



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

**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
AGENDA – JULY 14, 2015; 4:00 PM
PSTA AUDITORIUM**

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:00	
3.	ACTION ITEMS		4:05	
	A. June 16, 2015 Meeting Minutes	5 min		2
	B. TRAC By-Laws-Attendance	10 min	ELAINE MANN	8
4.	INFORMATION ITEMS		4:20	
	A. Phase 1 Service Redesign	30 min	CASSANDRA BORCHERS	11
5.	FUTURE MEETING SUBJECTS		4:50	
	• Trolley Agreements-August			
	• Fare Structure Recommendations-August			
	• Trespass Grievance Policy-August			
	• Meeting Efficiencies-August			
6.	OTHER BUSINESS		4:55	
7.	ADJOURNMENT		5:00	

THE NEXT MEETING IS AUGUST 18, 2015 AT 4:00 PM



ACTION ITEM

3A: June 16, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



-
- Staff recommends approval of the minutes of the June TRAC Committee meeting.
-

Attachments:

1. Minutes



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TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES – JUNE 16, 2015

The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Board Room at PSTA Headquarters at 4:00 PM on this date. The purpose of the meeting was to approve the May 19, 2015 minutes and the PSTA Customer Code of Conduct and to provide information on the FY2016 Draft Budget, Future Service Changes, and New Shelter Plan. The following members were present:

Present:

Elaine Mann, Committee Chair
Stephanie Leishman, Committee Vice-Chair
Lugene Blancher, Mid County
Sonny Flynn, Beaches
Gloria Lepik-Corrigan, North County
LeAnn McClravey, Mid County
Vivian Peters, Mid County
Jaksa Petrovic, Professional
Kimberly Rankine, DART
G.W. Rolle, South County
Christian Smith, Alt. Student
Lori Thomas, South County
Carson Zimmer, Alt. Professional

Absent:

Catherine Baranowski, Alt. South
Demetrius Sullivan, South County

Also Present:

Bill Jonson, PSTA Board Chair
Brad Miller, CEO
PSTA Staff Members

CALL TO ORDER

Committee Chair Elaine Mann opened the meeting at 4:05 PM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes - Mr. Rolle made a motion, seconded by Ms. Flynn to approve the minutes of the May 19, 2015 meeting. The motion passed unanimously.

PSTA Customer Code of Conduct - Shelbie Harris, Superintendent of Transportation, presented a draft of the revised PSTA Customer Code of Conduct which replaces the current Courtesy Guidelines. The new Code of Conduct was prepared based upon review of several other public transit systems, as well as input from PSTA staff, Bus Operators, and TRAC members. The new draft lists 15 rules as compared to five on the Courtesy Guidelines, and is intended to emphasize strict enforcement so that customers will feel more comfortable and welcome to ride the bus.

TRAC asked that specific dress code requirements also be added to the Code of Conduct. Also of concern was how to address those who refused to move over or remove packages from the seat to allow others to sit. PSTA staff assured that operators are allowed to step in to resolve this problem as needed. Some rules were deemed open to interpretation such as the rule concerning weapons and how to define what a weapon is, questioning such items as a box cutter used for work or a baseball bat for recreational use. Staff advised that discretion be used as to how to handle these items as well as drinks such as water bottles or a covered/sealed cup of coffee.

The Committee was concerned about enforcement and was told by staff that drivers had authority to stop the bus and call for law enforcement to remove disruptive passengers from the bus. Repeat offenders are issued a trespass warrant and are not permitted to ride the bus for a period of six months. TRAC suggested considering a grievance process to allow passengers (who violate the code of conduct and whose riding privileges are revoked for the violation) to eventually be able to ride the bus again. Staff agreed to create such a policy and present it at a future meeting. PSTA plans to launch a marketing effort over the next several months which will highlight the new Code of Conduct, bringing it to the attention of the riders.

Ms. Flynn made a motion, seconded by Mr. Petrovic to recommend approval of the PSTA Customer Code of Conduct. The motion passed unanimously.

INFORMATION ITEMS

Fiscal Year 2016 Draft Budget - Debbie Leous, Chief Financial Officer presented the FY 2016 draft budget and its impact beyond 2016. By the end of FY 2015, PSTA is anticipating a surplus of \$486,860. Next year will see a deficit of approximately \$382,000 which will continue to grow annually if no programs or adjustments are put into place to change this trend. Looking at all options, various savings and ways to increase revenue have been. These include administrative savings, fare adjustments, outsourced advertising, increasing the Ad Valorem millage rate, and various service adjustments. If decisions are made in before September, PSTA will accomplish a more sustainable budget and achieve a long term positive impact.

Ms. Leous pointed out that fare revenue is expected to decline as riders take advantage of the Transportation Disadvantaged (TD) Program. Although property values are going up, increasing the tax base collected by PSTA, a loss of over one entire year's worth of Ad Valorem revenue sill occurs.

Some expenses are anticipated to increase with wages being the largest, increasing by \$1.8 million. Fringe benefits will go up \$894,183 with a 7% increase in health insurance costs. Bus repair will go up \$410,000 to assist in extending the useful life of the fleet. However, diesel fuel is expected to go down saving \$1,434,420.

As part of the Path Forward, PSTA is focusing on customer satisfaction allocating funds for training and customer surveys. Money has been allocated for a strategic marketing plan and two new cleaners will be hired to attend to better bus cleanliness. PSTA will also be investing in training and merit based compensation for all employees and governance training. A federal lobbyist will be hired to help locate additional government funding.

In order to sustain a sound financial plan, PSTA is prioritizing projects to move \$7 million from deleted projects to bus replacements and will add \$15 million from built up reserves. The proposed draft budget is down \$1.6 million from the FY 2015 adopted budget. The newly approved Community Bus Plan, plus new data driven analysis will save \$930,000.

The Committee asked questions concerning the Ad Valorem as well as the relationship between the TD program compared to standard bus passes. Staff reported a negative

impact of \$1.4 million in FY 2015 due to the additional TD program members. Ms. Leous also explained that PSTA is changing how it handles fuel purchases and plans to lock-in the price at the lowest rate possible.

Future Service Changes - Chris Cochran, Senior Planner, introduced the proposed System Redesign Work Plan which is a step by step approach used to examine the PSTA System through a four-step process which includes Route Performance Evaluation, Route Redesign Concept Development, Public and Board Engagement and Recommended Action and Implementation. The plan looks at 10 groups or phases of redesigning system and applies the four-step process to each group. The groups are:

- Group 1 Lowest Performing Route Adjustments
- Group 2 Relocation of St. Petersburg Transfer Activity from Williams Park
- Group 3 Countryside/Safety Harbor/Oldsmar
- Group 4 Gateway Area
- Group 5 St. Petersburg/Pinellas Park/Largo
- Group 6 Clearwater/Palm Harbor/Dunedin
- Group 7 Gulfport/Pinellas Point/South St. Petersburg
- Group 8 Regional Express
- Group 9 Bus Rapid Transit (BRT) and Beach Trolley Services
- Group 10 Route 52 Carillon

Mr. Cochran answered various questions from the Committee related to the changes of routes, particularly Williams Park and 444. He also addressed concerns about the ability for pedestrians to get to the bus stops they need to access, perhaps crossing heavily traveled thoroughfares in the process. Staff encouraged members to call PSTA to discuss concerns about specific locations so that PSTA can work with the Florida Department of Transportation (FDOT) and the county to have the problem areas corrected and also promised that challenges will be addressed through community outreach as changes occur and that details of each of these plans will be brought to TRAC each month for their consideration.

New Shelter Plan - Chris Cochran, Senior Planner, presented the New Shelter Plan. The contract for new shelters was approved by the PSTA Board in March of 2015. Staff has identified initial replacement locations which will include approximately 30 shelters. A distribution strategy has been developed that focuses customer needs taking into consideration locations that benefit the most riders, maximizing the area impact and taking into account geographic equity. The strategy also looks at community revitalization by complimenting existing and future plans, leveraging investments by other agencies and local jurisdictions, fostering partnership opportunities and supporting local economic development.

PSTA is recommending a balanced deployment which aims to maximize goals, assess replacements based on shelter condition and phase deployment by first concentrating on replacement and then expansion. A list was provided detailing 31 top priority replacement locations scheduled to be completed by January, 2016. Replaced shelters will be repurposed and used in other locations or used for parts to repair existing shelters.

A suggestion was made to offer kiosks within shelters for the purpose of purchasing tickets but was deemed cost prohibitive. However, the smart card and mobile application program to be implemented in 2016 would help to alleviate the need for on the purchases at shelters.

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 5:38 PM. The next meeting will be held on July 14, 2015 at 4:00 PM.

ACTION ITEMS



3B: TRAC By-Laws-Attendance



Action: Recommend Approval of the Proposed Attendance Clarification and Change to the By-Laws for Approval by the PSTA Board

Staff Resource: Terri Rick, Administrative Assistant

TRAC

Background

- The By-Laws established for the Transit Rider's Advisory Committee (TRAC) were established December 19, 2014 for the purpose of documenting governing rules for TRAC Committee meetings.
- Staff occasionally updates the By-Laws as the need arises. Amendments to the By-Laws must be provided to the TRAC at least seven days before a vote can be taken by the members at the next Committee meeting. Amendments to the By-Laws will be presented to the Board for approval at their next meeting after being approved by the TRAC.

Summary

- Consistent attendance at the TRAC meeting is a commitment made by accepting the position on the TRAC.
- In an effort to provide equitable attendance requirements for TRAC members, staff proposes to amend the attendance requirements to accommodate the conflicts that occasionally arise and which prevent members from attending TRAC meetings.
- Current By-Laws state that a member shall miss no more than two meetings per calendar year regardless of whether the missed meeting was planned or unforeseen. Missing a third meeting within a calendar year would result in being removed from the TRAC.
- The proposed amendment states that TRAC members shall maintain an 80% attendance rate. This allows a member with a good attendance record to spread absences over a longer time period.
- The amendment would become effective upon approval by the Board.

Recommendation

- Recommend approval of the proposed attendance clarification and change to the by-laws for approval by the PSTA Board.
-

Attachments:

1. TRAC By-Laws – Attendance Excerpt

TRAC BY-LAWS - ATTENDANCE EXCERPT

CURRENT RULE

ATTENDANCE

- Each member will be required to attend meetings regularly and must notify PSTA TRAC Staff of any expected absences. A member may have to withdraw his/her position on the Committee to an alternate member if s/he does not regularly attend meetings. To maintain a position on the TRAC, a member shall miss no more than two (2) meetings in a calendar year.
- Each member will receive a monthly bus pass (or equivalent) for their service on the committee. Members are required to attend each TRAC meeting to receive the monthly bus pass.
- Members may be removed from the Committee by PSTA staff for noncompliance with attendance requirements.

PROPOSED RULE

ATTENDANCE

- Each member will be required to attend meetings regularly and must notify PSTA TRAC Staff of any expected absences. A member may have to withdraw his/her position on the Committee to an alternate member if s/he does not regularly attend meetings. To maintain a position on the TRAC, a member shall maintain a minimum 80% attendance rate. This equates to no more than one missed meeting for every four meetings attended and no more than or four (4) meetings within a two-year term.
- Each member will receive a monthly bus pass (or equivalent) for their service on the committee. Members are required to attend each TRAC meeting to receive the monthly bus pass.
- Members may be removed from the Committee by PSTA staff for noncompliance with attendance requirements.

4A: Phase 1 Service Redesign



Action: Information Item

Staff Resource: Cassandra Borchers, Chief Dev. Officer



Background

- With the adoption of the “Path Forward” in May 2015, the PSTA Board set a policy direction to advance a Customer-Focused Service Redesign.
- The System Redesign Work Plan is a step by step approach to examining the entire PSTA System in light of the Community Bus Plan recommendations and current fiscal constraints. Staff will review each route in the system through a four-step process:
 - Route Performance Evaluation
 - Route Redesign Concept Development
 - Public and Board Engagement
 - Recommended Action and Implementation
- The 10 phases of the System Redesign Work Plan are organized based on a comprehensive performance evaluation analysis conducted in early 2015 and grouped by geography/interconnected routes.

Summary

- The first phase of the route redesign focuses on the lowest performing routes in the system and moving toward the streamlined system presented in the Community Bus Plan.
- This phase includes the following recommendations:
 - Elimination of Routes 444, 58, and East Lake Connector
 - Realignment of Route 18 to replace Route 58 service to St. Petersburg College (SPC)
 - Redesign of Routes 1 and 30
- Staff has completed initial outreach to local partners and key stakeholders about the proposed changes in Phase 1 and identified possible transportation alternatives for users.
- The presentation includes a brief review of the Community Bus Plan and the updated performance evaluation followed by a summary of the analysis and public

engagement conducted for each route, solidifying the reasons for the recommendation. Each section concludes with next steps for public engagement and staff action.

Fiscal Impact

- The approval of these adjustments will save \$930,000 as planned in the FY 2016 Budget.

Recommendation

- Staff recommends the committee approve the proposed service adjustment for advancement. The next steps would include additional public engagement, including a public hearing and final decision in August 2015 prior to the adoption of the FY 2016 Budget.
-

Attachments:

1. PowerPoint
2. System Redesign Work Plan
3. Phase 1 Public Engagement Summary
4. System Redesign Phase 1 Analysis Document Example (to follow)

Phase I Route Redesign

PSTA TRAC Committee
July 14, 2015

1

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2013 Community Bus Plan Overview

- PSTA Board approved July 2013
- Comprehensive review and redesign of system based on multiple revenue scenarios
- Goals
 - Build Transit Constituency
 - Improve Transit Competitiveness
 - Build Financial Sustainability

2

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2013 Community Bus Plan Overview

- 3 scenarios
 - Optimal
 - New Revenue
 - No New Revenue
- Included:
 - Analysis of ridership and other data
 - Extensive public outreach
 - Redesigned route network



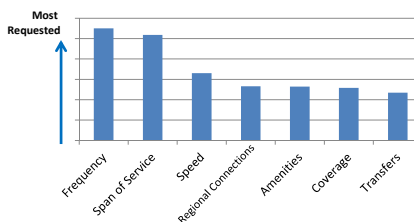
3

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2013 Community Bus Plan Conclusions

- What do people want?
 - Frequency
 - Span of service
 - Speed
- What does the data tell us?
 - All-day travel demand
 - 6 “core” routes responsible for 71% of ridership
 - Very few routes have frequencies supporting spontaneous use
 - Average trip length > 5 miles
- Key Recommendations
 - Transition to grid network focusing on frequent service on core routes
 - Streamline service for faster, more direct travel
 - Increase frequencies



4

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Review Financial Assumptions

Revenue/Expense	2013 Community Bus Plan No New Revenue	Fiscal Year 2016
Ad Valorem	0.7305	0.75
Fare Adjustment	Annual increase of 2% with 15% increase in average fare every 3 years	Fare revenue going down even though ridership going up; recommended fare increase in 2016
Advertising Revenue	Modest annual increase	Larger increase in advertising revenue achieved through outsourcing
Service Adjustments	Up to 28% cut	\$930,000 savings (2.5 % cut)
Budget Savings	Part of 28% cut	\$500,000



Implementing the 2013 Community Bus Plan

Step

1. 2015 Route Performance Evaluation
Identify highest and lowest performing routes
2. Consult 2013 Community Bus Plan recommendations
3. Targeted technical analysis - review current data including demographics and on-board survey results
4. Review financial implications
5. Identify transportation alternatives
6. Engage public and recommend action



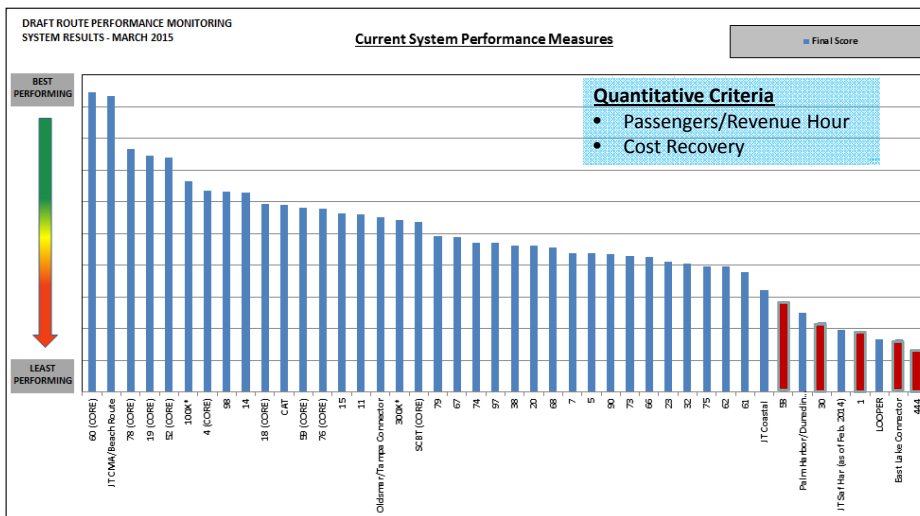
Route Redesign Work Plan

- 10 phase plan (2015-2017)
- All 6 steps performed for each group/phase
- October 2015:
 - Group 1 - Lowest Performing Route Adjustments*
 - Elimination of Routes 30, 58, 444, ELC
 - Realignment of Route 18 to replace Route 58 service to St Petersburg College Seminole Campus
 - Redesign of Route 1 (new Route 22)



System Performance Evaluation by Route

Final Result: Ranking of Routes based on Performance Metrics Scoring



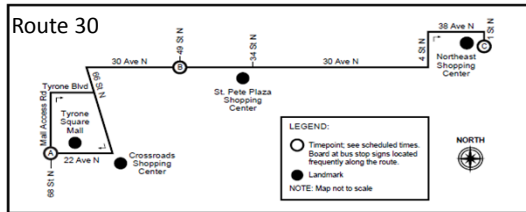
Targeted Technical Analysis

- Data analysis
 - Current ridership
 - Demographics
- First Phase of Public Engagement
 - Engage Riders
 - On-board survey for each route
 - TRAC members
 - Review/address individual comments
 - Talk to bus operators
 - Engage other stakeholders

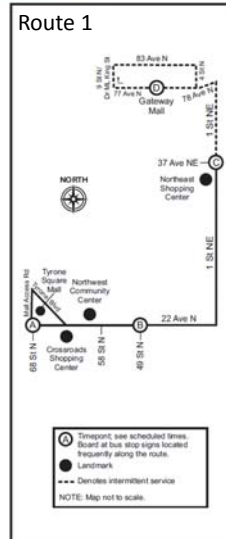


Routes 1 & 30 & New Route 22 (St. Pete)

- **Step 1: Performance Evaluation:**
 - Route 1: 4th lowest performing
 - Route 30: 6th lowest performing
- **Step 2: Community Bus Plan:**
Discontinue Route 30 & Redesign Route 1 (New Route 22)



LEGEND:
 ○ Timpoint: see scheduled times. Board at bus stop signs located frequently along the route.
 ● Landmark
 - - - Denotes intermittent service
 NOTE: Map not to scale



○ Timpoint: see scheduled times. Board at bus stop signs located frequently along the route.
 ● Landmark
 - - - Denotes intermittent service
 NOTE: Map not to scale



Routes 1 & 30 - **Step 3:** Targeted Technical Analysis

- **Who are Our Riders?**

- *Demographic Analysis and On-Board Survey*

Poverty Level	Moderate*
No Vehicle Ownership	Moderate
Over 65	Low*
Minority	Low*
Primary Use	Shopping and Work
Transfer Activity	High

*Concentrations in a few areas along route

- *Ridership Analysis*

- 0-2 riders at most bus stops along route
 - Highest bus stop activity where route intersects with major routes



11

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Routes 1 & 30 - **Step 4:** Financial Implications

- Discontinuing Routes 1 & 30 and introducing new Route 22 **saves \$121,000** in net annual operating costs
- **Saves one bus ~ \$500,000**
- Potential increase in DART ridership



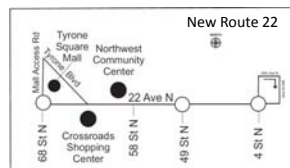
12

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Routes 1 & 30 - **Step 5:** Transportation Alternatives

- All stops along the discontinued route are within $\frac{3}{4}$ mile of better service:
 - Core/frequent Routes 4, 19, 52, 59, 74
 - Longer hours of service
 - Buses every 15 - 30 minutes
 - Weekend and Holiday service
 - Supporting local Routes 11, 23, 38, 79
 - Longer hours of service
 - Weekend and holiday service
 - New Route 22 and Route 38 parallel to discontinued Route 30 and within $\frac{1}{2}$ mile
- Carpool, taxi, bike, drive, and walk + golf cart
- DART for those who qualify



13

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Routes 1 & 30 - **Step 6:** Public Engagement

- Local government coordination
 - Met with City of St. Petersburg staff on 6/16/15 to discuss redesign of Routes 1 and 30
 - Indicated that of the two corridors, it would be better to maintain bus service on 22nd Ave N than 30th Ave N due to greater auto orientation and mix of land uses
 - St. Pete staff to make initial contact with neighborhoods
- Community Outreach
 - Plan to meet with 5 more stakeholder groups (e.g. Northeast Shopping Center)



14

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Routes 1 & 30 - Recommended Action & Next Steps

- Discontinue Routes 1 and 30
- Implement new Route 22 on 22nd Ave N from Tyrone Square Mall to 4th St N

- Next Steps

- Nearest public workshops

PSTA – August 18, 2015 at 6:30 – 8:30 pm

Pinellas Park Library – August 17, 2015 at 10:00 am -12:00 pm

Seminole Library – August 11, 2015 at 2:30-4:30 pm

- Public Hearing

PSTA Board Room – August 26, 2015 at 9:00 am



- Inform riders and community of approved service modifications

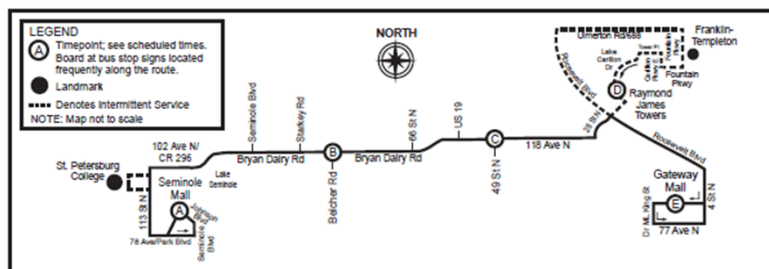
15

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Route 58 – Bryan Dairy Rd.

- **Step 1:** Performance Evaluation: 8th lowest performing
- **Step 2:** Community Bus Plan: Discontinue route



16

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Route 58 – Targeted Technical Analysis

- **Who are Our Riders?**

- *Demographic Analysis and On-Board Survey*

Poverty Level	Low
No Vehicle Ownership	Low*
Over 65	Low*
Minority	Low
Primary Use	Work & Shopping
Transfer Activity	High

*Concentrations in a few areas that area served by other routes

- *Ridership Analysis*

- Highest ridership at transfer points for Route 79 and Route 19.
Most other stops on Bryan Dairy Rd between 0-3 daily ridership
- Eastern portion of route served by Routes 52, 59, 97, 98



17

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Route 58 - **Step 4:** Financial Implications

- Discontinuing Route 58 and modifying segment of Route 18 to serve SPC Seminole Campus **saves \$242,000** in net annual operating costs
- **Saves one bus ~ \$500,000**
- Potential increase in DART ridership



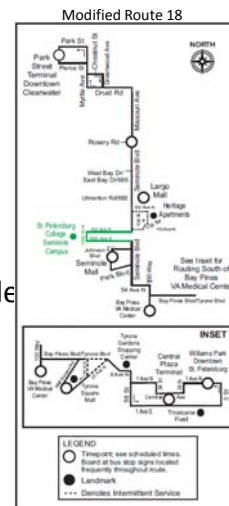
18

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Route 58 - Step 5: Transportation Alternatives

- All stops are within ¼ mile of better service
 - Core/frequent Routes 4, 18, 19, 52, 59, 98, 79
 - Longer hours of service
 - More frequent service
 - Weekend Service
 - Local Routes 11, 62, 73, 97
 - Saturday Service
 - Greater frequency
- Realignment of Route 18 to serve SPC Seminole
- Closed stops along redesigned Route 18 all within ½ mi of new route configuration; new shelters at closest remaining stops
- Bike, walk, taxi, carpool, drive
- DART for those who qualify



19

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Route 58 - Step 6: Public Engagement

- Local government coordination
 - Met with Seminole Planning Department, City of Pinellas Park Staff 6/30/15
 - Seminole staff likes that realignment of Route 18 to serve SPC Seminole Campus
- Community Outreach
 - Contacted 9 stakeholder groups along the route in June (e.g. Freedom Square)
 - Agreement that it is underutilized
 - Enthusiasm from SPC Provost about realignment of Route 18
 - Think Direct concerned about losing employees
 - Rider concern about lack of crosswalks (e.g. 113th St and 102nd Ave). Staff met with rider and contacted local jurisdictions, which have plans to improve the intersection.



20

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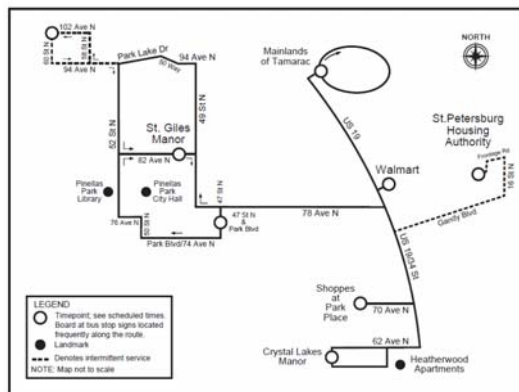
Route 58 - Recommended Action & Next Steps

- Discontinue Route 58 and modify Route 18
- Next Steps
 - Nearest public workshops:
 - Seminole Library – August 11, 2015 at 2:30-4:30 pm*
 - PSTA – August 18, 2015 at 6:30-8:30 pm*
 - Public Hearing
 - PSTA Board Room – August 26, 2015 at 9:00 am*
 - Inform riders and community of service modifications



Route 444 – Pinellas Park

- **Step 1:** Performance Evaluation - Lowest Performing Route
- **Step 2:** Community Bus Plan – Discontinue Route



Route 444 - Step 3: Targeted Technical Analysis

• Who are Our Riders?

– Demographic Analysis and On-Board Survey

Poverty Level	High
No Vehicle Ownership	Moderate
Over 65	Low*
Minority	Moderate
Primary Use	Shopping
Transfer Activity	Low

*Concentrations in a few areas along route

– Ridership Analysis

- Highest ridership at Walmart and Crystal Lakes Manor
- Other stops between 0 and 2 average daily ridership



23

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Route 444 - Step 4: Financial Implications

- Discontinuing Route 444 **saves \$145,000** in net annual operating costs
- **Saves one small bus ~ \$491,000**
- Potential increase in DART ridership



24

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Route 444 - **Step 5: Transportation Alternatives**

- All stops along route are within ¼ mile of better service:
 - Core/frequent Routes 19, 52, 74, 79
 - Longer hours of service
 - Buses every 20-35 minutes
 - Local Route 75
 - Longer hours of service
 - Consistent schedule
 - Bus Operators confirmed Route 19 is a good alternative
- Walk, carpool, taxi/rideshare, golf cart
- DART for those who qualify
- Neighborly Care Network
 - Group shopping trips offered to St. Giles residents
- Possible future new route serving Pinellas Park/Lealman



25

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Route 444 – **Step 6: Public Engagement**

- Local government coordination
 - Pinellas Park & Pinellas County planning staff – Understand problems with route. Interested in partnership for new service in Pinellas Park/Lealman area.
- Community Outreach
 - Contacted 10+ stakeholder groups (e.g. St. Giles Manor)
 - Summary:
 - Most understand need to cut and that other routes, particularly Route 19, provide good alternatives
 - Most would like to be kept informed of approved changes, public hearing schedule, etc.
 - St. Pete Housing Authority concerned about losing service to stop adjacent to their office
- Public Comments and Staff Action
 - Mainland's resident finds US 19 difficult to cross. PSTA staff has offered follow-up assistance.



26

Draft 7-8-2015



Route 444 - Recommended Action & Next Steps

- Discontinue Route 444
- Next Steps
 - Nearest public workshops:
 - Pinellas Park Library – August 17, 2015 at 10:00 am -12:00 pm*
 - PSTA – August 18, 2015 at 6:30 – 8:30 pm*
 - Nearest public Hearing
 - PSTA Board Room – August 26, 2015 at 9:00 am*
 - Investigate Pinellas Park/Lealman Area Connector
 - Inform riders and community of service modifications



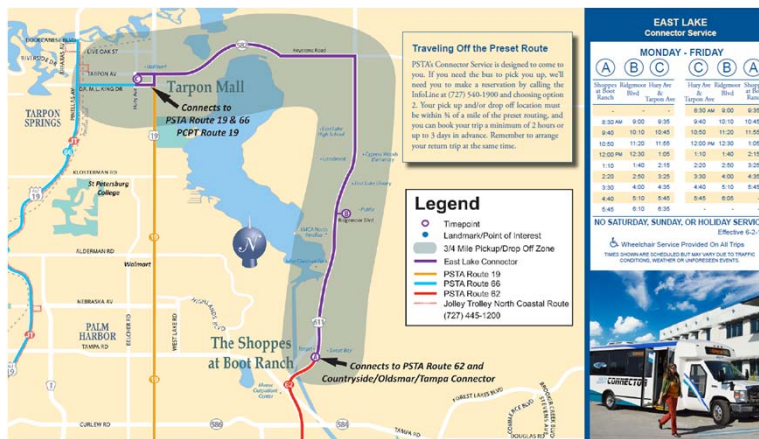
27

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East Lake Connector (ELC)

- **Step 1:** Performance Evaluation: 2nd lowest performing
- **Step 2:** Community Bus Plan: N/A – not considered



28

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East Lake Connector - **Step 3: Targeted Technical Analysis**

- **Who are Our Riders?**

- *Demographic Analysis and On-Board Survey*

Poverty Level	Low
No Vehicle Ownership	Low
Over 65	Moderate*
Minority	Low
Primary Use	Work Trips
Transfer Activity	Moderate

*Concentrations in a few areas along route

- *Ridership Analysis*

- In addition to surveys, a review of daily manifests shows riders traveling to work, shopping, school, YMCA, and transfer points
 - Zero ridership at stops along Keystone Road; 0-5 at 6 stops along East Lake Road



29

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East Lake Connector- **Step 4: Financial Implications**

- Discontinuing East Lake Connector saves **\$422,000** in net annual operating costs
- Saves two cutaway buses ~ \$360,000
- Increase in East Lake Shuttle Ridership



30

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East Lake Connector – **Step 5:** Transportation Alternatives

- East Lake Shuttle
 - Connecting service to Shoppes at Boot Ranch for transfers to Oldsmar Connector and Route 62
- Carpool, taxi, bike, drive, walk
- Various nonprofit organizations for specific trip types (medical, shopping)
- DART for those who qualify



31

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East Lake Connector - **Step 6:** Public Engagement

- Local government coordination
- Community Outreach
 - Met with 3 stakeholder groups along route in June, plan to meet with two more (e.g. Council of North County Neighborhoods)
 - Key Findings:
 - Interest in East Lake Shuttle



32

Draft 7-8-2015



East Lake Connector - Recommended Action & Next Steps

- Discontinue East Lake Connector
- Next Steps
 - Nearest public workshops:
 - East Lake Library – August 10, 2015 at 10:00 am – 12:00 pm*
 - PSTA – August 18, 2015 at 6:30 -8:30 pm*
 - Public Hearing
 - PSTA Board Room – August 26, 2015 at 9:00 am*
 - Inform riders and community of service modifications



Summary of Recommendations & Financial Implications

Route Modification	Buses Saved	Net Annual Operating Cost*	Bus Capital Savings
Discontinue Route 444	1	\$145,000	\$491,000
Discontinue Route 58/Modify Route 18 to serve SPC	1	\$242,000	\$500,000
Discontinue East Lake Connector	2	\$422,000	\$360,000
Discontinue Routes 30, Redesign Route 1 (New 22)	1	\$121,000	\$500,000
Net Annual Operating Cost Savings	5	\$930,000	\$1,851,000

*Includes Farebox Implications



Public Outreach Events

- Information on all routes will be available at each event
- Public Workshops:
 - East Lake Library – August 10, 2015 at 10:00 am – 12:00 pm
 - Seminole Library – August 11, 2015 at 2:30-4:30 pm
 - Pinellas Park Library – August 17, 2015 at 10:00 am -12:00 pm
 - PSTA Board Room – August 18, 2015 at 6:30 -8:30 pm
- Public Hearing
 - PSTA Board Room – August 26, 2015 at 9:00 am



System Redesign Work Plan

The System Redesign Work Plan is a step by step approach to examining the entire PSTA System in light of the **Community Bus Plan recommendations and current fiscal constraints**. Staff will review each route in the system through a four-step process:

- Route Performance Evaluation
- Route Redesign Concept Development
- Public and Board Engagement
- Recommended Action and Implementation

2015

Group 1 – Lowest Performing Route Adjustments

- Elimination of Routes 58, 444, ELC
- Realignment of Route 18 to replace Route 58 service to SPC
- Realignment of Routes 1/30

2016

Group 2 – Relocation of St. Petersburg Transfer Activity from Williams Park

- Coordinated with City of St. Petersburg
- Review of Downtown Circulation patterns: Route 32 and Looper
- Affects portion of 21 routes
- Split Route 19

Group 3 – Countryside/Safety Harbor/Oldsmar

- Streamline Route 62 to directly serve Countryside Mall via Belcher Road
- Realignment of Routes 67, 76, or the Oldsmar Connector Route to serve Safety Harbor
- Review ongoing funding alternatives for Jolley Trolley Safety Harbor Route
- Review Oldsmar service to reduce duplication between Route 67 and the Oldsmar Connector

Group 4 – Gateway Area

- Realignment of Routes 4/59, including alternative service on 16th Street
- Realignment of Routes 74 to serve MLK and Beach

Group 5 – St. Petersburg/Pinellas Park/Largo

- Streamline Route 79
- Streamline Route 75 and Route 5
- Realignment of Route 7 to serve Gulfport
- Truncate Route 38 at Northeast Shopping Center
- Evaluate Route 68 for possible combination with Route 38 for service to Madeira Beach

2017

Group 6 – Clearwater/Palm Harbor/Dunedin

- Combination of Routes 66/Jolley Trolley North Coastal Route and realignment of services in Downtown Dunedin area
- Procurement of Trolley Operations
- Realignment of Dunedin/Palm Harbor Connector Route and Route 61 to reduce duplication north of Main St.
- Realign Route 61, including alternative service from Park Street Terminal to Seminole Mall

Group 7 – Gulfport/Pinellas Point/South St. Petersburg

- Consolidate Routes 90/20 and realign
- Evaluate service to Gulfport and South St. Pete and realignment of Routes 7, 14, 15, 23, 79
- Reduce duplication of service in Pinellas Point area through realignment of Routes 4, 11, and 19

Group 8 – Regional Express

- Realignment of Route 100X over Howard Frankland Bridge to TIA
- New Route 60X from Clearwater Beach to TIA to Downtown Tampa
- Realignment of Route 300X to serve TIA/Westshore

Group 9 – Bus Rapid Transit and Beach Trolley Services

- New Central Avenue BRT Route
- Truncate Route 18 and Route 52 at Central Avenue
- Evaluation of Central Avenue Trolley Route as underlying local for BRT Route
- Clearwater Beach/Clearwater-Marine-Aquarium Jolley Trolley Route currently unchanged
- Consider extension of Suncoast Beach Trolley Route south to Pass-A-Grille

Group 10 – Route 52 and Carillon

- Streamline Route 52 and evaluate consolidation with Routes 97 and 98
- Evaluate service to Carillon via Routes 11, 97, and 98

PSTA Service Redesign Public Outreach Summary

Three part public engagement to ensure open communication and community dialogue, which will allow PSTA to better help riders understand the proposed changes and find alternative transportation:

- Engagement Phase
- Public Workshop Phase
- Information Phase

ENGAGEMENT PHASE

Routes 1 & 30:

- **Areas served:** Route 1 runs from Tyrone Square Mall to the Northeast Shopping Center on 1st Street in St. Petersburg primarily along 22nd Avenue and 1st Street. Route 30 operates between the same two end points, but primarily along 30th Avenue North.
- **Alternatives for riders:**
 - Core/frequent routes 4, 19, 52, 59, 74
 - Supporting local routes 11, 23, 38, 79
 - New Route 22 and Route 38 parallel to Route 30 and within ½ mile
 - Dart for those who qualify
 - Carpool, taxi, bike, drive, walk, golf cart

Key Contacts

- City of St. Petersburg Planning Dept. – 6/16/15
- Northeast Shopping Center – Pending
- Palmway Village – Pending
- Northwest Elementary – Pending
- Tyrone Middle School – Pending
- Gladden Park Recreation Center – Pending

- **Public Comments:**
 - City staff said they would communicate the proposed changes with the neighborhood associations along the corridor.
 - City staff also thinks 22nd Avenue North is a better fit for bus service than 30th Avenue North due to higher speed limits and a greater mix of uses.

Routes 58 & 18:

- **Areas Served:** Route 58 runs from Gateway Mall to Seminole Mall, primarily along Bryan Dairy Road, Roosevelt Boulevard and, 118th Avenue, serving SPC Seminole campus and City Hall on 113th Street.
- Route 18 runs from downtown Clearwater to downtown St. Petersburg along Seminole Boulevard and is proposed to be diverted from Seminole Boulevard to 113th Street, between 102nd and 86th Avenues, to maintain service to SPC Seminole Campus.

PSTA Service Redesign

Public Outreach Summary

- **Alternatives for riders:**

- Core/frequent Routes 4, 18, 19, 52, 59, 98, 79
- Local Routes 11, 62, 73, 97
- Closed stops along redesigned Route 18 all within ½ mile of new route configuration
- Bike, walk, taxi, carpool, drive
- Dart for those who qualify

- **Key Contacts:**

- Think Direct - 6/17/15
- Provost, SPC Seminole - 6/11/15
- Seminole Planning Dept. - 6/18/15
- Seminole City Hall/Council - Pending
- Freedom Square –6/18/15
- Business owners along affected portion of Seminole Blvd. – Pending
- Lake Seminole Presbyterian Church – Pending
- Seminole Garden Apartments (Will need special Handout or posters) 11100 86th Ave. N. – Pending
- Lutheran Church of the Good Shepherd (LCGS) 10891 102nd Ave N – Pending
- Little Lamb Preschool, 10891 102nd Ave – Pending
- Seminole Oaks Condos, 9881 113th St. – Pending
- Seminole Library – Pending
- Seminole Recreation Complex – Pending
- New to You Thrift Center- 6/25/15
- SPC Student Govt. – Pending
- Publix on 113th – 6/18/15
- Superior Uniform Group – 6/25/15
- Bon Secours – 6/25/15

- **Public Comments:**

- Think Direct Marketing on Bryan Dairy Road is concerned about the potential impact to employees. However, they have been unwilling to discuss funding support for continued service. (Location is approximately 2600 feet west of Belcher Road, which is served by Route 62, and about 3000 feet to the east of Starkey Road, which is served by Route 73.)
- Enthusiasm from Seminole City and SPC staff at prospect of significant service increases to essential venues along 113th Street.
- Relief that DART service will not be affected.
- Lack of sidewalk and pedestrian friendly infrastructure along these routes in Pinellas Park and Seminole present a challenge for riders who would otherwise walk to another route.
 - o Staff is working with Pinellas Park and Seminole to address the crossing issues. (e.g. 113th Street at 102nd Avenue)

PSTA Service Redesign Public Outreach Summary

Route 444:

- **Area served:** The 444 is an irregularly scheduled looping route which encompasses portions of Pinellas Park, St. Petersburg and Lealman, including facilities such as The Mainlands, Walmart, Crystal Lakes Manor, Pinellas Park Transit Center, and St. Giles Manor.
- **Alternatives for riders:**
 - Core/Frequent routes 19, 52, 74, 79
 - Supporting Local Route 75
 - Route 19
 - Walk, carpool, taxi/rideshare, golf cart
 - Neighborly Care Network
 - DART for those who qualify

Key Contacts:

- Housing Authority - 6/18/15
 - Mainlands - Pending
 - City of Pinellas Park Planning Dept. – 6/30/15
 - St. Giles Manor - 6/17/15
 - Wal-Mart - Pending
 - Shoppes at Park Place - 6/18/15
 - Crystal Lakes Manor - 6/18/15
 - Heatherwood Apartments - 6/18/15
 - Magnolia Gardens - 6/18/15
 - Lealman Elementary- 6/18/15
 - Pinellas Park Library - 6/18/15
 - Pinellas Park City Leaders along with city and county community development staff – Pending
- **Public Comments:**
 - Concerns about crossing major thoroughfares such as Park Blvd. and U.S. 19
 - PSTA staff followed up by investigating issue and contacting rider
 - Housing Authority representatives were more concerned about continuing service on Route 74 (Gandy), which will not be affected
 - Relief that DART clients will still receive service

East Lake Connector:

PSTA Service Redesign Public Outreach Summary

- **Area Served:** The Connector services East Lake and Keystone Roads between Shoppes at Boot Ranch and PSTA transfer facility at Tarpon and Huey Avenues.

- **Alternatives for Riders:**
 - East Lake Shuttle
 - Carpool, taxi, bike, drive, walk
 - Various nonprofit organizations for specific trip types
 - DART for those who qualify

- **Key Contacts:**
 - Don Ewing/CNCN –7/10/15
 - Tarpon Rec. Center on Walton –6/30/15
 - Carmen Wilson, Program Director, Citizens Alliance for Progress, Inc. –6/18/15
 - Tarpon Springs City Hall/Mayor Archie – Pending
 - East Lake YMCA – 7 /10/15

- **Public Comments:**
 - Interest in East Lake Shuttle
 - Relief that DART clients will still receive service

PUBLIC WORKSHOP

- Four public workshops throughout the county. All routes in Phase I Service Redesign will be discussed at each of the events.

Date	Location	Affected Route(s)	Time of Day	Routes Serving Venue
8/10/15	East Lake Library: 4125 East Lake Road South, (727) 773-2665	East Lake Connector	10:00-12:00	East Lake Connector & East Lake Shuttle
8/11/15	Seminole Library: 9200 113th Street North (727) 394-6905	58/18, 1/30	2:30-4:30 pm	58
8/17/15	Pinellas Park Library: 7770 52nd Street (727) 541-0718	444, 1/30	10:00-12:00	74, 52, 444
8/18/15	PSTA Administrative Building		6:30-8:30 pm	11, 52, 59

- A formal public Hearing will be held at the PSTA Board of Directors Meeting August 26, 2015

PSTA Service Redesign Public Outreach Summary

INFORMATION PHASE

After the Board decisions are finalized, staff will work with the riders to ensure they are prepared for the adjustments.

Outreach Activities may include:

- Ambassadors on buses for at least a week prior to change with a goal of letting every affected rider know about impending route changes
- Notify groups and organizations along routes, which may be impacted
- Signs of closure at stops
- “Behind the Driver”
- Handouts for drivers to disseminate to riders
- Driver & Customer Service Representative engagement
- Messaging for PSTA Board members
- Signs at shelters and major transfer points along lines e.g. Gateway, Boot Ranch etc.
- Notices in Libraries/government facilities along routes
- Social Media/Press Release/website/text/e-mail blast
- Removal/replacement of printed schedules