to FDOT.
- Staff discussed plans for the Clearwater Beach to Tampa International Airport (TIA) Express and requested that the study include an analysis of intersections for potential transit signal priority and queue jumps as well as a review of opportunities to include transit amenities, including bus bays, shelters, and express bus stops.

Central Avenue Bus Rapid Transit

- Following the positive meeting with Federal Transit Administration (FTA) staff on March 14, FTA staff requested that we provide additional documentation of FDOT's commitment to funding. With the Governor's approval of the State budget, FDOT has since provided a letter documenting that the \$500,000 for Project Development has been programmed and will be available on July 1, 2016 when the Tentative Work Program is officially adopted.

- PSTA staff continues to coordinate with City of St. Petersburg staff on the development and review of scopes for the Central Avenue Bus Rapid Transit (BRT) project and parallel Downtown Circulation study.
- PSTA staff will be meeting with the three beach communities in April to review the project.

Transportation Management Area (TMA) Leadership Group Meeting

- The TMA Leadership Group met on April 8, 2016. Presentations were provided on the Regional Premium Transit Study draft scope and transit referenda. The Group began discussion on the criteria and project ranking matrix for the 2016 TMA Leadership Group priorities.
- PSTA staff is reviewing the draft scope and will be coordination with the Pinellas MPO to provide any comments on the scope to HART.

FDOT Bus on Shoulders Study

- The FDOT Bus on Shoulder Study is being led by FDOT Central Office in cooperation with District Seven. The Department is exploring statewide policy options for bus operations the shoulders of the interstate system.
- The pilot area for the project is located in Pinellas County on I-275 from Downtown St. Petersburg to Gandy Blvd, connecting into the proposed TBX Lanes.
- The Agency Stakeholder Kick-Off Meeting will be held on April 11, 2016. An update of this meeting will be provided.

Metropolitan Planning Organization (MPO) and FDOT Coordination

- PSTA, MPO, and FDOT staff are meeting monthly to ensure ongoing coordination.
- The next meeting will be held on April 12th. Staff will provide an update on this meeting which is expected to include discussion on:
 - Status of Priority Projects and Legislative Priorities
 - Downtown Clearwater – Clearwater Beach Busway Reevaluation Scope
 - Scope of Work – PSTA Transfer Area Analysis
 - Tampa Bay Premium Transit Study (HART)
 - Service Redesign

Attachments: None