



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  
AGENDA – JANUARY 18, 2017; 10:30 AM  
PSTA HEADQUARTERS

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**1 CALL TO ORDER**

**2 PRESENTATION (along with Finance)**

- 2.A Customer Feedback and the Resolution Process (James Bradford)
  - [Customer Feedback and Resolution Summary](#)
  - [Customer Feedback PowerPoint](#)

**3 PUBLIC COMMENT**

**4 ACTION ITEMS**

- 4.A October and November Meeting Minutes
  - [October Meeting Minutes](#)
  - [November Meeting Minutes](#)
- 4.B Central Ave BRT Alignment (Heather Sobush)
  - [Central Avenue BRT Summary](#)
  - [Central Ave BRT PowerPoint](#)
- 4.C PSTA-HART Memorandum of Understanding (Brad Miller)
  - [Draft HART-PSTA MOU](#)

**5 INFORMATION ITEMS**

- 5.A Project and Partner Updates (Heather Sobush)
  - [Project and Partner Updates Summary](#)

**6 REPORTS**

- 6.A Direct Connect Expansion (Chris Cochran)
  - [Direct Connect Expansion Summary and Map](#)

**7 FUTURE MEETING SUBJECTS**

**8 OTHER BUSINESS**

**9 ADJOURNMENT**

**NEXT MEETING IS FEBRUARY 15, 2017 AT 10:30 AM**



Customer Feedback and the Resolution Process



Action: Information Item

Staff Resource: James Bradford, COO  
Nancy Ferrantella, Manager of  
Coaching and Development



Background:

- PSTA receives feedback on a daily basis from its customers regarding the effectiveness, reliability, and quality of its routes, service delivery, employees, amenities, and other transportation programs.
- PSTA’s customers are able to provide feedback through a multitude of forums which include:
  - PSTA’s Info-Line;
  - The website at [psta.net](http://psta.net);
  - Social Media;
  - Email or U.S. Mail and;
  - Direct Walk-Ups at one of PSTA’s Customer Service Centers.
- The PSTA Customer Info-Line receives over 1,300 calls each day from customers who:
  - Seek Bus Schedule and Service Connection Information;
  - Request service or maintenance for bus stops, shelters, benches, signs, trash bins, and other PSTA amenities;
  - Seek DART or Transportation Disadvantaged (TD) Application and Rides Information;
  - Leave complimentary and complaint inquiries;
  - Inquire about employment and career opportunities or;
  - Simply to search for personal items from PSTA’s Lost and Found program.

- PSTA's customers serve as an excellent measure in helping to gauge the success of route performance, service efficiency and for monitoring the effectiveness of other PSTA mobility programs.
- PSTA is aided in monitoring, evaluating, and making improvements to the system from customers' various feedback inquiries to include ideas, suggestions and even complaints.

Purpose:

- At January's committee meetings, PSTA will present a behind-the-scenes look at how customer feedback inquiries are received, processed, handled, investigated and turned-around for resolution.
- PSTA will discuss its methods for resolution and how inquiries are categorized so that the appropriate PSTA department may address any issues, matters or concerns brought forth by both customers and community partners.
- PSTA will also present its approach (and emphasis) on delivering excellent customer service and discuss how complaints are resolved as well as utilized to make positive operational changes through training, strategic coaching techniques, as well as through education and awareness.



# PSTA's Customer Feedback and the Resolution Process

January Committees  
2017



PSTA is in the top 5 ranking out of 18 ABBG transit properties in which customers said they would recommend the service to a friend.



**4/5**  
rating

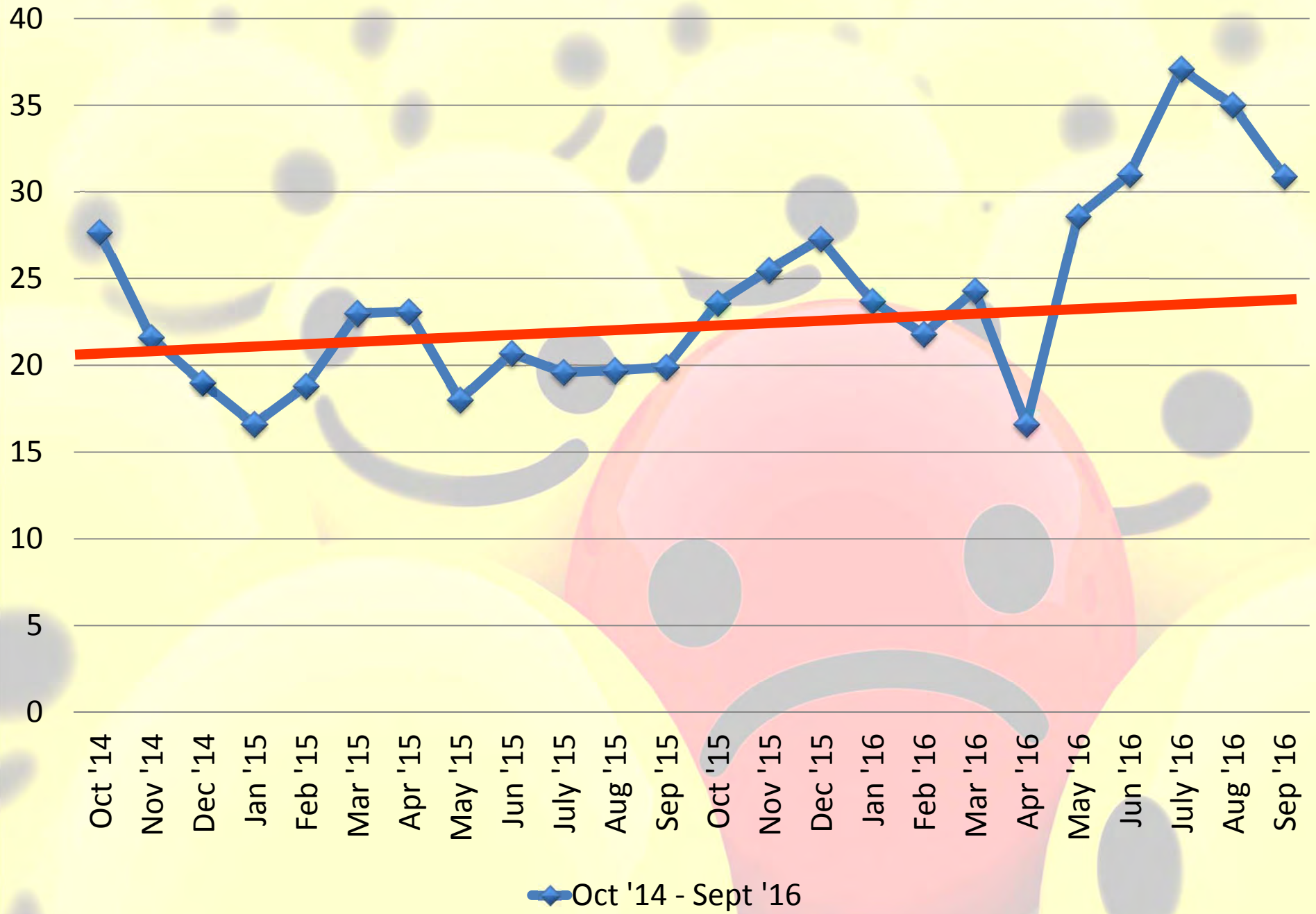
**OF PSTA CUSTOMERS ARE SATISFIED  
WITH THE OVERALL SERVICE**

*“Your most  
unhappy  
customers are  
your greatest  
source of  
learning.”*

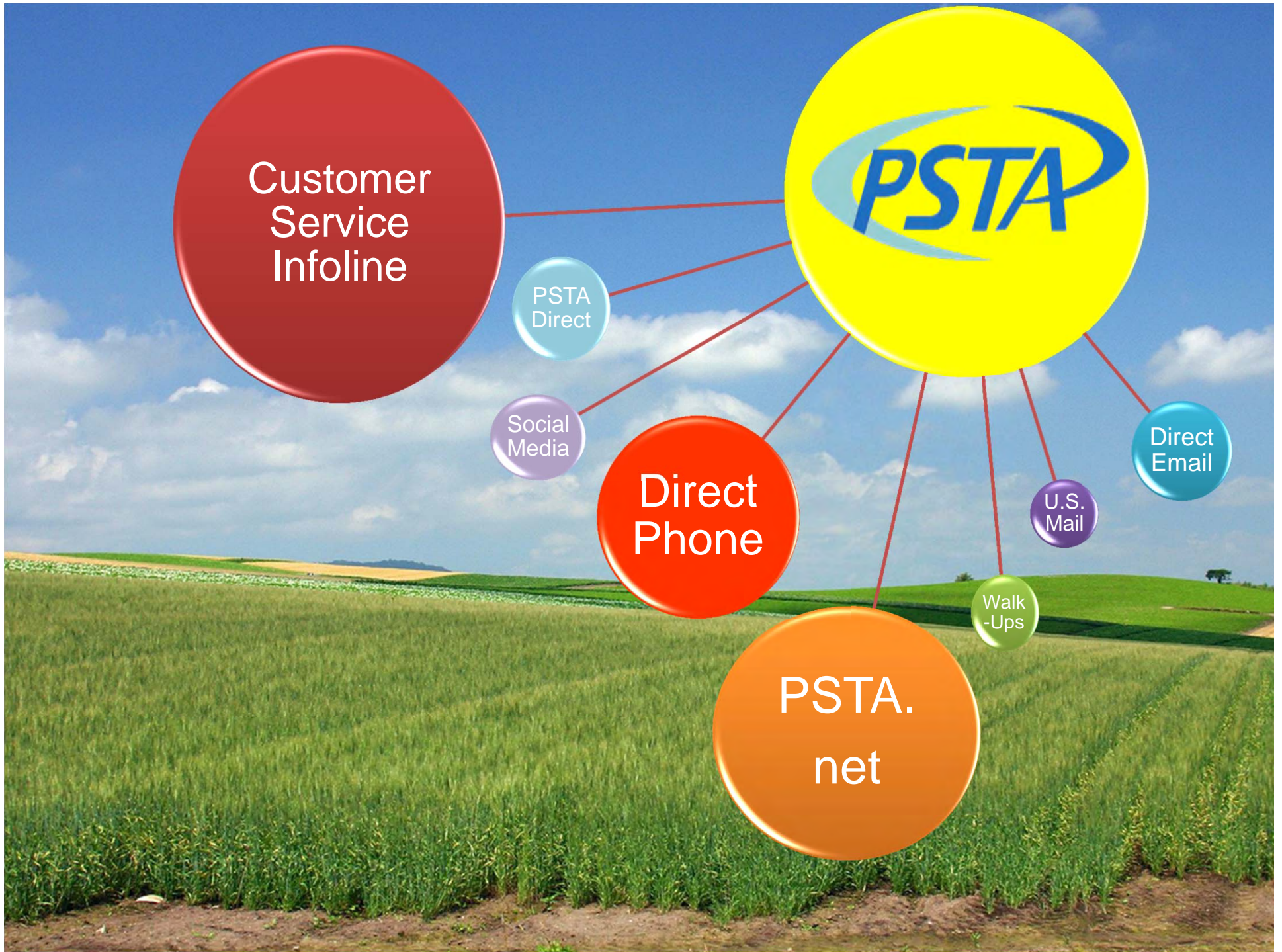
*~ Bill Gates*



# Complaints per 100K Passenger Trips





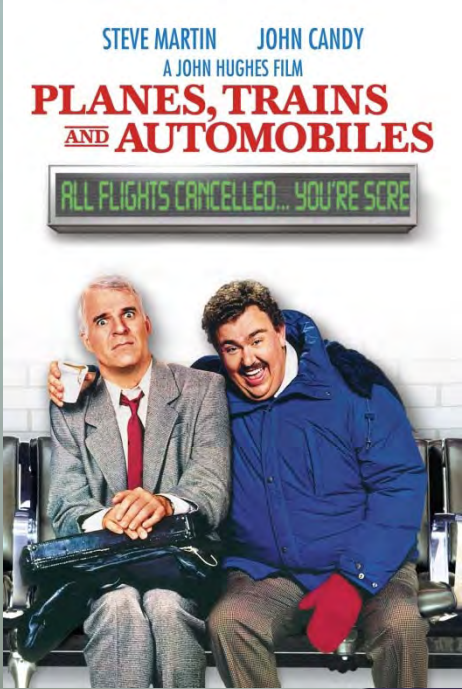




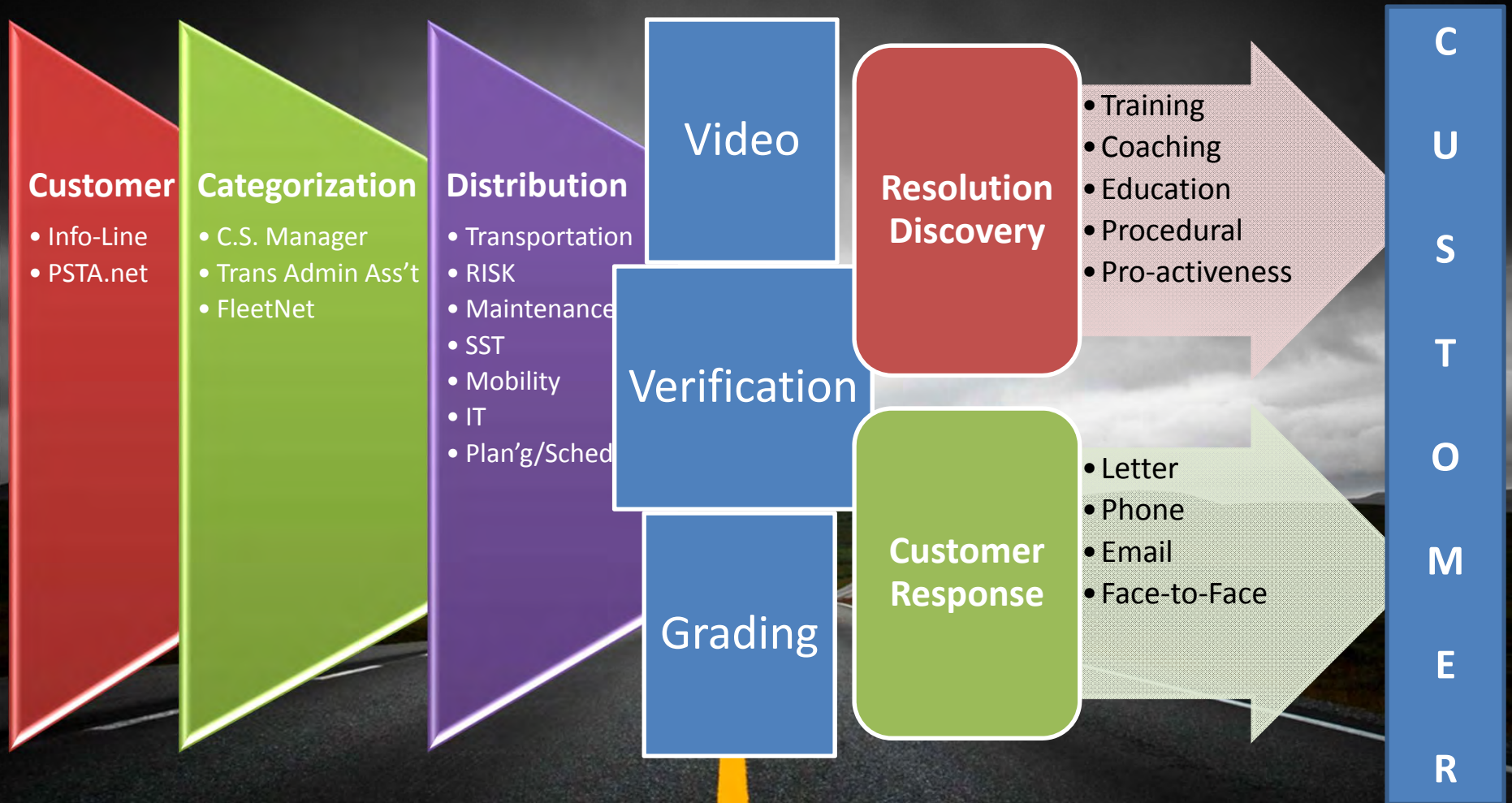
Over **1,300**  
Daily Calls  
to Customer  
Service

Over **40,000**  
**Passenger**  
Trips Each  
Day

Average about **10**  
complaints each  
day.



# How Feedback is Processed



Turnaround time → 1-3 Days

# Quadrants of Feedback



# Quadrants of Feedback



# SAFETY (Quad I)



# CUSTOMER SERVICE (Quad II)





# RELIABILITY (Quad III)



**PSTA REAL TIME BUS INFORMATION**

115TH AVE N • 3585 (PARKWAY) 3:29 PM 3017

ROUTE / DESTINATION	ESTIMATED ARRIVAL / BUS #
52 To CLEARWATER	APPROACHING 2808
52 To ST PETE	2 MINUTES 2187
52 To ST PETE	22 MINUTES 2114



# QUALITY (Quad IV)





# Courtesy Issues

- Fare Disputes
- Delays/Lates
- Failure to Regulate
- Enforcing the Rules
  - Strollers
  - Eating
  - Music
- Temperature Controls
- Near Misses
- Misinformation
- Tone/Body Language/Greetings
- No Apologies
- Kneeler Use
- Quick Take-offs

# The Consummate Operator



1. Prideful.
2. Abides by Company Rules.
3. Stays On Time.
4. Make Connections.
5. Doesn't want to let people down.

# FY '16 COMMENDATIONS



## THE COACHING PRINCIPLE

In customer service organizations, we either serve customers, or those who do.

## THE COACHING PURPOSE

Coaching is a powerful partner in supporting Operators with Customer Service by:

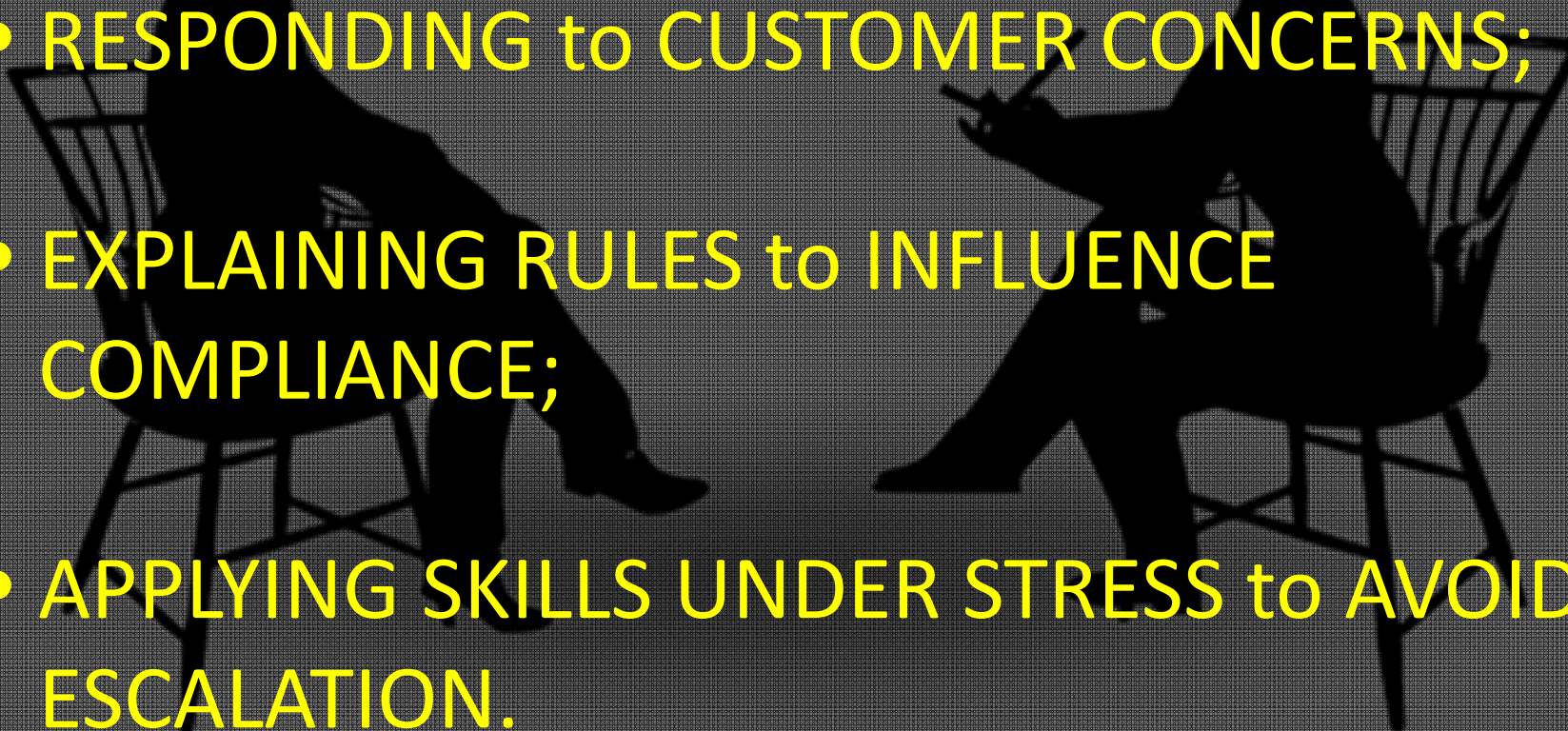
- DEVELOPING SKILLS;
- STRENGTHENING COMMITMENT.

# THE COACHING PROCESS

Uses the 'teachable moments' created by customer feedback or Operators' experiences to:

- LOOK BACK at difficult customer service situations;
- LOOK AHEAD to HOW to IMPROVE / SKILL PRACTICE.

# KEY AREAS FOR COACHING AND DEVELOPMENT

- 
- RESPONDING to CUSTOMER CONCERNS;
  - EXPLAINING RULES to INFLUENCE COMPLIANCE;
  - APPLYING SKILLS UNDER STRESS to AVOID ESCALATION.



THE UNTOLD STORY BEHIND  
THE MIRACLE ON THE HUDSON



A FILM BY CLINT EASTWOOD

# SULLY

FILMED WITH **IMAX** CAMERA

WARNER BROS. PICTURES PRESENTS

IN ASSOCIATION WITH VILLAGE ROADSHOW PICTURES A FLASHLIGHT FILMS PRODUCTION/A KENNEDY/MARSHALL CO.  
TOM HANKS "SULLY" AARON ECKHART LAURA LINNEY MUSIC BY CHRISTIAN JACOB AND THE TIERNEY SUTTON BAND

MOVIE POSTER

# MEETING CUSTOMER SERVICE DEMAND NOW AND IN THE FUTURE

## FORUMS

- Public Workshops
- Public Hearings
- Town Halls
- Info-line
- PSTA.net
- Terminals
- Internal Customers

## Meeting Customer Demand

- Routes and Service
- Buses
- Transportation Centers
- Real-Time
- Wi-Fi
- Shelters, Benches, Racks, and Bins
- Restrooms
- TNC First-Mile/Last Mile Solutions

# MEETING CUSTOMER SERVICE DEMAND NOW AND IN THE FUTURE



# DRAFT



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## PLANNING COMMITTEE MEETING MINUTES – OCTOBER 19, 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 September 21, 2016 meeting minutes and the 2017 meeting schedule, as well as to recommend approval of the February 2017 service changes. The following members were present:

Mark Deighton, Committee Chair  
Pat Gerard, Committee Vice-Chair  
Samantha Fenger  
Darden Rice

### Absent

Patricia Johnson, Alternate

### Also Present:

Brad Miller, CEO  
PSTA Staff Members  
Members of the Public

## CALL TO ORDER

Committee Chair Deighton opened the meeting at 10:34 AM.

## PRESENTATION

St. Petersburg Homeless Leadership Presentation – Clifford Smith, Manager of Veterans, Social and Homeless Services, City of St. Petersburg, provided a presentation of homelessness and PSTA's impact. He reported that there are 6,307 homeless people in the county, with 62% of them in St. Petersburg. Mr. Smith described several homeless initiatives and partnerships with the City of St. Petersburg, the police, the Homeless Leadership Board, and human service organizations. He also talked about initiatives that PSTA is involved in such as conflict resolution meetings, innovative bus stop amenities,

and the monthly distribution of Transportation Disadvantaged (TD) bus passes. James Bradford, Chief Operating Officer, and Ross Silvers, Mobility Manager, also added a few comments on how PSTA is partnering with the City of St. Petersburg to help with the homeless initiative. Ms. Rice mentioned PSTA's move out of Williams Park and Mr. Smith noted that the removal of the shelters shifted the homeless population to other areas. He stated his belief that the move from Williams Park was positive for the City of St. Petersburg.

## PUBLIC COMMENT

There were no public comments.

## ACTION ITEMS

Approval of Minutes - Ms. Gerard made a motion, seconded by Ms. Rice to approve the September 21st meeting minutes. Motion passed unanimously.

2017 Meeting Schedule - Ms. Rice made a motion, seconded by Ms. Gerard to approve the meeting schedule for 2017. Motion passed unanimously.

February 2017 Service Changes – Cassandra Borchers, Chief Development Officer, presented the proposed February 2017 service changes. She indicated that there will be two public hearings on October 24th to discuss the proposed changes – one in Safety Harbor and one in Dunedin. Ms. Borchers presented the incremental expansion of service, as well as frequency improvements. She also spoke about the elimination of the Safety Harbor Jolley Trolley route. Mr. Deighton expressed his concern about the Saturday late night service on Route 59, and Ms. Borchers explained that the time is flexible and may be changed. Ms. Rice made a motion, seconded by Ms. Gerard to approve the February 2017 service changes. There were no public comments. Motion passed unanimously.

## INFORMATION ITEM

Clearwater Transit Improvements – Ms. Borchers presented an update on the Clearwater transit projects and how they relate to other partner projects. She spoke about the seven-day-a-week Trolley service to Clearwater Beach, noting that PSTA and the City of Clearwater have been working together on developing a bus bay and queue jump on Clearwater Beach. Ms. Borchers provided an update on the Clearwater Intermodal Center which will replace the Park Street transfer center. She said that the preferred site location is on the corner of Court and Myrtle Streets in downtown Clearwater, and indicated that this project is grant funded through the final design. Ms. Borchers stated that the goal is to

create a shovel-ready project for future grant opportunities. Another project that she provided an update on, is the Memorial Causeway Bridge bus way. She said there is a need for the Trolleys to have an exclusive lane and that the Florida Department of Transportation (FDOT) is reviewing options on the current bridge. Ms. Borchers reported that Forward Pinellas is working on a SR 60 Corridor Evaluation which includes the Clearwater Beach to Tampa International Airport (TIA) Express, bike/pedestrian access, complete streets, and enhancements to support transit. The Committee asked questions regarding timing and costs of the projects, which Ms. Borchers answered.

## **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 11:55 AM. The next meeting will be held on November 16th at 10:30 AM.

# DRAFT



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## PLANNING COMMITTEE MEETING MINUTES – NOVEMBER 16, 2016

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The Planning Committee of the Pinellas Suncoast Transit Authority (PSTA) 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 October 19, 2016 meeting minutes, and to receive updates on the Central Avenue Bus Rapid Transit (BRT), and the Shelter Deployment plan.

The following members were present:

Mark Deighton, Committee Chair  
Samantha Fenger

Absent:

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

Also Present:

Brad Miller, CEO  
Bill Jonson, PSTA Board Member  
PSTA Staff Members  
Members of the public

### CALL TO ORDER

Committee Chair Deighton opened the meeting at 10:37 AM.

### PUBLIC COMMENT

There were no public comments.

### PRESENTATION (along with Finance)

Cassandra Borchers, Chief Development Officer, gave a summary of the presentation from the Leadership American Public Transportation Association (APTA) Class of 2016 entitled, “A New Playbook for Transit.” The discussion explored the question of how public transit agencies must remain relevant to their communities in light of evolving technologies and changing customer expectations. Ms. Borchers stressed that PSTA must be innovative and think outside the box. Our transit agency must push the envelope on partnerships in order to adopt new technologies and include local stakeholders in the decision making. Dave Eggers asked Ms. Borchers if she has seen any innovative transit programs come from improved communication between stakeholders around the country. She responded that there are many examples of transit agencies breaking down the barriers between cities and/or local municipalities and agreeing on what is best for the community. Ms. Borchers added that the most successful projects are collaborative efforts where there was co-funding between stakeholders.

Mr. Miller followed up Ms. Borchers’ presentation with an overview of how PSTA could possibly become a “Mobility Manager” for transit. He reported that the Agency is directing its efforts on providing many transportation options to its tech savvy customers. He gave examples of how the Authority is working with local municipalities and private partners to create easy to use Apps. These high tech options get riders where they want to go with ease of planning and payment. Mr. Miller believes the future of PSTA and the future of transportation is working with all types of transportation entities and bringing it all together in one location on our phone in one app, such as Flamingo.

The Finance Committee was dismissed.

## ACTION ITEMS

Approval of Minutes – There was no quorum; therefore, the October minutes will be approved at the January 18th meeting.

## INFORMATION ITEMS

Central Avenue BRT Update – Ms. Borchers revisited the proposed Central Avenue BRT alignment development plan. Staff has recommended the St. Pete Beach alignment which would have the greatest potential for success due to ridership, high population, and hotel occupancy. Ms. Borchers indicated that eliminating a connection to Madeira Beach seems inevitable given its high cost. Mr. Jonson asked if PSTA would be coming back to the Planning Committee with ridership numbers for the various sub-stops. Ms. Borchers said PSTA is looking at different operating scenarios and different end points within St. Pete



Beach. Brad added that staff is running a model for Treasure Island and Madeira Beach and will present the data to the Committee and Board in January. Mr. Deighton asked how tourists and locals get around in the Pass-a-Grille area and Mr. Miller responded that the Suncoast Beach Trolley runs all the way down to the Hurricane restaurant. Mr. Deighton suggested the CAT end at 75<sup>th</sup> Street. From there, customers can board the Beach Trolley, which serves all of the beaches. Mr. Miller said that is indeed one of the options to consider.

Shelter Deployment Plan Update – Bonnie Epstein, Transit Planner, presented an update on Phase I of the Shelter Deployment Plan, informing the Committee that 30 of the 41 shelters have been installed since February of 2016. She indicated that pending permitting and minor construction issues, the final 11 shelters will be completed. Ms. Epstein stated that Phase II has already begun with 12 shelters already installed and 5 more that are ready for installation. She wrapped up the discussion with reminding the Committee that PSTA has a 50/50 “Shelter Match” program available for municipalities to consider if they would like to beautify or build upon an existing architectural or artistic theme for their community. Mr. Miller mentioned to the group that there is a new Transit Riders Advisory Committee (TRAC) member, Tanya Pistillo, a local artist, who has spoken to the Mayor of Largo regarding ads on bus shelters. Ms. Pistillo proposed she could come up with a design to present to the City of Largo and PSTA for a possible Shelter Match 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 11:38 AM. The next meeting will be held on January 18th at 10:30 AM.





Central Avenue BRT



Action: Recommend a Locally Preferred Alternative (LPA) Alignment from Downtown St. Petersburg to 75<sup>th</sup> Avenue and Gulf Boulevard on St. Pete Beach with an Option to Extend South to the Don Cesar Hotel Pending Local Funding Commitments.

Staff Resource: Heather Sobush, Planning Manager



Background:

- In May 2016, PSTA received approval from the Federal Transit Administration (FTA) for the Central Avenue Bus Rapid Transit (BRT) project to enter into the Project Development phase.
- To stay on schedule for a project completion and opening by late 2020, PSTA is on schedule to submit the following items to the FTA by August 31, 2017 so the project can be included in the Federal FY2019 budget and opened by 2020:
  - Environmental Documentation (NEPA) – Documented Categorical Exclusion
  - FTA Small Starts Workbook
  - Funding Commitment
  - Inclusion in the Forward Pinellas Transportation Improvement Program and the Florida Transportation Improvement Program (STIP)
  - Have a Locally Preferred Alternative Identified.

Data-Driven Decision on Alignment

- Technical analysis and public outreach on three beach alternative alignments have been conducted and a recommendation of the St. Pete Beach alignment has been presented.
- Even if local funding commitments are not completed, an alignment to the edge of St. Pete Beach at 75<sup>th</sup> and Gulf Boulevard would meet the primary project goals:
  - As it provides the strongest ridership
  - As it has the highest population density
  - The most hotel rooms, and

- The most potential to reduce traffic congestion.

As such it would result in the most successful BRT starter project within a larger future BRT network.

#### Summary:

- Since the last discussion with the PSTA Board about balancing the need to develop and implement a successful project with St. Pete Beach's current funding challenges, staff has evaluated a number of options for reducing the cost of service to St. Pete Beach. These options included various combinations of reductions in either Central Ave Trolley (CAT) or BRT service on St. Pete Beach and also variations where one of the routes would serve Treasure Island or Madeira Beach.
- The analysis again shows that the South Pasadena/St. Pete Beach BRT alignment from downtown St. Petersburg to the Don Cesar Hotel, combined with the existing CAT service, produces the best BRT ridership and the greatest total ridership of the BRT and CAT combined.
- To reduce costs, reductions to the CAT or BRT have also been evaluated. Options include:
  - Reducing the CAT to 45 minute frequency on its western portion along St. Pete Beach,
  - Terminating the CAT at 75<sup>th</sup> and Gulf, or
  - Terminating the BRT at 75<sup>th</sup> and Gulf.
- Of these, the highest BRT ridership results from reducing the CAT to 45 minute frequency and having the BRT terminate at the Don Cesar, however, the cost of service within St. Pete Beach would still be slightly higher than what the City pays today.

#### Recommendation:

- Recommend a Locally Preferred Alternative (LPA) Alignment for the Central Avenue Bus Rapid Transit be from downtown St. Petersburg to a minimum of 75<sup>th</sup> Avenue and Gulf Boulevard in St. Pete Beach, potentially extending south on Gulf Boulevard to the Don Cesar Hotel. This LPA will allow PSTA to implement a successful project with strongest travel demand between the beaches and downtown St. Petersburg and preserves the option to serve more of St. Pete Beach should additional local funding become available.



# Central Avenue Bus Rapid Transit

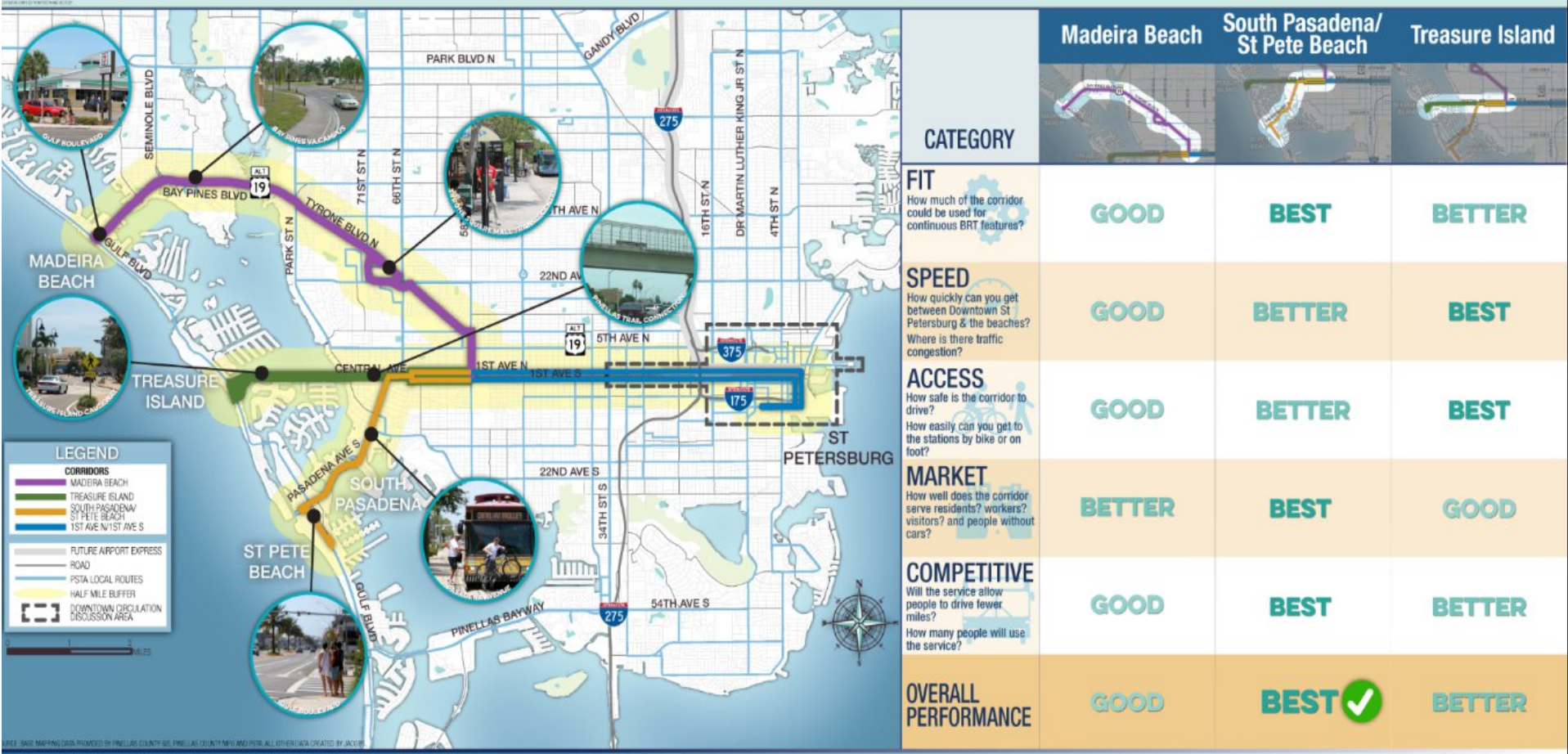
Planning Committee

January 18, 2017

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

# PROJECT GOALS

1. Successful BRT Project
2. Data-Driven Decisions



# Alternatives

1. S. Pasadena/St. Pete Beach
  - Substantially better BRT ridership – 1,000+ more daily riders over Treasure Island
  - Greatest total ridership of BRT and CAT combined
2. Treasure Island
  - 1,000 less BRT daily riders
3. Madeira Beach
  - Lowest ridership
  - Longest distance = Greatest cost

SOUTH PASADENA/ST PETE BEACH



TREASURE ISLAND



MADEIRA BEACH



## Options for St. Pete Beach Alternative

1. Reduce CAT to 45-min frequency thereby reducing cost
  - Highest BRT and total ridership of these options
2. Terminate CAT at 75<sup>th</sup> and Gulf
  - Substantially reduces CAT ridership but preserves most of higher BRT ridership that results from going to the Don Cesar Hotel
3. Terminate BRT at 75<sup>th</sup> and Gulf
  - Lowest BRT ridership and total BRT/CAT ridership



## FTA Guidance – January 2017

- Goal: Project funding in FY 2019  
Federal Budget:

- ✓ Project development – 6/2016
- ✓ Alternatives Analysis by late 2016
- Decide Preferred Alternative – January 2017
- Draft Environmental Report to FTA – February 2017
- MPO/FDOT include in TIP/STIP- June 2017
- Small Starts Package to FTA – August 31, 2017



**Federal Transit  
Administration**

# DISCUSSION



**MEMORANDUM OF UNDERSTANDING BETWEEN HILLSBOROUGH TRANSIT  
AUTHORITY (HART) AND PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA)  
FOR PARTNERSHIP OPPORTUNITIES**

This Memorandum of Understanding (MOU) made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2017, by and between the Hillsborough Transit Authority, (HART), a regional transit authority under the laws of the State of Florida, and Pinellas Suncoast Transit Authority (PSTA), an independent special district of the State of Florida, created by Chapter 2002-341, Laws of Florida, as amended.

**W I T N E S S E T H:**

**WHEREAS**, HART and PSTA are actively engaged in improving the mass transit systems servicing their transit areas; and

**WHEREAS**, HART and PSTA are transit leaders within their transit areas and are committed to facilitating regional connectivity; and

**WHEREAS**, collaboration between HART and PSTA increases efficiency across the region and fosters regional connectivity benefiting transit riders throughout Hillsborough and Pinellas counties; and

**WHEREAS**, HART and PSTA are currently collaborating on the following joint contracts and projects:

1. Regional Transit Planning Mobile Application
2. Regional Fare Collection (also includes Sarasota, Pasco, Hernando Counties, FDOT and TBARTA)
3. Diesel Fuel Procurements
4. Neihoff Bus Alternators and Other Joint Bus Maintenance Purchases
5. Regional Inter-Connectivity Services and Private Operator Procurements
6. Joint Goal Setting & Legislative Priorities

**WHEREAS**, HART's and the PSTA's respective Executive Committees jointly met on October 31, 2016, and both boards have subsequently agreed to memorialize the efforts of HART and PSTA to identify and commit to continuous coordination between the agencies to eliminate redundancies by integrating certain operational areas.

**NOW, THEREFORE**, in consideration of the mutual promises and agreements set forth herein, the parties hereby memorialize the following understandings:

**Section 1.** The above recitals are true and correct and are incorporated herein by reference.

**Section 2.** HART and PSTA will continue to work together collaboratively on the existing joint contracts and projects recited above. HART and PSTA will endeavor to continue to increase the connectivity and cooperation between the two agencies in furtherance of the goals of the communities and larger region served.

**Section 3.** HART and PSTA will research areas for further collaboration including: Bus Maintenance, Purchasing, Paratransit Contracting, Innovative Mobility Solutions, Human Resources, Information Technology (IT), Government Relations, Fare Payment Systems, and Service Usage and Information from a Customer Perspective.

**Section 3a.** HART and PSTA will endeavor to develop a strategic coordination plan to consider merging operational functions in IT related to customer-focused service data integration, specifically a regional smartphone app that delivers one platform for mobile fare payment, ticketing, trip planning, and real time passenger information in Hillsborough and Pinellas counties. The Authorities will endeavor to have the combined plan presented to their respective board of directors by June 30, 2017.

**Section 3b.** HART and PSTA will endeavor to identify at least two functional areas, for possible functional combination in calendar year 2017.

**Section 3c.** HART and PSTA intend to focus their efforts at improved regional cooperation and efficiency on providing cost-effective, high-quality regional transit services.

**Section 3d.** HART and PSTA will endeavor to jointly participate in technical steering and advisory committees for the Regional Premium Transit Study now underway (“**Regional Study**”).

**Section 3e.** HART and PSTA will endeavor to develop a strategic plan for regional transit operations that supports the goals and outcomes of the Regional Study.

**Section 4.** This MOU shall be effective on the first day written above and shall continue in full force and effect through December 31, 2018, unless terminated sooner pursuant to its terms, or extended by mutual written agreement of the parties. Either party may terminate this MOU without cause upon thirty (30) days’ written notice to the other party. Upon termination or expiration, this MOU shall be of no further force or effect.

[Remainder of this page intentionally left blank]

**IN WITNESS WHEREOF**, the parties hereto have caused this MOU to be executed below by their duly authorized representatives as of the date first above written.

ATTEST: PINELLAS SUNCOAST TRANSIT AUTHORITY

\_\_\_\_\_  
RACHAEL CAPPOLLA

\_\_\_\_\_  
BRAD MILLER, CHIEF EXECUTIVE OFFICER

APPROVED AS TO FORM:

\_\_\_\_\_  
GENERAL COUNSEL

(OFFICIAL SEAL)

ATTEST: HILLSBOROUGH TRANSIT AUTHORITY  
d/b/a HILLSBOROUGH AREA REGIONAL  
TRANSIT

\_\_\_\_\_  
CLERK OF THE HART BOARD

\_\_\_\_\_  
KATHARINE EAGAN, CHIEF EXECUTIVE OFFICER

APPROVED AS TO FORM:

\_\_\_\_\_  
GENERAL COUNSEL

(OFFICIAL SEAL)



Project and Partner Updates



Action: Information Item

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



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.

Downtown St. Petersburg Circulation Study

- Parallel to the Central Avenue Bus Rapid Transit (BRT) project, PSTA, in coordination with the City of St. Petersburg, is conducting a Downtown St. Petersburg Circulation study.
- Resident and employee surveys have been developed and circulated to various downtown St. Petersburg stakeholders for further dissemination. The surveys are also available through the project webpage.
- Based on analysis of existing service, technical data, and public comments, alternative circulator routes have been developed and reviewed with PSTA, Metropolitan Planning Organization (MPO), and City of St. Petersburg staff. A workshop was also held with Looper Group members on the alternatives. Additional outreach is being conducted.
- Alternatives will be refined based on discussion with the City and other stakeholders.

Clearwater Intermodal

- PSTA executed a Federal Transit Administration (FTA) grant in 2010 for \$1.25 million for preliminary engineering, conceptual design, and environmental work for a Clearwater Intermodal Center to replace the aging and long over-capacity Park Street Terminal.

- In coordination with the FTA and City of Clearwater staff, PSTA staff had previously used the federal site selection process to identify a preferred site, at the northwest corner of Court Street and Myrtle Avenue, was selected.
- In December, legal counsel advised PSTA staff that based on a new attorney general opinion on the Consultant's Competitive Negotiation Act (CCNA) PSTA should conduct procurement for this project instead of using one of its General Services Contractors.

#### MPO and Florida Department of Transportation (FDOT) Coordination

- PSTA, MPO, and FDOT staff meet monthly to ensure ongoing coordination.
- Staff will provide an update on the January 10, 2017 meeting which included discussion on:
  - SR 60 Multimodal Implementation Strategies
  - Transfer Area Analysis
  - Regional Project Prioritization and Funding
- In addition to the monthly meetings, PSTA, MPO and FDOT staff met to discuss the next steps of the US 19 bike and pedestrian access to transit study. A number of recommendations had been made for safety improvements in the corridor and FDOT will now begin conducting feasibility studies of the recommendations and packaging improvement projects for funding through the Congestion Management Program.





Direct Connect Expansion



Action: Information Item

Staff Resource: Christopher Cochran, Senior Planner



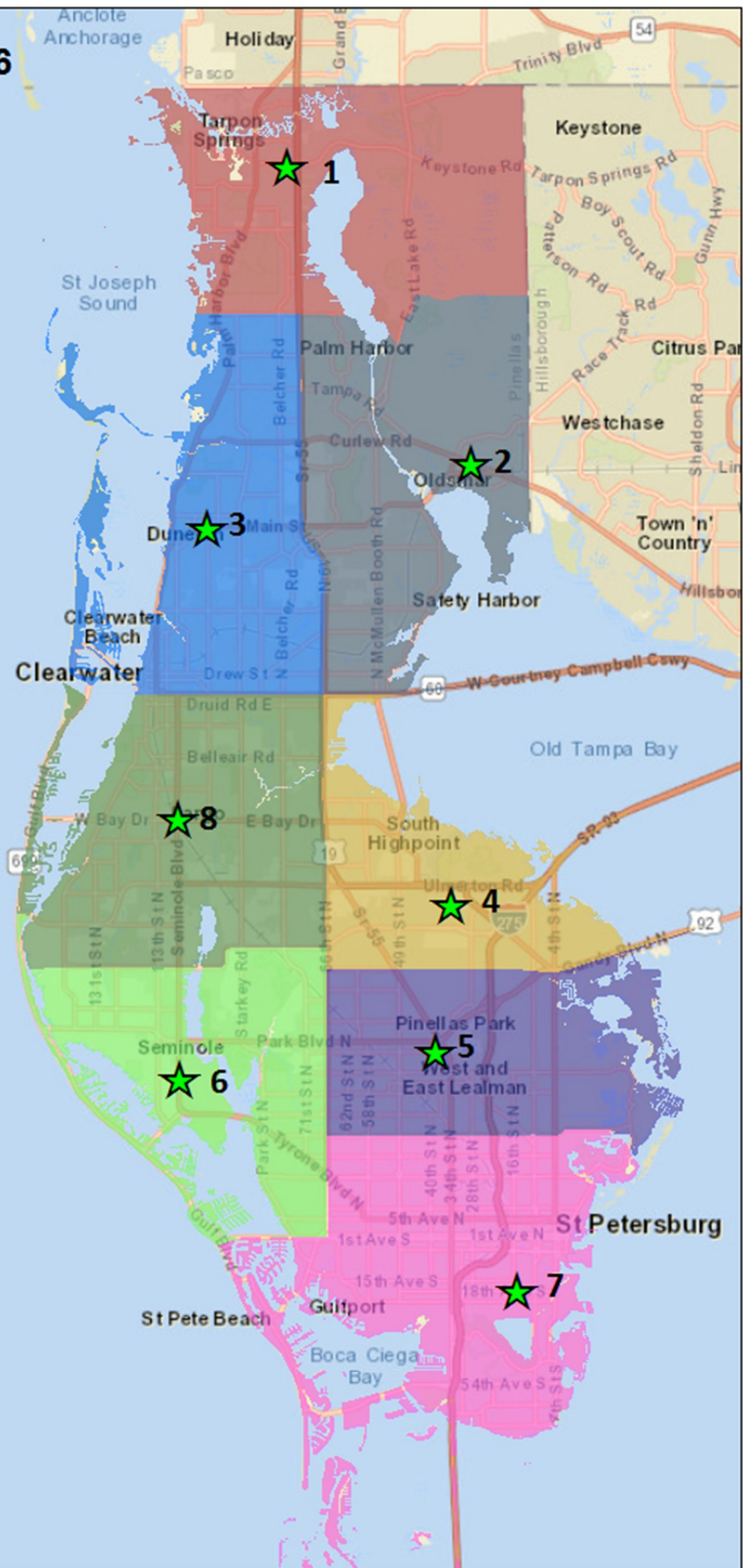
Background:

- In February 2016, PSTA launched the nation’s first ever public private partnership with a transportation network company.
- PSTA has garnered national attention for our groundbreaking success and staff has presented at numerous conferences and events regarding this project.
- The original Direct Connect pilot has been a catalyst for further funding aimed at applying this model to Transportation Disadvantaged (TD) and paratransit programs.










Summary Update

- Starting January 19, 2017, PSTA will be expanding the original pilot area from Pinellas Park to the entire County.
- The core first mile/last mile concept will remain consistent with the original pilot.
  - Completed trips must begin or end at a designated stop location
- The subsidy will now cover the first \$5.00 of the ride.
- Additional partners include:
  - Lyft
  - CareRide will be replaced by Wheelchair Transport Services
- The program will consist of eight geographic areas, each with a single Direct Connect stop location that customers will be required to begin or end their trips at.
  - See Map
- Uber and Lyft require a smart phone and credit/debit card.
- United Taxi and Wheelchair Transport Services accept either cash or credit/debit card.
- Uber rides can be hailed from the web using [m.uber.com](http://m.uber.com), but still requires an active account with a credit/debit card.

**DRAFT NOVEMBER 2016**



**Direct Connect Expansion Zones**

-  Direct Connect Stop
-  PSTA 34th Street Layby
-  Pinellas Park Transit Center
-  Dunedin
-  Tarpon Spring
-  Seminole
-  Oldsmar
-  St. Petersburg
-  Largo