



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.

Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.







Where Are We Going?

- 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
- Budget/System Efficiencies Allow for Small **Increases** in services over time.
- 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

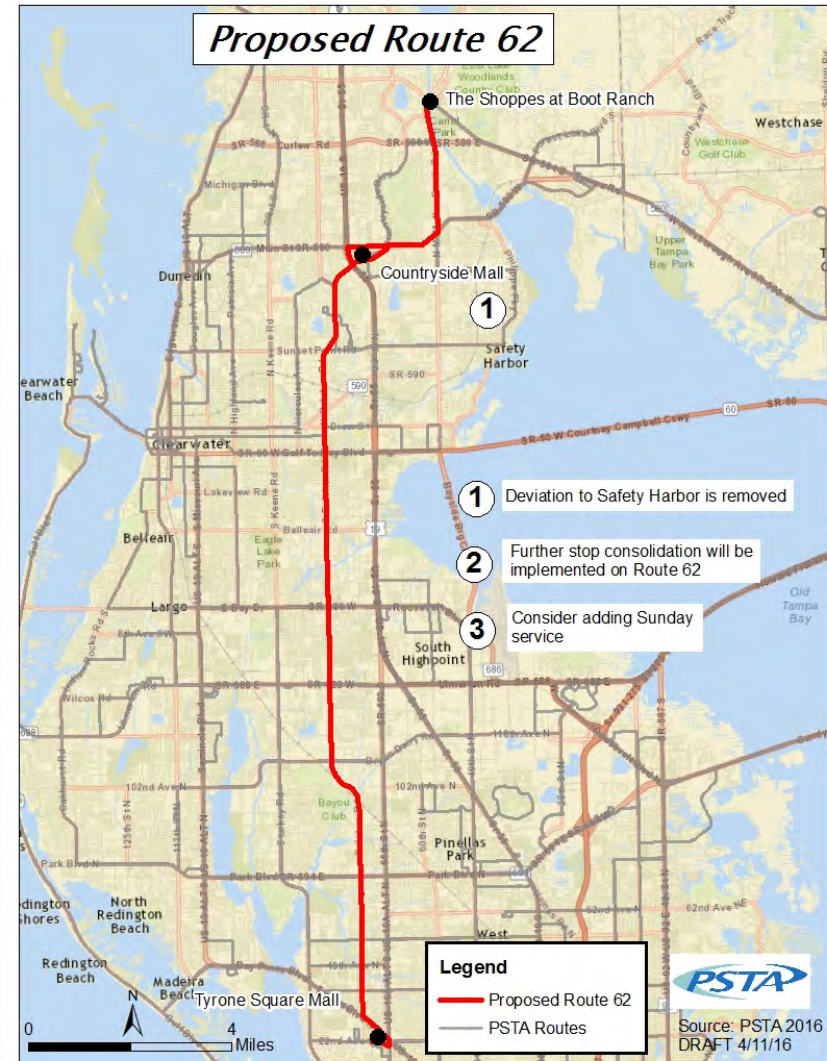
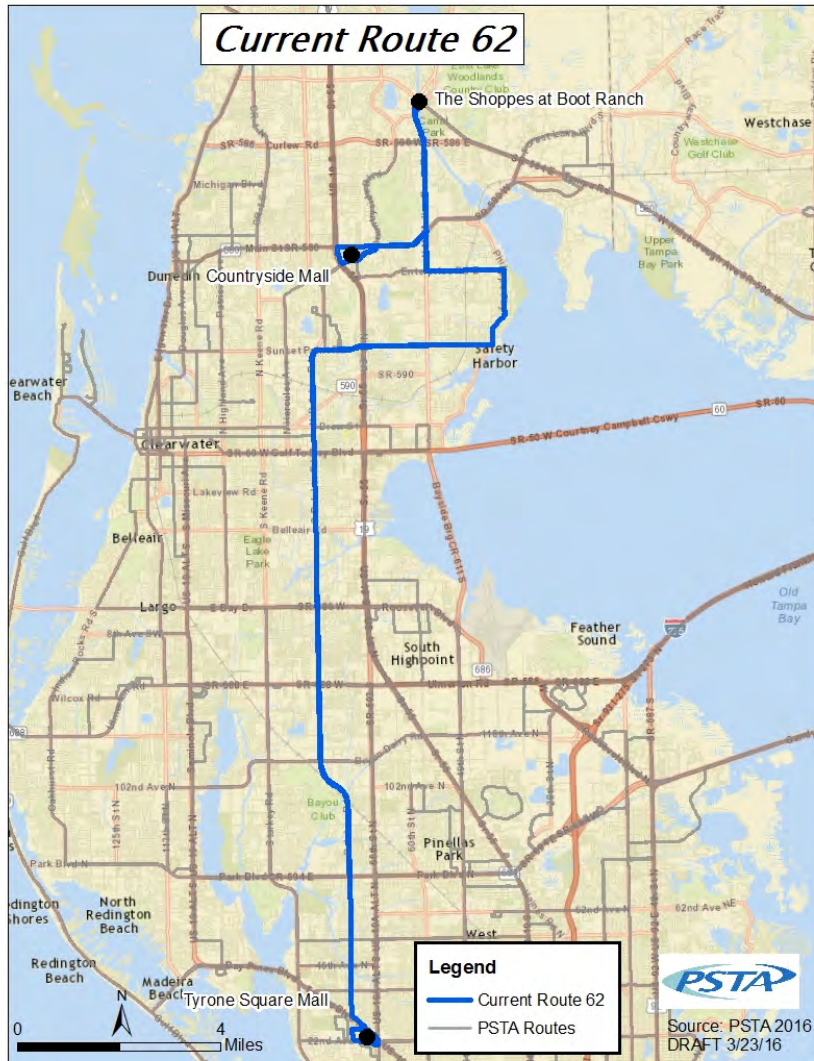


October 2016 System-wide Streamlining

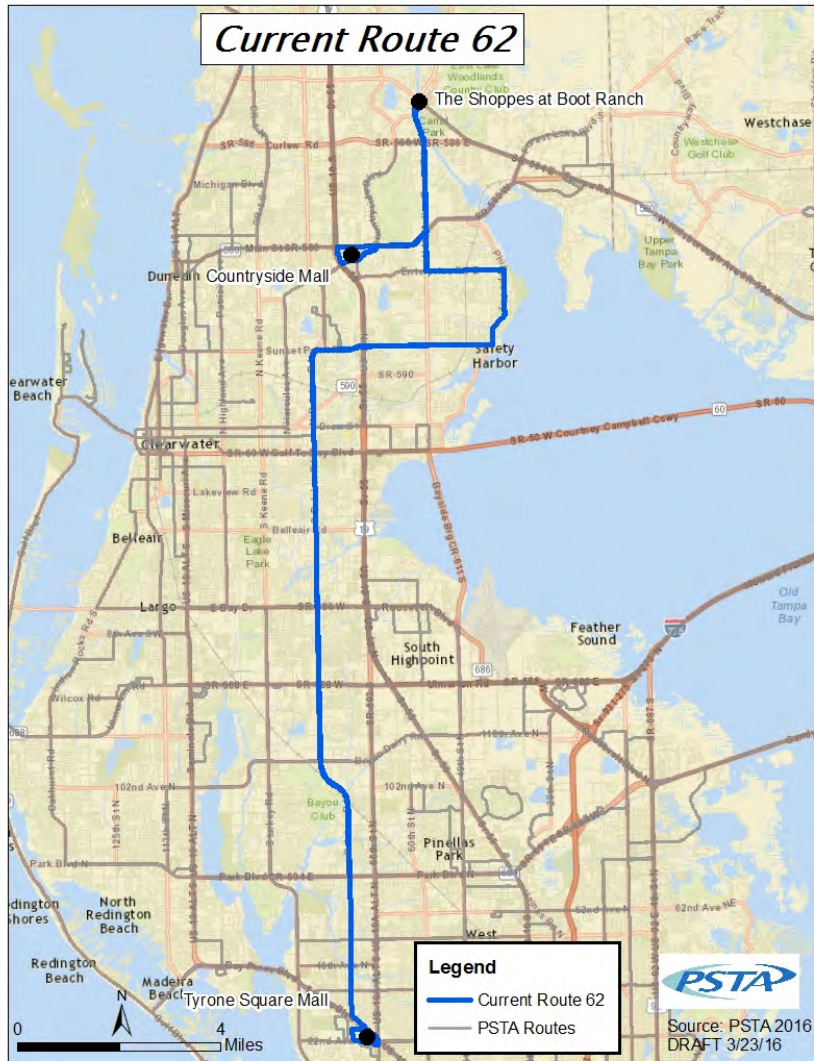
- Remove underutilized deviations
- Bus-Stop Consolidation: speed operations/save hours
- Reinvestment of saved hours or new investment
 - Evening and Weekend Service Expansions
 - Overcrowded Routes –require additional buses
- Specific Proposals:
 - Split long routes such as 62 (Belcher/Safety Harbor)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



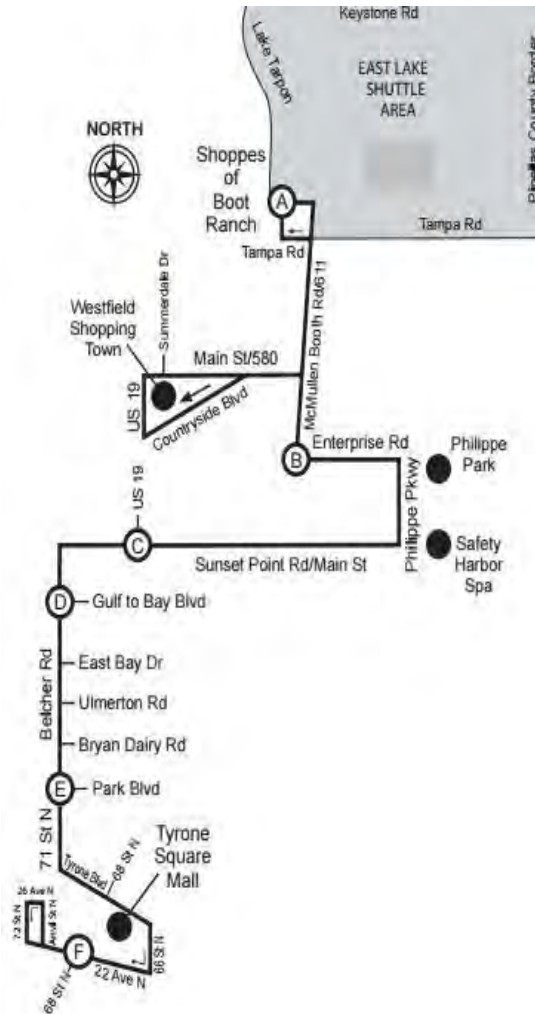
Example: Route 62



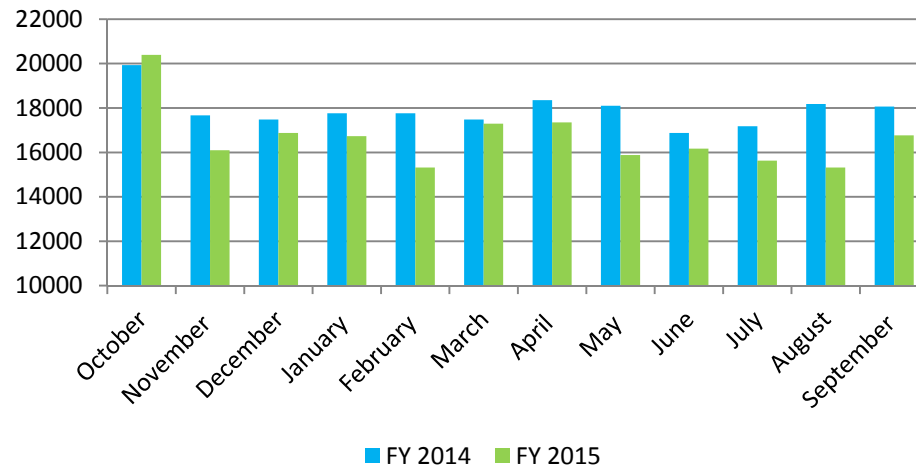
Example: Route 62 – Safety Harbor



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

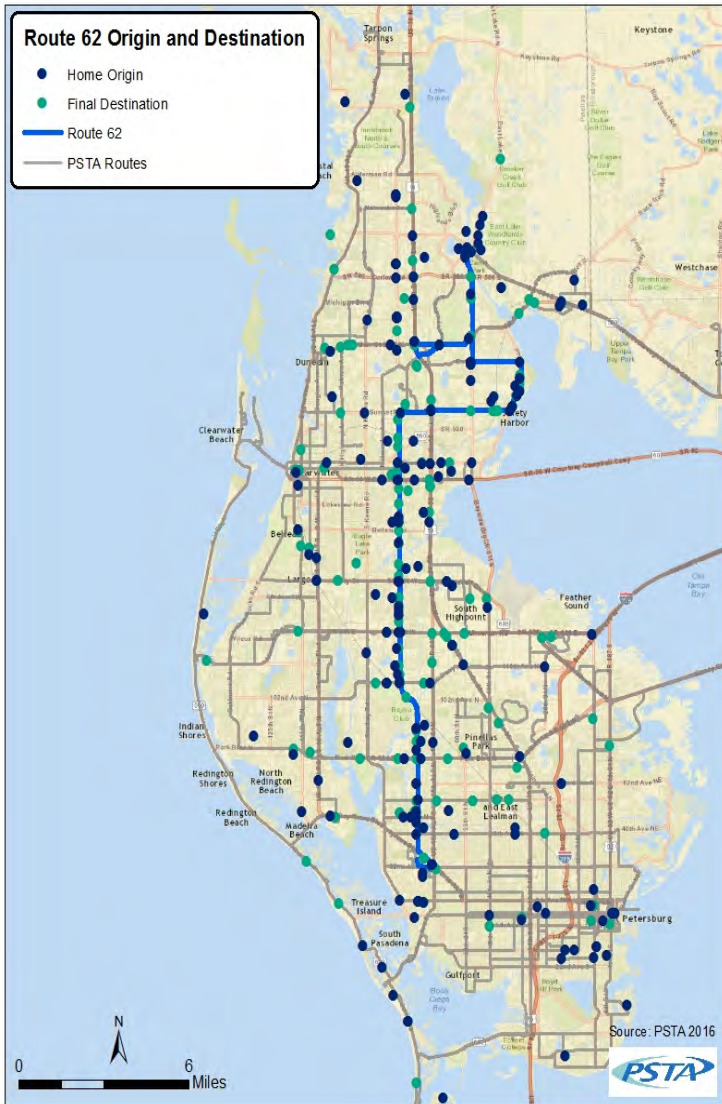
Monday - Friday	Saturday	Sunday
60 minutes	60 - 120 minutes	No Service

2015 Statistics

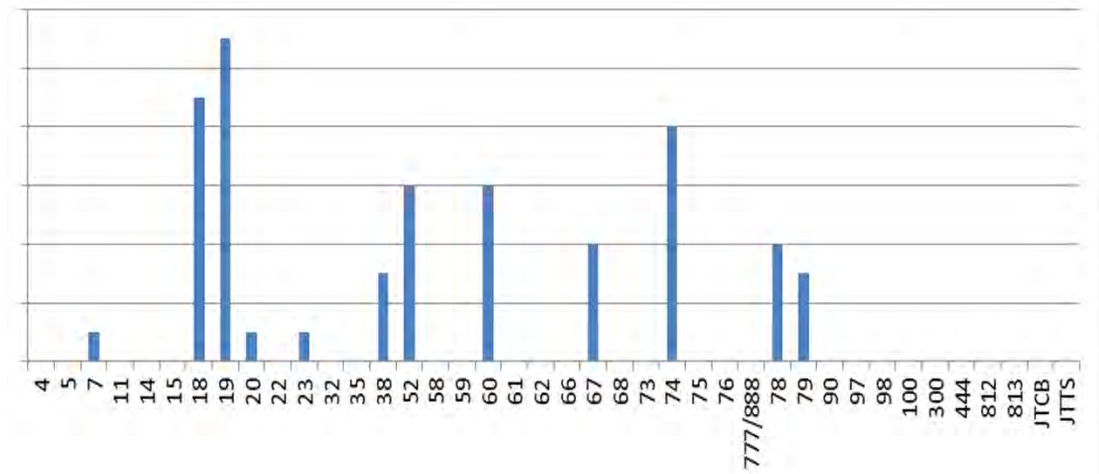
2015 Metric		Rank (out of 41)
FY 2015 Ridership	199,843	19
Passenger/revenue mile	0.86	33
Passenger/revenue hour	14.36	32
Cost Recovery	24.02%	34
Final Combined Score	33.27 points	35



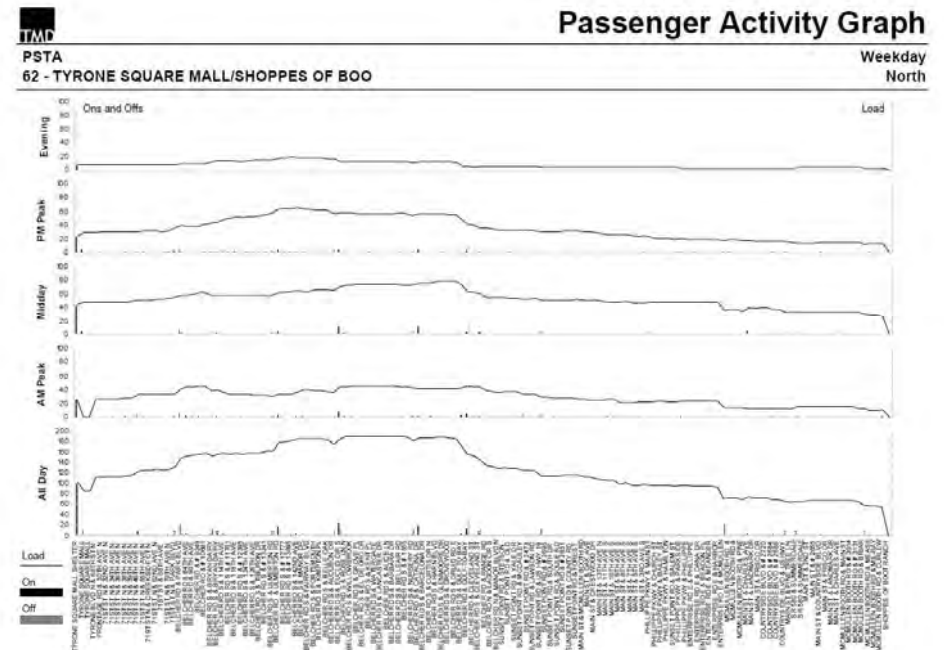
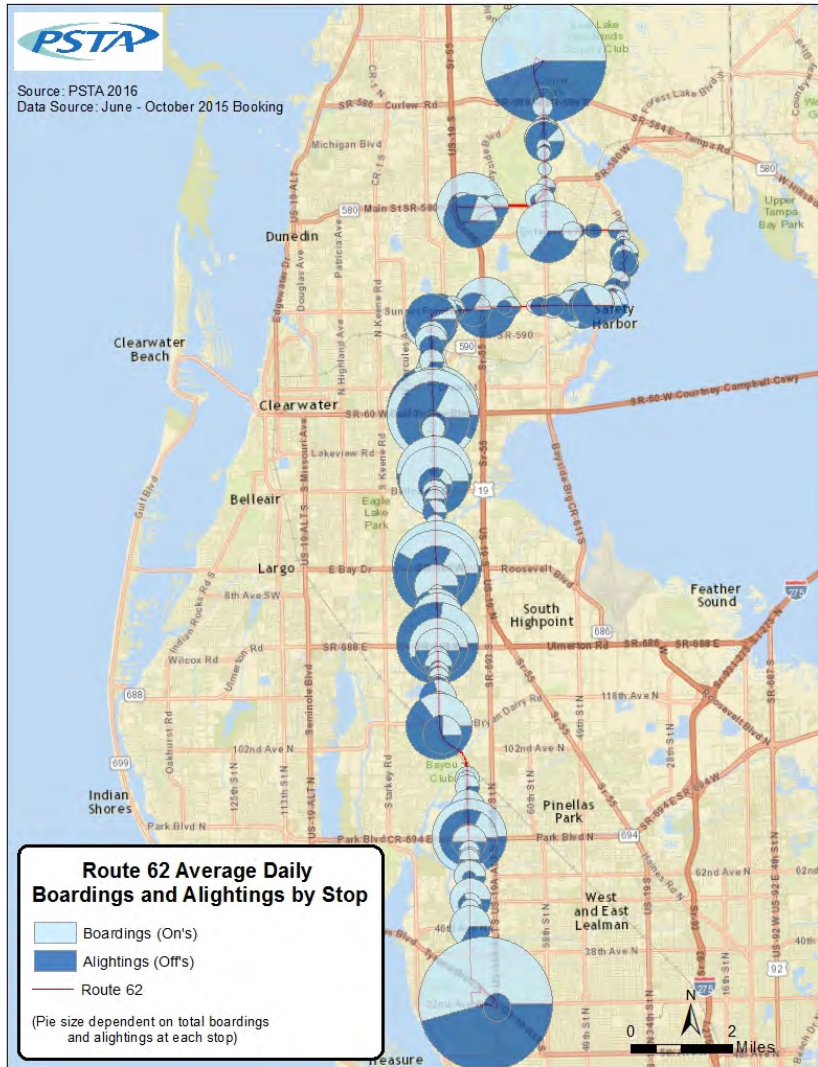
Route 62: Rider Patterns



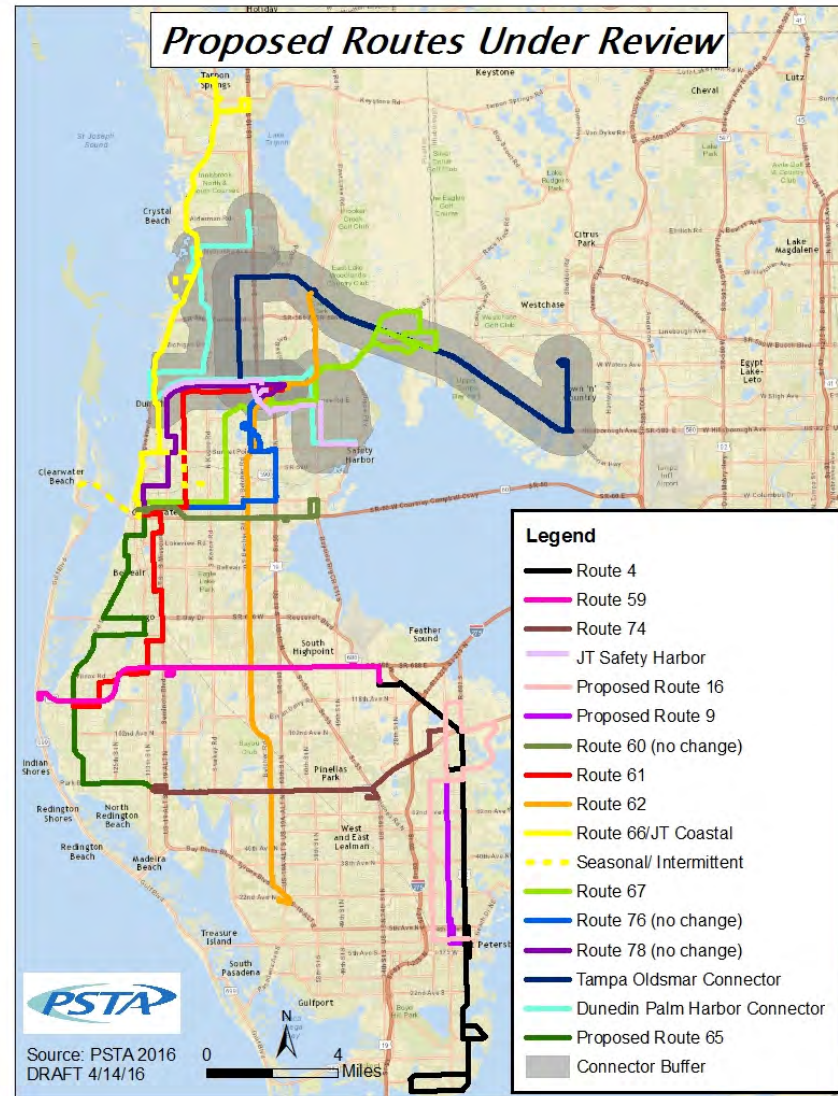
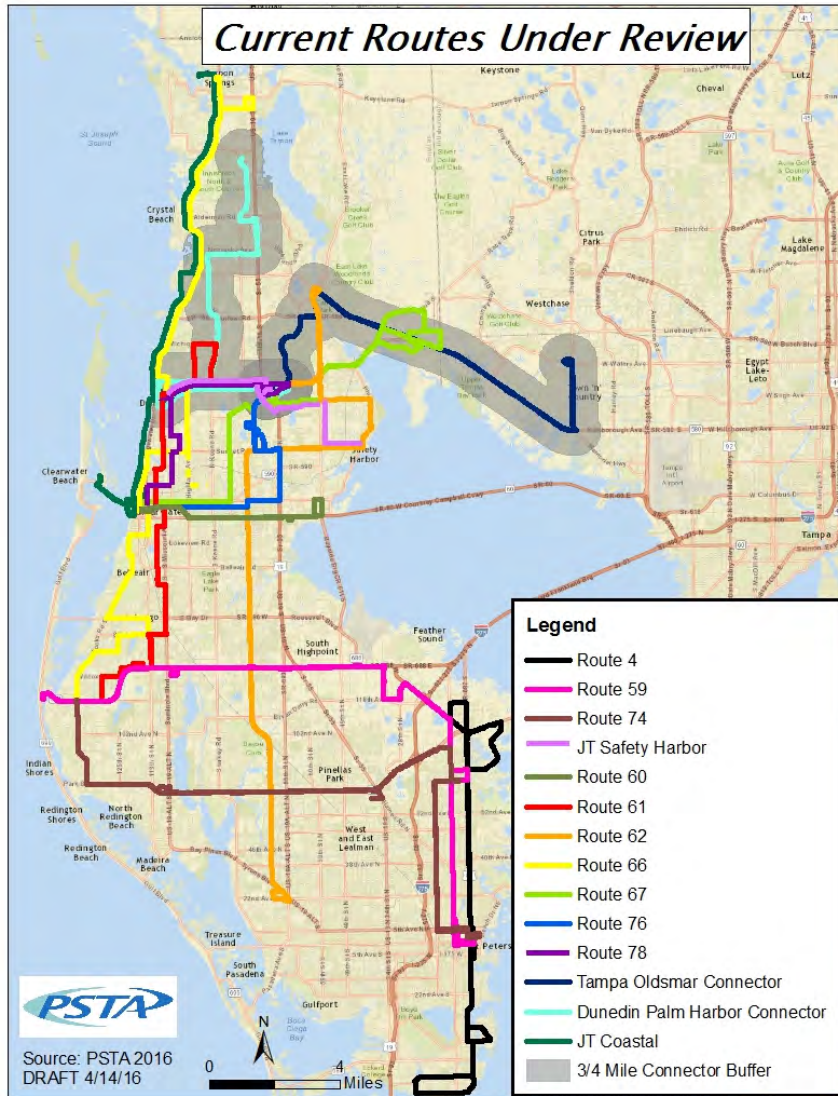
Transfer Affinities



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 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
- 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

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
- 5/14/16 9:30 - 11:00 AM PSTA Auditorium
- 6/7/16* 5:30-7:30 PM Clearwater East Library (Drew St.)
- 6/21/16* 5:00- 6:30 PM PSTA

*Workshop and hearing (if needed)



Final Outreach – Public Information

July – 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:

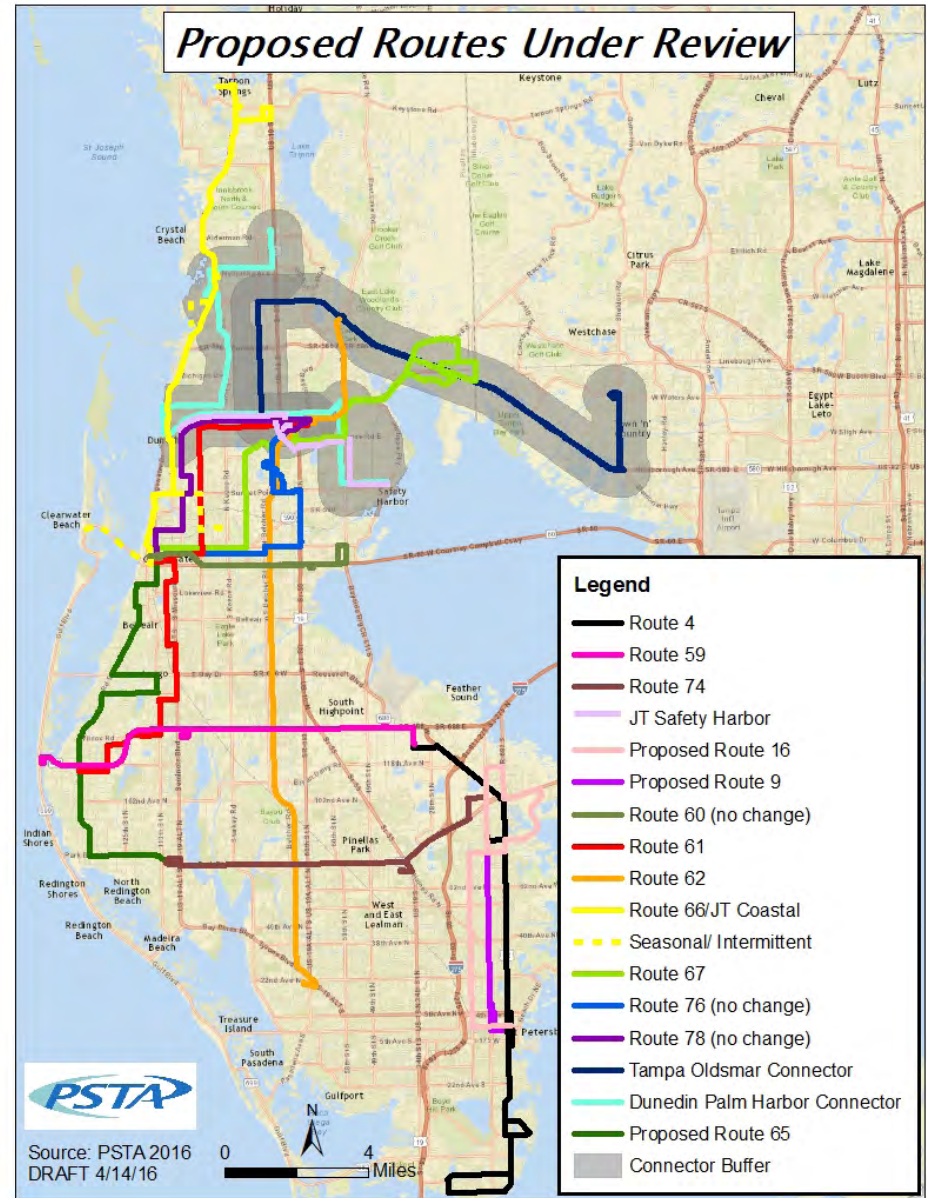
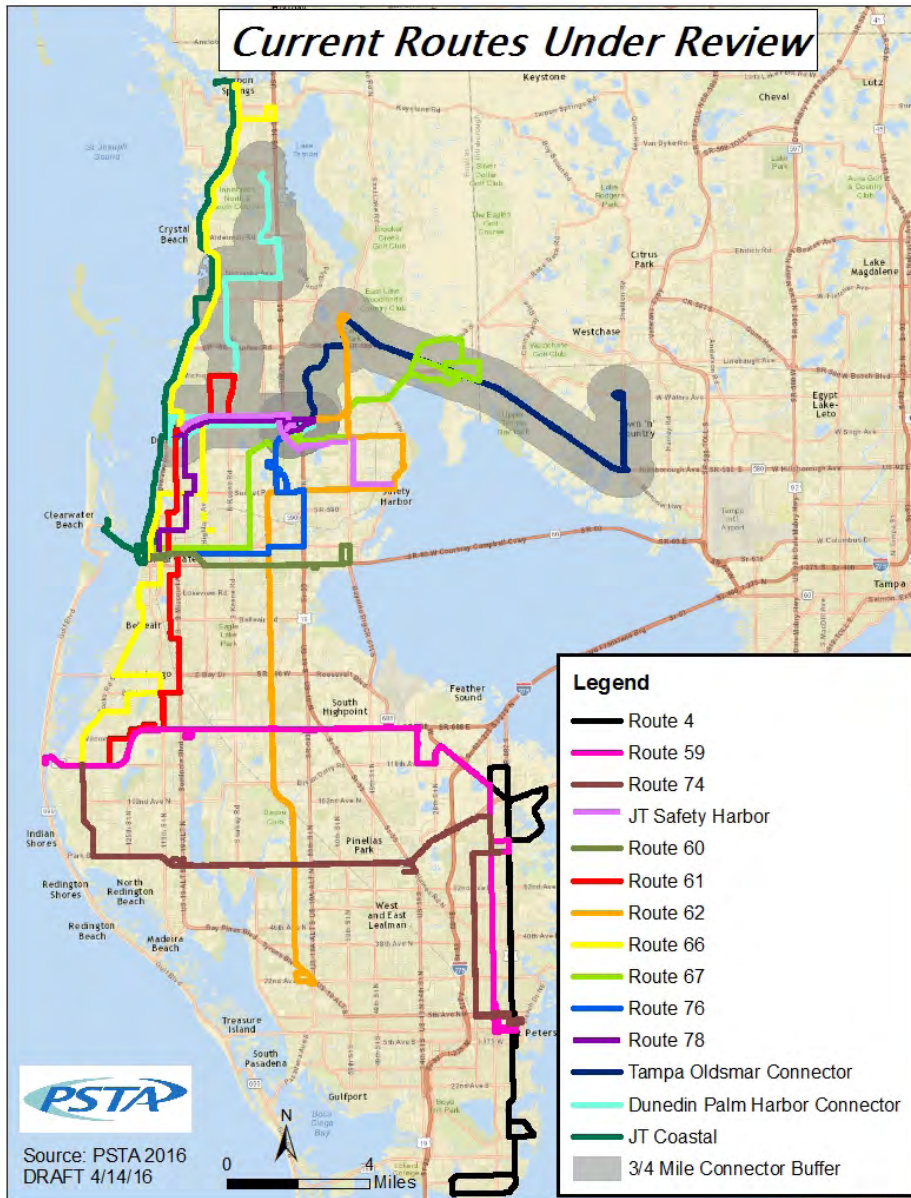
- Staff outreach to riders with booklets at major transfer facilities (34th Layby, Clearwater (Park St), Countryside Mall, Gateway Mall)
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders
- On-board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



Successful Public Outreach



System Proposal for October 2016



Phase 3 System Improvements

October 2016

- 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

- Route 5
- Route 7 (no change)
- Route 11
- Route 14
- Route 15 (no change)
- Route 18
- Route 19
- Route 20
- Route 2
- Route 22 (no change)
- Route 23
- Route 32
- CAT (no change)
- 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)

