



TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 AGENDA – AUGUST 18, 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		4:10	
	A. July 14, 2015 Meeting Minutes	5 min	CHAIR MANN	2
	B. Riders Code of Conduct/Appeals Process	10 min	JEFF THOMPSON/ ALISSA KOSTYK	7
	C. Trolley Agreements	5 min	SANGITA LAND	19
4.	INFORMATION ITEMS		4:30	
	A. Meeting Efficiencies & Etiquette	5 min	SANGITA LAND	38
	B. Fare Structure Recommendations	20 min	CASSANDRA BORCHERS	39
	C. TRAC Terms & New Applications	5 min	CASSANDRA BORCHERS	57
5.	FUTURE MEETING SUBJECTS		5:00	
	• Approve Fare Structure Recommendations-September			
	• ABBG Customer Survey & Initiative-September			
	• Marketing Plan-September			
	• Driver Training & Perspective-September			
6.	OTHER BUSINESS		5:00	
7.	ADJOURNMENT		5:00	

**PUBLIC INFORMATION MEETING IMMEDIATELY FOLLOWING
 TRAC MEETING.**

THE NEXT MEETING IS SEPTEMBER 15, 2015 AT 4:00 PM



ACTION ITEM

3A: July 14, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Admin. Assistant



-
- Staff recommends approval of the minutes of the July TRAC 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

TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES – JULY 14, 2015

The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 4:00 PM on this date. The purpose of the meeting was to approve the June 16, 2015 minutes, recommend approval of the proposed changes to the TRAC By-Laws, and receive a presentation on the Phase I Service Redesign Plan. The following members were present:

Present:

Elaine Mann, Committee Chair
Stephanie Leishman, Committee Vice-Chair
Catherine Baranowski, Alt. South
Lugene Blancher, Mid County
Gloria Lepik-Corrigan, North County
LeAnn McClravey, Mid County
Jaksa Petrovic, Professional
G.W. Rolle, South County
Christian Smith, Alt. Student
Demetrius Sullivan, South County
Lori Thomas, South County
Carson Zimmer, Alt. Professional

Absent:

Sonny Flynn, Beaches
Vivian Peters, Mid County
Kimberly Rankine, DART

Also Present:

Bill Jonson, PSTA Board Chair
Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Mann opened the meeting at 4:04 PM. She told the Committee she will do everything possible to keep the meeting on schedule and asked members to assist by keeping comments and questions relevant to the presentations.

Committee Chair Mann also reminded the Committee that at the beginning of the August meeting, she will be asking each member to take a moment and introduce themselves and talk about what they hope to bring to the TRAC and what they hope to learn.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes - Mr. Blancher made a motion, seconded by Ms. Baranowski to approve the minutes of the June 16, 2015 meeting. The motion passed unanimously.

TRAC By-Laws Attendance – Committee Chair Mann explained the proposed change in the TRAC By-Laws regarding attendance. 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. According to the amendment, members can have no more than four absences over the tenure (two-year term) of their membership.

Ms. Baranowski made a motion, seconded by Ms. Lepik-Corrigan to recommend the amendment to the PSTA Board of Directors. The motion passed unanimously.

INFORMATION ITEMS

Phase I Route Redesign - Cassandra Borchers, Chief Development Officer, along with Heather Sobush, Planning Manager and Bob Lasher, External Affairs Officer, presented an overview of the Phase 1 Route Redesign plan, which is based on the 2013 Community Bus Plan. The goal is to attract riders and build transit constituency and financial sustainability. The Community Bus Plan considered three scenarios: optimal plan, new revenue, and no new revenue; taking into consideration analysis of ridership and other data, extensive public outreach, and a redesigned route network.

Collected data revealed that riders want more frequency, a longer span of service, and faster travel time from destination to destination. The data points to changing to a grid-like system to streamline the routes and improve service. The Board will be considering additional budget decisions in combination with service changes to ensure a long-term balanced budget.

The Route Redesign Work Plan includes 10 phases of system review from years 2015 to 2017. Over this time, every route in the system will be examined for efficiencies and changes. Phase I will begin by examining the lowest performing routes and recommending elimination, realignment, or redesign. After collecting data through a system performance evaluation by route, PSTA plans to eliminate Routes 30, 58, 444 and the East Lake Connector, realign the Route 18 to serve St. Petersburg College Seminole Campus, and redesign Route 1, which will become a new Route 22.

Staff reviewed each of the routes and discussed performance evaluation, demographic analysis, ridership analysis, financial implications, and transportation alternatives. They also presented planned public engagement activities. Staff has met with stakeholder groups along the routes being changed to gather information about how these changes might affect businesses and employees. In addition, on-board surveys were conducted with riders to find out what their concerns are and what options they have if routes are changed.

A series of public workshops will be offered in different areas of the community, in proximity to the route changes, so that the public can provide input and ask questions.

- August 10, 2015 – East Lake Library 10:00 AM – 12:00 PM
- August 11, 2015 – Seminole Library 2:30 PM – 4:30 PM
- August 17, 2015 – Pinellas Park Library 10:00 AM – 12:00 PM
- August 18, 2015 – PSTA Administrative Offices 5:30 PM – 7:30 PM

A Public Hearing will take place August 26, 2015 at 9:00 AM prior to the regularly scheduled Board meeting. After Board decisions are finalized, staff will inform riders to ensure they are prepared for the adjustments. Outreach efforts such as Ambassadors on buses, posting various signs and notices, and social media notifications will be implemented.

At the conclusion of the presentation, Committee Chair Mann entertained questions from the Committee who asked about frequency of routes and the timing of changes to take place. In response to Committee Chair Mann’s call for public comment, Rosa Zapata, Shirley Goasalres, Mildred Powell, and Faye Patterson, residents of Crystal

Lakes Manor in Pinellas Park, expressed their concerns about eliminating Route 444. The residents stated that the elimination of this route would prevent most of them from getting to the grocery store and doctor appointments, as they had no other means of transportation. The residents urged PSTA to keep the route, or at the least, to provide an option.

Pat Dahl of Think Direct Marketing told the Committee that he is concerned the elimination of Route 58 would prevent some of his employees from getting to work. He also informed the Committee that Matrix Medical is planning to open a call center in the same area. Mr. Miller told Mr. Dahl that the ridership from that area was not sufficient enough to continue the route and that Think Direct has not been willing to help fund the route.

Warren Davis, Chair of the Transportation Committee for the Pinellas Council for the Blind, asked several questions. He suggested that Route 100X could go to St. Petersburg via 1st Street, covering the elimination of Route 1.

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 5:08 PM. The next meeting will be held on August 18, 2015 at 4:00 PM.

ACTION ITEM



3B: Riders Code of Conduct



Action: Recommend Approval of PSTA's Riders Code of Conduct

Staff Resource: Jeff Thompson, Dir. of Transportation
Alissa Kostyk, Social Media Coord.



Background:

- In an effort to develop and implement a Customer Code of Conduct (COC) for PSTA riders, PSTA staff compared COCs from other transit properties and presented a draft COC to the Transit Riders Advisory Committee (TRAC).
- Subsequently, a revised PSTA COC was presented at the next TRAC meeting on June, 16, 2015 with TRAC recommendations added.
- The COC has been amended to reflect recommendations from TRAC and an appeals process has been formulated for offenders of the COC for your approval and recommendation to the Board of Directors.

Fiscal Impact:

- PSTA will budget a small amount for marketing the new Riders COC.

Recommendation:

- Recommend approval of PSTA's Riders COC.
-

Attachments:

1. Code of Conduct

PSTA CUSTOMER CODE OF CONDUCT

For the safety and comfort of all persons, PSTA has established the following Code of Conduct for all customers on PSTA property using buses or facilities of PSTA.

The following behaviors and activities are prohibited:

1. Standing in front of the yellow standee line at the front of the bus near the driver's seat when the bus is in motion or distracting the Operator while driving.
2. Consumption or possession of any open food items or beverage containers on a bus.
3. Drinking alcoholic beverages or possessing open containers of alcoholic beverages.
4. Smoking or using electronic cigarettes **inside of any PSTA bus or other PSTA vehicle.**
5. Taking any pet (non-service animal) on a bus that is not in a secured pet carrier.
6. Refusing to fold or collapse carts and strollers on the bus and causing obstructions to walking lanes or blocking the aisle-ways.
7. Boarding or riding without attire in the form of tops, bottoms, and footwear on the bus.
8. Playing any radio, CD player, MP3, iPod, mobile phone or like device, unless the device is connected to an earphone that limits the sound to the hearing of the individual user.
9. Possession or transport of any flammable liquid, combustible material or other hazardous substance such as gasoline, kerosene, propane or batteries.
10. Any forms of panhandling, soliciting, littering and vandalism.
11. Engaging in disruptive, disturbing, or aggressive behavior including: indecent exposure, profanity, inebriation, and making remarks or engaging in behavior that is offensive or threatening in nature toward PSTA employees or customers; this includes all forms of fighting whether verbal or physical.
12. Engaging in discourteous behavior to PSTA employees and other customers including: loud conversations, rude and harassing comments or behavior, occupying more than one seat, not allowing another customer to occupy the next seat, hanging from the rails, putting feet on the seats, and acts which could be deemed as bio-hazardous to others.
13. Carrying, possessing, and brandishing weapons of any kind, whether real, fake, or close in resemblance.
14. Standing in front of the bus and thereby stopping or impeding the bus's intended lane of travel.
15. Roller-skating, roller-blading, skate boarding or any such related activity.
16. Blocking the aisle-ways on the bus with personal items. Personal items must be secured within seating area.
17. Refusing to show proper ID for reduced fare. Customers are encouraged to have fare and ID ready when boarding.
18. Unauthorized presence at a PSTA Facility, or PSTA Property after hours of operation.
19. Unauthorized use of a PSTA Facility or PSTA Property for non-transportation related purposes.
20. Selling of goods or services on PSTA Property without permission or grant of a concession by PSTA.

CODE OF CONDUCT APPEALS PROCESS

CODE OF CONDUCT INFRACTIONS

- Failure to comply with PSTA’s Customer Code of Conduct may be cause for a short or long-term “Suspension” for the customer. Suspensions shall be administered by PSTA officials.
- Failure to comply with local laws on a PSTA vehicle or at a PSTA facility may result in a “Trespass” being issued by local Law Enforcement.
- Issued “Suspensions” and “Trespasses” shall result in the immediate restriction of a person’s privileges and ability to enter PSTA’s property, facilities and use the transit system.

NOTICE OF SUSPENSION

An individual who is suspended from the system will not be entitled to a refund of unused fare media that may expire during the time of his/her suspension. Notice of suspensions will be made in writing to the person suspended and shall specify both the violation and terms of the suspension. Failure to comply with the terms of a PSTA issued suspension may be grounds for additional suspension time.

APPEAL OF SUSPENSIONS

Those who feel they have been unfairly suspended shall have the opportunity to contest their suspension. The aggrieved party must appeal the suspension by filing an appeal to the PSTA Suspension Appeal Committee. All details concerning the appeals process will be provided on the back of the suspension notice. A person may appeal the suspension and request a review of the suspension notice by submitting a request to PSTA within ten (10) calendar days after receipt of the suspension notice.

SUSPENSION COMMITTEE AND HEARINGS

The PSTA Suspension Appeal Committee shall be comprised of five (5) voting members from the following groups of PSTA employees:

- PSTA Director/Superintendent of Transportation or designee;
- PSTA Superintendent of Customer Service or designee;
- PSTA Safety, Security and Training Supervisors (one or more);
- PSTA Transportation Supervisors (one or more).

Three (3) members of the committee shall constitute a quorum. Appeals will be decided by a majority.

A suspended person may request an in-person hearing before the Suspension Committee or, in lieu of appearing before the Suspension Committee, may submit a written appeal and any documents they feel are relevant for the Suspension Appeal Committee to review.

FINAL DECISION

The PSTA Suspension Appeal Committee shall endeavor to render a decision in twenty (20) business days or less from the date on which the suspension was reviewed, and shall state the reasons for denial, rescission or modification, if applicable, to the person making the appeal. The Committee’s decision shall be the final determination in the matter.



Rules of the Road Marketing Campaign (New Passenger Code of Conduct)

Transit Riders Advisory Committee
August 18, 2015

Finance & Performance Management Meeting
August 19, 2015

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



Rules of the Road

- Transportation staff worked with TRAC to develop a comprehensive Code of Conduct, so riders will know the rules that apply to them while riding the bus, or using a PSTA facility.
- It is believed that having a published list of prohibited behaviors will give Bus Operators greater authority to enforce the rules, and having a consequence for non-compliance will encourage riders to follow the rules.



Marketing Goal

- To introduce the tenets of the code of conduct in a **Rules of the Road** campaign that is *informative* and *interesting* using sound *storytelling* and *compelling graphics*.



Storyline

- The campaign will follow fictional characters – Ricky, Riley, Rebecca, and Rob - who demonstrate the Rules of the Road in a series of four videos.
- Ricky's story will talk about not eating or drinking on the bus, not wearing rollerblades, wearing shirt and shoes, and using headphones with electronics.

Storytelling



Video Series Story Board



This is Ricky. He's headed to Downtown St. Pete tonight for a concert.



Ricky knows that PSTA buses and trolleys will get him downtown, to the concert, and even to his favorite pizza place later for a snack. Ricky also knows that when riding the bus, there are rules of the road.



Video Series Story Board



He knows not to bring any open food or drinks or alcohol on the bus



Ricky knows that roller blades and buses don't mix.



Video Series Story Board



Well, looks like Ricky is all ready to board the bus.

Before you go, make sure you turn down the tunes. We love your music....just not sure everyone else does.



Ricky knows the Rules of the Road. Do you?

Learn more at PSTA.net/rulesoftheroad.



Additional Elements



Interior Bus Poster



News Media



Social Media



Web Page



Brochure



Rules of the Road



ACTION ITEM

3C: Trolley Agreements



- Action:**
- A. Approve Clearwater Jolley Trolley Agreement for FY 2016 with Jolley Trolley, Inc. at a Cost Not to Exceed \$190,201.
 - B. Approve North Coastal Trolley Agreement for FY 2016 with Jolley Trolley, Inc. at a Cost Not to Exceed \$122,752.
 - C. Approve Safety Harbor Trolley Agreement for FY 2016 with Jolley Trolley, Inc. at a Cost Not to Exceed \$30,226.
 - D. Approve Looper Trolley Service Agreement for FY 2016 with the Looper Group, Inc. at a Cost Not to Exceed \$140,000.
 - E. Approve Agreement with the City of St. Pete Beach and Treasure Island for Reimbursement Funds for Operation of the PSTA Suncoast Beach Trolley and DART Paratransit Services in FY2016.
 - F. Approve Central Avenue Trolley Agreement subsidized by St. Petersburg in amount of \$75,000 for FY2016.

Staff Resource: Sangita Land, Chief Compliance Officer

TRAC

RENEWAL OF THE CLEARWATER JOLLEY TROLLEY AGREEMENT

Current Operation

- **Beach Service** – Operates seven days a week on Clearwater Beach, Island Estates, and Sand Key.
- **Spring Break** – Provides additional Trolley eight hours daily (up to 30 days) during peak Spring Break period.
- **Fares** – Clearwater Beach Jolley Trolley's fare structure is the same as PSTA.
- **2015 Ridership Year To Date (YTD)** – Ridership through July was 633,869 (Beach and Clearwater Marine Aquarium -CMA) and was up 62.3% from 2014. The current agreement expires September 30, 2015.

2015 Funding

- **No Increased Cost** – No increase is proposed in the Clearwater Beach service cost.
- **Total PSTA Subsidy** – Total combined PSTA subsidy request is \$190,201.

RENEWAL OF NORTH COUNTY (COASTAL) TROLLEY AGREEMENT

- **Six Funding Partners:**
 - The Clearwater Downtown Development Board
 - Cities of Dunedin, Tarpon Springs & Clearwater
 - Pinellas County (Palm Harbor)
 - PSTA
- **North County (Coastal) Service** – Route serves Clearwater Beach, Downtown Clearwater, Dunedin, Palm Harbor, and Tarpon Springs.
- **Service Days and Hours** - 10:00 AM – 12:00 AM, Friday and Saturday and 10:00 AM – 10:00 PM on Sunday.
- **Additional Trips** - 18 Weekly hours are programmed into the funding request but will only be scheduled if needed.
- **2014 Ridership** - Ridership was almost 48,065.
- **2015 Ridership YTD** – 43,312 (through July).

2015 Funding

- **Service Schedule** – Annual operating hours are the same as they were in FY 2015.
- **Hourly Rate** – Hourly rate of \$60.75.
- **PSTA Subsidy** – Jolley Trolley requests \$122,752. This level of funding is programmed in the 2016 budget.
- The current agreement expires September 30, 2015.

RENEWAL OF LOOPER TROLLEY AGREEMENT

- The Looper operates daily in downtown St. Petersburg providing service to many venues.
- The current agreement expires September 30, 2015.
- PSTA has provided an annual subsidy of \$140,000 annually since 2004. Other partners include the City of St. Petersburg, Florida Department of Transportation (FDOT), and various St. Petersburg business stakeholders.
- The Looper Group requests \$140,000 in funding for 2016.
- Ridership through June was approximately 42,393.

RENEWAL OF ST. PETE BEACH AND TREASURE ISLAND AGREEMENT

- For more than a decade, the Cities of Treasure Island and St. Pete Beach, both non-members of PSTA, have been paying PSTA approximately \$600,000 to operate the Suncoast Beach Trolley through their jurisdictions.
- The current agreement expires September 30, 2015.
- St. Pete Beach pays 67% of the Fixed Route Trolley Service and Treasure Island pays 33%.
- The new draft agreement is based on the Demand Response Service (DART) Paratransit data collected from October 1, 2014 to June 30, 2015, annualized to determine a yearly estimate, plus a 7% fixed route increase.
- Both the City of St. Pete Beach and Treasure Island City Councils will be reviewing the agreement for approval.
- The amount for FY 2016 is \$705,940 (FY 2015 amount was \$666,092).

RENEWAL OF SAFETY HARBOR AGREEMENT

- Two years ago Jolley Trolley developed a route for the Safety Harbor downtown business area that is similar to the North Coastal Jolley Trolley Route.
- The route travels from Safety Harbor Spa to Countryside Mall to Downtown Dunedin with a timed connection to the Coastal Route (operating on an hourly frequency, three days per week).
- PSTA previously secured FDOT grant funding from FDOT for 50% of the total cost for a three-year service development period starting July 1, 2014 (grant funds in the amount of \$40,000/year for three years).
- The other matching funds came from PSTA (approximately \$20,000/year), the City of Safety Harbor, and other partners (local businesses).
- Ridership through July was approximately 5,575.
- \$40,000 of FDOT funding shall be applied for FY 2016.
- Jolley Trolley and Safety Harbor request to continue the service for FY 2016 with a PSTA contribution of \$30,226 (which will again be matched by Safety Harbor and business partners).

RENEWAL OF CENTRAL AVENUE TROLLEY AGREEMENT

- Central Avenue Trolley operates between St. Petersburg's Pier to Pass-a-Grille.
- Agreement with St. Petersburg to provide a free and reduced fare zones.

- Complex Fare Structure:
 - Free fare zone from Pier to Baywalk
 - 50¢ cash fare zone from Baywalk to Grand Central Station
 - In FY 2015, St. Petersburg provided \$75,000 fare subsidy and has agreed to same amount for FY 2016.
-

Attachments:

1. PowerPoint



Pinellas Suncoast Transit Authority

Various Trolley Agreements August 2015

Going Forward

In December 2014, PSTA advised The Looper, Jolley Trolley, and all of the various funding partners that:

As part of our obligation to residents of Pinellas County and in connection with our receipt of federal funds, it is the PSTA Board's desire to continue to provide trolley services, but open the agreements for competitive bid (to ensure we obtain the best service available).

PSTA agreed via Letter of Intent to The Looper and Jolley Trolley to extend commitments through FY17 and to invite an open bid for FY18.

Funding Arrangements for PSTA Trolley Agreements

1. Downtown St. Pete Looper

- PSTA Pays \$140,000

2. Jolley Trolley Beach and Clearwater Marine Aquarium (CMA) Routes

- PSTA Pays \$190,201

3. Jolley Trolley Coastal Route

- PSTA Pays \$122,752
- Clearwater DDB Share Supported by Clearwater & PSTA

4. Jolley Trolley Safety Harbor Route

- PSTA Pays \$30,226
- Supported by 3 year FDOT grant, City of Safety Harbor and local businesses

5. Suncoast Beach Trolley

- St. Pete Beach & Treasure Island Pay \$705,940 (67/33% split)

6. Central Avenue Trolley

- St. Pete Pays \$75,000 Fare Buy-Down – No Pier Ridership



Jolley Trolley Beach & Clearwater Marine Aquarium (CMA) Routes

Beach Route

- Operates daily in Clearwater Beach, Island Estates and Sand Key
- Partnership with Jolley Trolley began in October 2009
- YTD ridership (thru July) is 135,982 (5% higher than 2014)

CMA Route

- Free, open to the public
- Link between CMA, Island Estates, Winter's Dolphin Tale Adventure and downtown Clearwater
- YTD ridership October 2014 through July 2015 was 497,887 (a 90.6% increase from 2014).

Jolley Trolley Beach & Clearwater Marine Aquarium (CMA) Routes

2014 Agreement

- PSTA paid \$181,963 (\$163K for Beach & \$18,963 for CMA Service)
- City of Clearwater paid \$163,000 for Beach Route

2015 Agreement

- PSTA pays \$190,201
- No increase in proposed City of Clearwater service cost (\$163,000)

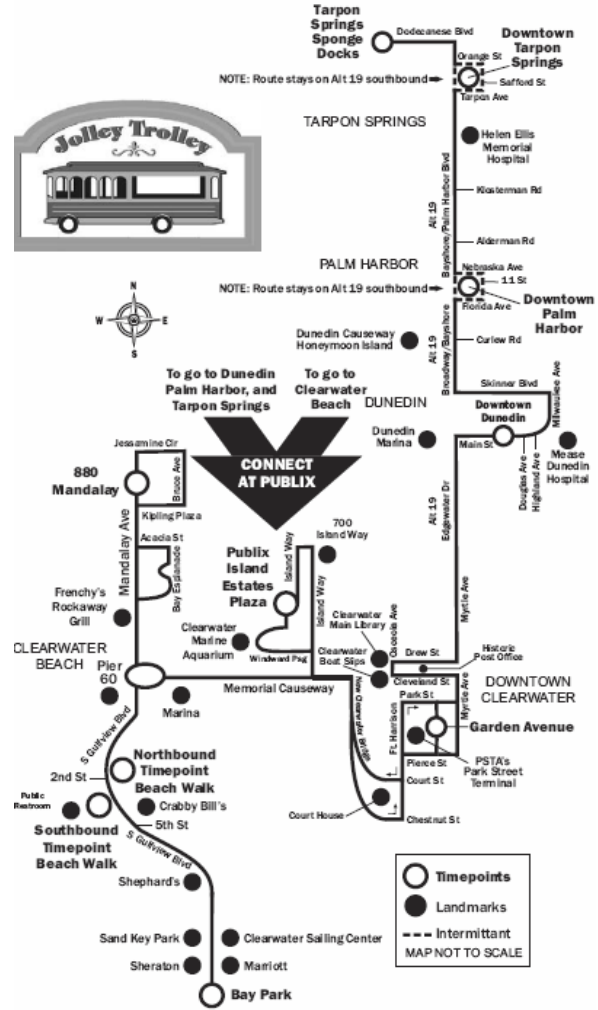
Jolley Trolley Clearwater Beach & CMA Map



Jolley Trolley North Coastal Route

- Started November 19, 2010 between Island Estates, downtown Clearwater, Dunedin, Palm Harbor and Tarpon Springs Friday, Saturday, & Sunday only.
- Last year, PSTA absorbed the extra cost of \$11,606 (FDOT Service and Development grant ran out). On that basis the partners have approved their continued participation. PSTA proposes to continue this arrangement and the partners have tentatively agreed on this basis.
- Annual operating hours are the same as FY15.
- Hourly rate increase to \$60.75.
- YTD ridership (thru July) is 43,312.

Jolley Trolley Coastal Route Map



Jolley Trolley Safety Harbor Route

- In 2013, Jolley Trolley and Safety Harbor developed a route for Safety Harbor downtown business area that is similar to the North Coastal Jolley Trolley Route.
- PSTA obtained FDOT grant funding for 50% of the total cost for a three-year service development period (grant funds in the amount of \$40,000/year for three years).
- PSTA and the City of Safety Harbor (along with some local businesses) match funds.
- Ridership through July was 5,575.

Looper Contract

- Trolley serves downtown St. Petersburg venues and the Pier daily
- Partnership with City of St. Petersburg, FDOT and various merchants
- PSTA has provided operating assistance since 2004
- Request for continued operating assistance is \$140,000 (same as FY2014)
- YTD ridership (thru June) 42,393.

Looper Map



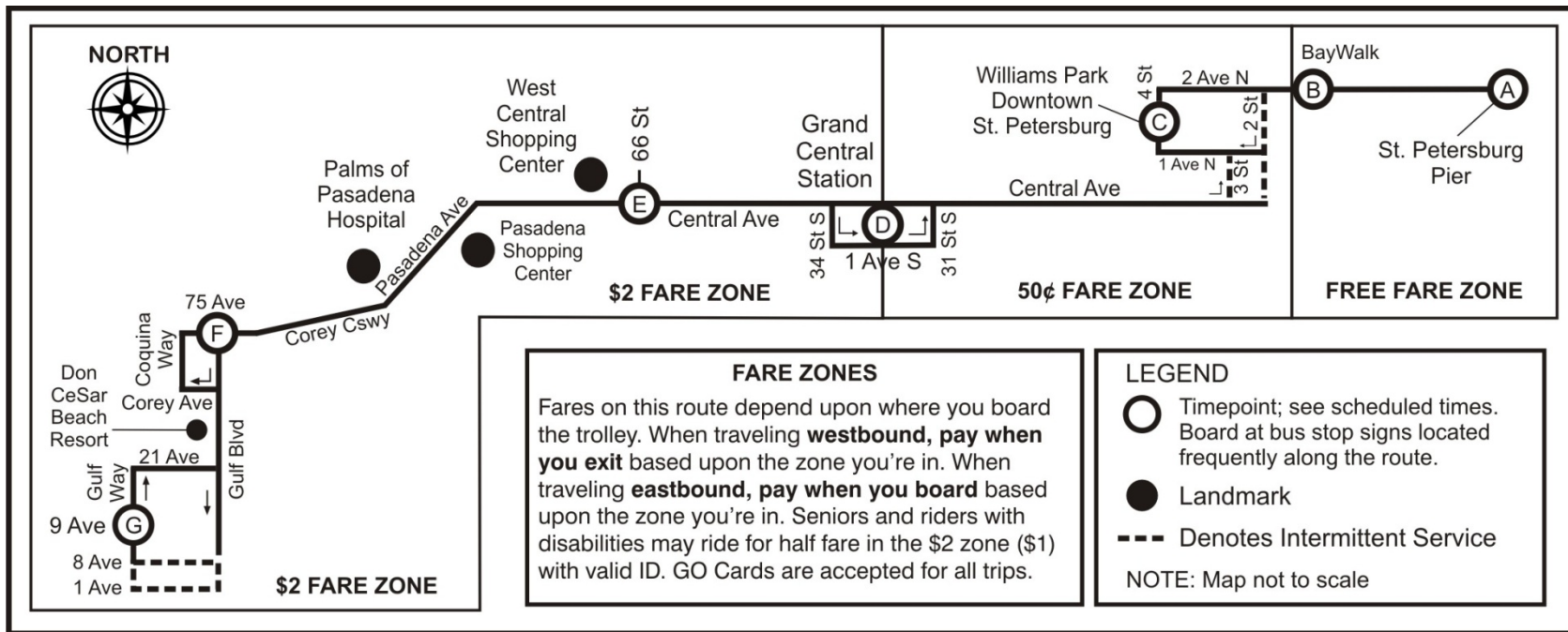
St. Pete Beach and Treasure Island Agreements

- Cities not in PSTA – Contract for Trolley & DART Services.
- The 2016 agreement amount is not to exceed \$705,940.
- SPB pays 66% & TI pays 33%. DART Costs allocated based on true allocation.
- New agreement is based on DART paratransit data collected from October 1, 2014 to June 30, 2014, annualized to determine yearly estimate, plus a 7% fixed route increase.

Central Avenue Trolley

- Central Avenue Trolley operates between St. Petersburg's Pier to Pass-a-Grille
- Agreement with St. Petersburg to provide a free and reduced fare zones
- Complex Fare Structure:
 - Free fare zone from Pier to Baywalk
 - 50¢ cash fare zone from Baywalk to Grand Central Station
- St. Petersburg provides \$75,000 fare subsidy
- YTD Ridership (thru July) 753,152 up 3.7% from last year with 27K more rides.

Central Avenue Trolley Map



Comments



INFORMATION ITEMS



4A: Meeting Efficiencies & Etiquette



Action: Information Item

Staff Resource: Sangita Land, Chief Compliance Officer

TRAC

Purpose:

- In order to ensure meeting efficiencies (including adhering to the proposed agenda time schedule) and to follow a pledge of public conduct, we urge the observance of the following rules of order at committee meetings.

Basic Meeting Etiquette:

- Hold all questions until the end of a presentation. At that point in time, the Chair will invite questions of the committee.
- Prior to asking a question of a presenter or committee member, raise your hand indicating you wish to speak. A member must be recognized by the Chair before speaking. The Chair will recognize committee members in the order their hands are raised.
- Direct constructive comments and questions only to the issue being presented.
- No member can speak twice to the same issue until everyone wishing to speak has had their turn. The Chair may need to limit comment time in order to ensure the meeting proceeds in a timely manner.
- All remarks must be courteous and constructive in language and deportment. Refrain from any display of anger, rudeness, ridicule, impatience, lack of respect or personal attacks.
- Remarks are not to be directed at, or to, the public unless the Chair has requested a Member to do so.

The Transit Riders Advisory Committee values the open exchange of ideas, fair discussion of issues, and encouragement of participation in committee proceedings.

Civil discourse is a cornerstone of American democracy & a vital ingredient to successful local governance.

Attachments: None

4B: Fare Structure Recommendations



Action: Information Item

Staff Resource: Cassandra Borchers, Chief Dev. Officer
Rita Hoffman, Statistical Data Manager



Background:

- In July 2014, PSTA began the process by which fare policy changes would occur by codifying the existing fare structure and pricing.
- This was the first step in preparing for new regional fare collection technology (Smart Card/Mobile App) and pricing changes related to a long term financial plan.
- Today, PSTA is projecting long term budget shortfalls related to rising costs, slow growth in traditional revenues and needed bus replacements.
- With the policy decisions to use reserves to buy replacements buses while minimizing service cuts, the adopted Path Forward Strategic Plan requires PSTA to maximize revenue sources already available to PSTA in the context of the FY 2016 Budget.
- One key revenue stream which must grow consistently over the long-term for PSTA to maintain quality service for its customers is its passenger fares. This does not mean all customers must individually pay more. It simply recognizes the total value of this revenue stream to all transit agencies in the United States including PSTA.
- Other board decisions related to a five-year balanced budget include Administrative Cuts, Outsourcing Advertising, Maximizing Ad Valorem Revenue, and Service Redesign Options.

Summary:

- PSTA staff is recommending two adjustments to the passenger Fares:
 - **Simplify the Fare Structure**, reducing the number of fare types and making it easier for customers to get the best value option for their transportation needs.
 - **Increase fares** modestly to generate an overall increase in fare revenue to PSTA.

- **Simplify:** PSTA staff is recommending a streamlined matrix of fare products to replace the nearly two dozen types of fares:
 - Three categories of fare types: Regular, Reduced, and Regional.
 - Five duration periods: 1-ride, 1-day, 3-day, 7-day, and 31-day
 - This includes the elimination of some current pass types in function or duration.
- **Increase:** The base one-ride fare is recommended to be increased from the current \$2.00 to \$2.25 with the multi-ride/days passes increasing proportionately in cost.
- The enormous discount on PSTA's Transportation Disadvantaged (TD) Monthly pass is recommended for a slight reduction from the current 87% discount to an 84% discount with the monthly pass cost for low-income individuals therefore increasing to \$11.00 per month from the current \$8.25. Low-income customers will still have the choice to purchase a 7-day pass for \$5 which is consistent with the current 10-day (non-consecutive) TD fare product.
- Options for changes to the TD program pricing have been discussed with the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB).
- In addition to marketing the changes and opportunities for public comment through newspaper advertisements, on-board notices and web/social media, public engagement opportunities will include:
 - Public Workshops:
 - East Lake Library – August 10, 2015 at 10:00 AM – 12:00 PM
 - Seminole Library – August 11, 2015 at 2:30 PM - 4:30 PM
 - Pinellas Park Library – August 17, 2015 at 10:00 AM -12:00 PM
 - PSTA Administrative Offices – August 18, 2015 at 5:30 PM -7:30 PM
 - Gladden Park Recreation Center – August 20, 2015 5:00 PM-7:00 PM (NEW)
 - Tarpon Springs Recreation Center – August 24, 2015 at 11:00 AM
 - Three additional Workshops to be scheduled in September (NEW)
 - Other public meeting opportunities to provide comment:
 - Pinellas MPO LCB – August 18, 2015 at 10:00 AM
 - PSTA Transit Riders Advisory Committee (TRAC) – August 18, 2015 4:00 PM
 - PSTA Planning Committee – August 19, 2015 at 10:30 AM
 - Pinellas MPO Citizens Advisory Committee (CAC) – August 27, 2015 at 7:00 PM

- Public Hearing:
 - PSTA Board Room – September 9, 2015 at 6:00 PM

Fiscal Impact:

- Changing PSTA's fare structure only will have a negligible effect on revenues (revenue neutral).
- Changing PSTA's fare structure and fares as recommended by staff will increase fare revenue by 15% ~ \$1 million per year (FY 2016 budget assumption).

Recommendation:

- Staff will recommend approval of two fare policy changes to be effective in concert with the Phase I Route Redesign on October 11, 2015:
 - Structure change to matrix of fare options
 - Pricing changes to achieve 15% increase in realized revenue
-

Attachments:

1. PowerPoint



PSTA Fare Policy

Proposed Changes Effective FY16

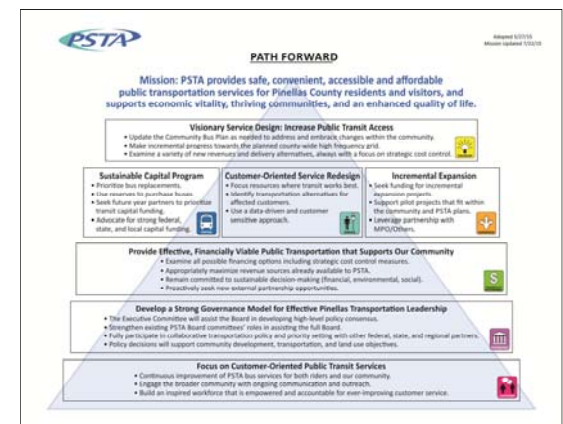
Transit Riders Advisory Committee
Finance and Performance Management Committee
Planning Committee
August 18 and 19, 2015

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



Recent Actions Affecting Fare Discussion

- Adopted Fare Policy – July 2014 included objectives
- PSTA Board Path Forward and Budget Discussions
 - Use reserves for bus replacements
 - Minimize service cuts
 - Fare Revenue Assumptions



- Public Engagement
 - PSTA Fare Products Survey – December 2014
 - Local Coordinating Board (LCB)



Key Decisions for PSTA Fares

1. Structure

- Simplify options
- Meet customer desire for new fare products
- Create administrative efficiencies
- Prepare for Regional Fare Collection (smart card)

2. Price

- Path Forward objectives
- FY16 Budget Assumption



Streamlining is now a “Best Practice”

- Transit agencies are streamlining and changing their fare structures for:
 - Benefit of the customer
 - Administrative efficiencies
- Other Authorities updating fare structures:
 - Dallas, Miami, Pittsburgh, Salt Lake, San Diego



Current Fares and Structure

FARE CATEGORIES	Fares
REGULAR ROUTES (Includes North County Connector service, PSTA Trolley services, and Jolley Trolley. Excludes the Looper Trolley*.)	
Child (5 years and younger)	Free
Full Cash Fare (one trip)	\$2.00
Special Citizen Reduced Cash Fare	\$1.00
Student Reduced Cash Fare	\$1.25
One Trip Ticket (1 each one-way trip)	\$2.00
Daily Full Fare Unlimited Ride GO Card	\$4.50
Daily Reduced Fare Unlimited Ride GO Card	\$2.25
7-Day Unlimited Ride GO Card	\$20.00
7-Day Youth Unlimited Ride GO Card (Platinum Pass)	\$12.50
31-Day Unlimited Ride GO Card	\$65.00
31-Day Reduced Fare Unlimited Ride GO Card	\$35.00
Passport (unlimited rides during specified month-valid on all PSTA /HART routes)	\$85.00
Haul Pass (unlimited rides from May 15 th – August 31 st) (Youth Pass)	\$35.00
10-Day Transportation Disadvantaged Pass**	\$5.00
31-Day Transportation Disadvantaged Pass**	\$8.25
5-Day Medicaid Pass**	\$0.00
10-Day Medicaid Pass**	\$0.00
31-Day Medicaid Pass**	\$0.00
UPASS**	\$0.00
PREMIUM/EXPRESS SERVICE EXPRESS ROUTES (100X AND 300X)	
Premium/Express Cash Fare	\$3.00
Special Citizen Reduced Premium/Express Cash Fare	\$1.50
20-Ride Premium/Express Fare GO Card	\$48.00
DEMAND RESPONSE SERVICE	
DART Cash Fare	\$4.00
DART 1-Ride Ticket	\$4.00
DART 10-Ride Punch Ticket	\$40.00
TD 1-Ride (Cash Only)	\$3.00
East Lake Shuttle (Cash Only, GO Cards not accepted)	\$2.00



Proposed Fare Structure - Building Blocks

CATEGORY

DURATION

Regular

1-Ride

1-Day

Reduced

3-Day

7-Day

Regional

31-Day

ALL PASSES CONSECUTIVE DAYS



Proposed Fare Structure - Building Blocks

CATEGORY	DESCRIPTION
Regular	Most local trips within Pinellas County
Reduced	Local trips for: Seniors (65+) Disabled Youth (18 and under) Students
Regional	Travel between and within counties in Tampa Bay Region

ALL PASSES CONSECUTIVE DAYS



Proposed Fare Structure

(with current pricing)

- Streamlines pass products and customer service
- Prepares PSTA for regional smart card/mobile app implementation
- Adds customer-requested products (3-day)
- **Revenue neutral**

Proposed Fare Structure		DRAFT--7-15-15				
		SUBJECT TO BOARD APPROVAL				
	CASH-1 Ride	1-DAY	3-DAY	7-DAY	31-DAY	
REGULAR	\$2.00	\$4.50	\$10.00	\$20.00	\$65.00	
REDUCED	\$1.00	\$2.25	\$5.00	\$12.50	\$35.00	
REGIONAL	\$3.00	\$6.00	\$18.00	\$30.00	\$85.00	
REGIONAL REDUCED	\$1.50					

- Green indicates change from current offerings
- Transportation Disadvantaged (TD) 10-day non-consecutive would be a 7-day consecutive pass
- No price change for other TD pass
- No changes to Paratransit (DART) fares

Proposed Fare Structure (with price adjustments)

- Prepare for Smart Card/Mobile App
- Generates >\$1M in new revenue

Proposed Fare Structure		DRAFT--7-15-15			
		SUBJECT TO BOARD APPROVAL			
	CASH-1 Ride	1-DAY	3-DAY	7-DAY	31-DAY
REGULAR	\$2.25	\$5.00	\$10.00	\$25.00	\$70.00
REDUCED	\$1.10	\$2.50	\$5.00	\$12.50	\$35.00
REGIONAL	\$3.00	\$6.00	\$18.00	\$30.00	\$85.00
REGIONAL REDUCED	\$1.50				

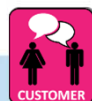
Green indicates change from current structure or price



Structure and Price Changes

Conversion Table

EXISTING PSTA FARE CATEGORIES	NEW FARE STRUCTURE (all passes rolling consecutive day)	DURATION	CURRENT PRICE	PROPOSED PRICE	% of Total Bus Trips
Child (5 years and younger)	Child (5 years and younger)	All	Free	Free	3.8%
Full Cash Fare	Regular	1 Ride	\$2.00	\$2.25	12.8%
Reduced Cash Fare	Reduced	1 Ride	\$1.00	\$1.10	2.1%
Student Cash Fare	Reduced	1 Ride	\$1.25	\$1.10	1.8%
One Ride Ticket	Regular	1 Ride	\$2.00	\$2.25	0.2%
Daily Unlimited Pass-Full Fare	Regular	1 Day	\$4.50	\$5.00	20.4%
Daily Unlimited Pass-Reduced Fare	Reduced	1 Day	\$2.25	\$2.50	5.6%
7-Day Unlimited Pass	Regular	7-Day	\$20.00	\$25.00	7.8%
7-Day Unlimited Youth Pass (Platinum Pass)	Reduced	7-Day	\$12.50	\$12.50	0.8%
31-Day Unlimited Pass	Regular	31-Day	\$65.00	\$70.00	9.5%
31-Day Unlimited Pass-Reduced	Reduced	31-Day	\$35.00	\$35.00	3.8%
Passport (unlimited rides during specified month-valid on all PSTA/HART routes)	Regional	31-Day	\$85.00	\$85.00	0.3%
Haul Pass (unlimited rides from May 15th-August 31st)	Reduced	31-Day	\$35.00	\$35.00/ month	0.1%
PREMIUM/EXPRESS SERVICE (ROUTES 100X/300X ONLY)					
Premium/Express Cash Fare	Regional	1 Ride	\$3.00	\$3.00	0.3%
Reduced Premium/Express Cash Fare	Regional	1 Ride	\$1.50	\$1.50	0.02%
20 Ride Premium/Express Pass			\$48.00	Discontinue	0.1%
UPASS (contracted)	UPASS (contracted)	All	\$0.00	\$0.00	4.5%



Structure and Price Changes

Conversion Table

ADDITIONAL FARE CATEGORIES- EXISTING	NEW FARE STRUCTURE (all passes rolling consecutive day)	DURATION	CURRENT PRICE	PROPOSED NEW PRICE	% of Total Bus Trips
10-Day Transportation Disadvantaged	TD	7-Day	\$5.00	\$5.00/7day	0.2%
31-Day Transportation Disadvantaged	TD	31-Day	\$8.25	\$11.00	23.5%
DEMAND RESPONSE SERVICE					
DART Cash Fare	DART	1 Ride	\$4.00	\$4.50	
DART 1-Ride Ticket	DART	1 Ride	\$4.00	\$4.50	
DART 10-Ride Ticket	DART	10 Rides	\$40.00	\$45.00	
Door-to-Door TD (Cash Only)	Door-to-Door TD	1 Ride	\$3.00	\$3.00	
Door-to-Door East Lake Shuttle (Cash Only)	Door-to-Door East Lake Shuttle	1 Ride	\$2.00	\$2.25	

Green indicates change



Comparison to Other Florida Systems

EXISTING PSTA FARE CATEGORIES	NEW FARE STRUCTURE (all passes rolling consecutive day)	DURATION	PSTA PROPOSED	HART	MDT (Miami)	JTA (Jacksonville)	LYNX (Orlando)
Child (5 years and younger)	Child (5 years and younger)	All	Free	<5yo	<5yo or <42"	<46"	<6yo
Full Cash Fare	Regular	1 Ride	\$2.25	\$2.00	\$2.25	\$1.50	\$2.00
Reduced Cash Fare	Reduced	1 Ride	\$1.10	\$1.00	\$1.10	\$0.75	\$1.00
Daily Unlimited Pass-Full Fare	Regular	1 Day	\$5.00	\$4.00	\$5.65	\$4.00	\$4.00
Daily Unlimited Pass-Reduced Fare	Reduced	1 Day	\$2.50	\$2.00	\$2.80	\$1.50	\$2.25
7-Day Unlimited Pass	Regular	7-Day	\$25.00	N/A	\$29.25	\$16.00	\$16.00
31-Day Unlimited Pass	Regular	31-Day	\$70.00	\$65.00/ \$95.00	\$112.50	\$50.00	\$50.00
31-Day Unlimited Pass-Reduced	Reduced	31-Day	\$35.00	\$32.50	\$56.25	\$30.00	\$25.00
Passport (unlimited rides-month) - valid on all PSTA/HART routes)	Regional	31-Day	\$85.00	\$85.00	N/A	N/A	N/A
Haul Pass (unlimited rides from May 15th-August 31st)	Reduced	31-Day	\$35.00/ month	\$30.00	N/A	BOGO Monthly	N/A
Premium/Express Cash Fare (100X,300X)	Regional	1 Ride	\$3.00	\$3.00	\$2.65	\$2.00	N/A
DART - One Ride (ADA) Premium/Express Cash Fare (100X, 300X)-Reduced	Regional	1 Ride	\$1.50	\$4.00	\$3.50	\$3.00	\$4.00/\$7.00

HART Express Routes -\$6/day or \$95/month

HART 10 pack of one-day passes – Regular \$37.00

MDT has free bus to bus transfers. Extra charge for bus to rail transfer

JTA charges extra for deviation on “Connector” Services

JTA Special Youth Program – BOGO monthly passes, must have verified youth card

LYNX provides paratransit transportation outside of ¾ mile requirement for extra charge



Propose Both Changes at the Same Time

- **Customer Benefits**

- One change period; reduces confusion
- Customers will have time to adapt to new fare structure ahead of regional fare media and technology changes

- **Administrative Advantages**

- Consolidated public outreach
- Minimize printing of materials



Proposed Next Steps

- Public Engagement
 - Public Workshops – August and September
 - Public Hearing - September 9, 2015
- Agency Coordination
 - Continue discussion with LCB – August 2015
 - Regional Fare Collection Working Group Partners
- Adopt New Fare Policy – September 9, 2015
- **Fare changes – October 11, 2015**



Public Engagement

- **Public Workshops (Route Redesign and Fare Structure):**
 - 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 Administrative Office – August 18, 2015 at 5:30 -7:30 pm
 - Gladden Park Recreation Center – August 20, 2015 at 5:00-7:00pm
- **3 Additional Fare Structure Public Workshops in September**
 - PTEC – September 8, 2015 at 10:00-12:00pm
 - Clearwater Public Library – Finalizing date and time
 - Tarpon Springs Recreation Center - Finalizing date and time
- **Public Hearing:**
 - PSTA Board Room – September 9, 2015 at 6:00 pm
- **Other opportunities to provide comment:**
 - Pinellas MPO Local Coordinating Board Meeting (LCB) – August 18, 2015 at 10:00 am
 - PSTA TRAC and Board Committees – August 18 and 19, 2015
 - Pinellas MPO Citizens Advisory Committee – August 27, 2015 at 7:00 pm

INFORMATION ITEMS



4C: TRAC Terms & New Applications



Action: Information Item

Staff Resource: Cassandra Borchers Chief Dev. Officer



Background:

- When the TRAC Committee was formed in February of 2014, By-Laws were created with the initial appointments staggered with a mix of two and three year terms ensuring a level of member and Committee continuity.
- Subsequent appointments would be two year terms.
- Initial terms were determined through a random drawing by members at the January 2015 meeting.
- Those Committee members who drew two-year terms will end their term in December of 2015.

Summary:

- The following Committee seats expire in December 2015:
 - Lugene Blancher, Mid-County
 - Vivian Peters, Mid-County
 - Jaksa Petrovic, Professional
 - Demetrius Sullivan, Student
 - Lori Thomas, South-County
- The application process for these seats with a new term of 2016-2017 will begin in October of 2015.
- All members named above are within the term limits and may re-apply to serve on the TRAC for another two-year term.

Attachments: None