



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – AUGUST 18, 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 July 14, 2015 minutes, the Rider's Code of Conduct/Appeals Process, and the Trolley Agreements, as well as to provide information on the Meeting Efficiencies and Etiquette, Fare Structure Recommendations and TRAC Terms and New Applications. The following members were present:

Present:

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

Absent:

Stephanie Leishman, Committee Vice-Chair

Also Present:

Bill Jonson, PSTA Board Chairperson
Patricia Johnson, PSTA Board Member
Brad Miller, CEO
PSTA Staff Members

CALL TO ORDER

Committee Chair Elaine Mann opened the meeting at 4:03 PM. Ms. Mann welcomed Board member Patricia Johnson who thanked the Committee members for participating on the TRAC and to let them know how meaningful their participation is to the planning and decision process.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes – Ms. Baranowski made a motion, seconded by Ms. Flynn to approve the minutes of the July 14, 2015 meeting. The motion passed unanimously.

Rider's Code of Conduct/Appeals Process – Jeff Thompson, Director of Transportation, thanked the Committee for their input and advice in developing the new Rider's Code of Conduct and introduced Mr. Mike Gloss, Superintendent of Safety, Security and Training. In response to the Committee's request for an appeals process for those riders who have been suspended from riding the bus, Mr. Gloss presented the written Code of Conduct Appeals Process.

Mr. Thompson then introduced Alissa Kostyk, Social Media Coordinator, who presented information on staff's plans to reach out to riders about the new Rider's Code of Conduct. The campaign will be called "The Rules of the Road" and will be based on a video series of four vignettes designed to appeal to the public in a positive way while educating riders on the elements of the code of conduct.

Mr. Blancher made a motion, seconded by Mr. Smith to endorse the Rules of the Road campaign. The motion passed unanimously.

Trolley Agreements - Sangita Land, Chief Compliance Officer, presented information about the renewal of six Trolley agreements. She provided detailed information about route coverage and times, ridership figures, and funding for each agreement. Ms. Land said that the agreements were not significantly different from agreements in past years.

After various questions from the Committee, Ms. Flynn made a motion, seconded by Mr. Smith to recommend to the Board of the renewal of the Trolley agreements as presented. The motion passed unanimously.

INFORMATION ITEMS

Meeting Efficiencies and Etiquette – Ms. Land also presented information on efficiency practices for the various PSTA Committees. These rules were implemented to help streamline the meetings and to ensure that all topics on the agenda are allowed ample time for presentation and discussion. The presentation highlighted common meeting etiquette rules and allowing the Chair to control the direction of the meeting.

Fare Structure Recommendations – Cassandra Borchers, Chief Development Officer, provided information about the fare policy changes, adding that fare changes have not occurred since 2010. The fare structure would include implementation of the Smart Card and Mobile Application programs.

Two adjustments are being considered. The first is to simplify the fare structure to include three categories: Regular, Reduced, and Regional. Also proposed are five duration periods: 1-ride, 1-day, 3-day, 7-day and 31-day.

The second adjustment to fares modestly generates an overall increase in fare revenue. The base one-ride fare will increase from \$2.00 to \$2.25 with the multi-ride and multi-days passes increasing proportionately in cost. A single day pass changes from \$4.50 to \$5.00

The Transportation Disadvantaged (TD) program would see a change from \$8.25 to \$11.00 per month; a change endorsed and supported by the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB). A 10-day TD fare would change to a 7-day with no change in price, and the DART cash fare changes from \$4.00 to \$4.50. These changes will generate over \$1 million dollars for the budget.

Staff is recommending both changes take place at the same time to reduce any confusion the riders may experience. The fare changes would take effect on October 11, 2015.

Ms. Peters and Mr. Blancher expressed concern that the cost of the Haul-Pass could present a financial problem for parents during the summer.

In response to Mr. Carson Zimmer's question about the express pass going to Tampa, Ms. Borchers said that the 1-day, 3-day, and 7-day passes would be available, as well as the SMART Card, which will also allow riders to utilize HART's bus service.

Ms. Thomas asked if the TD program still existed and Ms. Borchers replied that the program exists, with limitations as to pick up. Ross Silvers, Mobility Manager, said he would talk to her about the program after the TRAC meeting.

In response to Mr. Rolle's question about the 10-day pass, Mr. Miller said that after presenting to the LCB earlier in the week, PSTA plans to survey the approximate 80 passengers who use the 10-day pass before making a final decision whether to discontinue the pass.

Although the fare structure presentation was for informational purposes, Mr. Smith made a motion, seconded by Mr. Blancher to endorse the fare changes with the exception of the Summer Haul Pass and the 10-day TD pass. The motion passed unanimously.

TRAC Terms and New Applications – Ms. Borchers informed the Committee that TRAC term limits for 2015 are expiring for some of the members. All termed members are eligible to reapply for another term of two years by filling out a TRAC application. TRAC applications will be available in September and recommendations will be presented to the Board for approval.

FUTURE MEETING SUBJECTS

The committee was provided with a list of upcoming meeting subjects.

OTHER BUSINESS

Chairperson Jonson thanked the members for participating on the TRAC. Ms. Rankine invited him to give a Care Ride presentation to the TRAC, similar to the one he presented to the City of St. Petersburg.

ADJOURNMENT

The meeting was adjourned at 5:03 PM. The next meeting will be held on September 15, 2015 at 4:00 PM.