



TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 AGENDA – OCTOBER 20, 2015; 4:00 PM
 PSTA AUDITORIUM

		<u>APPROX. TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER	4:00	
2.	PUBLIC COMMENT	4:00	
3.	ACTION ITEMS	4:05	
	A. August 18, 2015 Meeting Minutes		2
	B. 2016 Meeting Schedule	COMM. CHAIR MANN	7
	C. TRAC By-Laws	5 min COMM. CHAIR MANN	9
4.	INFORMATION ITEMS	4:10	
	A. System Redesign Phase 2 - Williams Park	20 min CASSANDRA BORCHERS	16
	B. East Lake Trans. Alternatives Pilot	10 min BRAD MILLER	31
	C. Driver Training	10 min JEFF THOMPSON	37
	D. 2015 ABBG Customer Service Results	10 min CYNDI RASKIN-SCHMITT	46
5.	FUTURE MEETING SUBJECTS	5:00	
	• Approval of February 2016 Service Redesign		
	• Approval of Regional Fare Collection		
	• Elect New Officers		
	• Shelter Distribution Plan		
6.	OTHER BUSINESS	5:00	
7.	ADJOURNMENT	5:00	

THE NEXT MEETING IS NOVEMBER 17, 2015 AT 4:00 PM



ACTION ITEM

3A: August 18, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



-
- Staff recommends approval of the minutes of the August 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 – AUGUST 19, 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.



ACTION ITEM

3B: 2016 Meeting Schedule

Action: Approve the 2016 Meeting Schedule

Staff Resource: Rachael Garofalo, Executive Assistant



-
- Staff recommends approval of the 2016 meeting schedule.
-

Attachments:

1. Meeting Schedule

DRAFT



***TRAC COMMITTEE
MEETING SCHEDULE FOR 2016***

JANUARY 12 OR CANCEL

FEBRUARY 16

MARCH 8 OR CANCEL

APRIL 19

MAY 17

JUNE 14

JULY 19

AUGUST 16

SEPTEMBER 20

OCTOBER 18

NOVEMBER 15

**Meetings begin at 4:00 PM and are held at PSTA
Headquarters, 3201 Scherer Drive,
St. Petersburg, FL 33716**

**Note: meetings are subject to change*

ACTION ITEM



3C: TRAC By-Laws

Action: Approve the Proposed Additions to the By-Laws

Staff Resource: Terri Rick, Administrative Assistant
Elaine Mann, Committee Chair



Background

- The By-Laws 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 need arises. Once the amendments are approved by TRAC, they will be presented to the PSTA Board for approval at their next meeting.
- The attached draft of the By-Laws shows additions to the By-Laws highlighted in yellow and underlined and deletions to the By-Laws highlighted in yellow with strikeout.

Summary

The following changes are proposed:

- Members of the TRAC Committee must be consistent and regular riders of the bus system. This commitment is made by accepting the position on the TRAC.
- If members discontinue use of the bus system for any reason, member must notify staff immediately and voluntarily withdraw his/her membership from the TRAC Committee.
- Members must inform staff of any contact information changes, such as address, e-mail, and telephone number. Members who move out of their designated representative area must notify staff, who may ask the member to resign from the committee.
- Members are asked to respond in a timely manner when staff e-mails a quorum notice so that staff can determine if a quorum will be available to vote upon action items.
- It will no longer be required to send proposed By-Law changes to the TRAC Committee seven days in advance prior to the Committee voting upon them.

- TRAC members will receive proposed TRAC By-Law Changes and vote upon them at their next scheduled meeting.
 - Amendments to the By-Laws will be presented to the Board for approval at their next meeting after being approved by the TRAC.
-

Attachments:

1. Draft TRAC By-Laws

BYLAWS OF THE
TRANSIT RIDERS ADVISORY COMMITTEE

DRAFT

ARTICLE 1 - NAME

The name of this Committee shall be the Pinellas Suncoast Transit Authority (PSTA) Transit Riders Advisory Committee (TRAC or Committee) effective February 26, 2014, the first meeting taking place March 11, 2014.

ARTICLE 2 - PURPOSE

The purpose of the Committee shall be to provide insight and recommendations to the PSTA Board of Directors and its committees (as appropriate) on operational and transit service issues. Topics for the committee to review and discuss will be presented by staff to the TRAC prior to discussion by the Board of Directors. The Committee will be comprised of members from the public representing diversity and geographic distribution of people in Pinellas County based on the most recent United States Census Data. Committee members will:

1. Provide knowledge of the transit system and related overall community needs and values
2. Establish comprehension of existing and future programs and projects related to delivery of public transit services.
3. Express overall citizen values and responses for capital and operating projects
4. Promote better public dissemination of general information about PSTA
5. Provide insight on various planning efforts (such as the PSTA Transit Development Plan).

ARTICLE 3 - MEMBERSHIP

The representation should consist of the following:

12 transit users (defined by at least two (2) trips per week) selected to reflect the diversity and geographic distribution of county residents.

- 2 representatives from North County, 3 from Mid-County, 3 from South County and one from the Beach Communities
 - 1 DART user
 - 1 student
 - 1 professional in the field of engineering, architecture, planning, legal business, finance, environmental, marketing or public relations, or similar.
- So as to preclude actual or perceived conflict of interest, no person who is an officer or employee of any governmental agency, private non-profit, agency, or social service agency which plans, operates or oversees public transportation within PSTA's service area shall be eligible to become an appointed member of the Committee. No elected officials may serve on the TRAC.

- Members must be active users of the PSTA bus system. If a member moves out of the PSTA area or discontinues use of the bus system, the member must immediately inform staff of the change and voluntarily withdraw his/her membership from the TRAC Committee.
- Members are recommended by the PSTA Board Nominating Committee and approved by the PSTA Board of Directors. PSTA will advertise for applications for new committee members annually or as needed, to fill vacancies or to fill concluding member terms.

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 of 80% attendance rate. This equates to no more than one missed meeting for every four meetings attended and no more than four 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.

ALTERNATES

- The Committee will consist of 5 alternate members; 1 from North County, 1 from Mid-County and 1 from South County, 1 representing students, and 1 representing professionals, to fill in when regular members from each of the geographic areas cannot attend.
- Alternate members shall attend each meeting and be held to the same attendance standards as regular members, including eligibility for monthly bus pass distribution.
- Alternates will have the opportunity to vote on Committee matters when a regular member from his/her geographic area is absent, but will not otherwise have voting privileges.
- Alternate members will fill vacated positions in their region, completing the original term of the member, and as such, will then have full voting privileges.

TERMS

- The Committee member terms will be staggered with a mix of 2 and 3 year terms for the initial appointments and 2 year terms for subsequent appointments to ensure member

and Committee continuity. Terms will be selected at the first meeting of the second year of the committee's existence. Two year terms will terminate at the last scheduled TRAC meeting in 2015. Three year terms will terminate at the last scheduled TRAC meeting in 2016. Members whose terms have expired are eligible to reapply for the TRAC during the open application process in the fall of each year.

- Members will not serve more than two consecutive terms.

CONTACT INFORMATION

- Members will inform staff of any changes to contact information such as address, phone number or e-mail as soon as such change takes place. Members who move out of the area they represent may be asked to withdraw his/her membership from the TRAC Committee.

QUORUM NOTICE

- Members should respond within 24 hours to any e-mailed quorum notice requests so that staff can determine if enough TRAC members will be present at the meeting to form a voting quorum.

ARTICLE 4 – OFFICERS AND DUTIES

A Chairperson and Vice-Chairperson of the Committee shall be elected at the last regularly scheduled meeting of each calendar year.

Any regular member may nominate or be nominated to be an officer. All elections shall be by a simple majority vote of the regular members.

The Chairperson shall preside and maintain order at all meetings. The Committee shall be governed by Robert's Rules of Order, on matters of parliamentary procedure to the extent that the rules and procedures contained therein are not inconsistent with these bylaws. The Chairperson shall be responsible for pertinent Committee correspondence and information releases. The Chairperson shall also serve as a liaison between the TRAC and the PSTA Board of Directors at key Board meetings, or as necessary.

The Vice-Chairperson shall, during the absence of the Chairperson, serve, and exercise all the duties and powers of the Chairperson. The Vice-Chairperson shall also perform such other duties as may be assigned by the Chairperson.

If both the Chairperson and Vice-Chairperson are absent from a meeting, a temporary Chairperson shall be selected by majority vote of the members present. A permanent vacancy of a Chair or Vice Chair shall be filled by a majority vote of the members present at the next regular meeting. The officer so elected shall fill the remainder of the unexpired term of the vacant office.

If, at any time, the Committee feels that an officer is not performing their duties, the Officer may be removed from office by a two-thirds vote of the members present at a regular meeting.

ARTICLE 5 - MEETINGS

The Committee shall meet monthly at a date, time, and place acceptable to a majority of the membership. The date or time may be changed if a seven (7) day notice is given to the members.

The Chairperson may call special meetings when deemed necessary.

A seven (7) day notice shall be given for regular meetings. Emergency or special meetings may be called with a minimum of three (3) day notice, indicating the reason for the meeting.

Agendas shall be prepared prior to all meetings. Agendas will be mailed electronically, with meeting notices and minutes of the previous meetings, at least four (4) days prior to any regular meeting, and at least two (2) days prior to any emergency or special meeting. Members without access to electronic mail may request a hard-copy agenda and package be mailed to his/her home.

Each member shall have one (1) vote. Members must abstain from any vote where there is a conflict of interest involving any specific action item. Only when a conflict of interest is declared, will a Committee member be allowed to abstain from voting.

A quorum shall consist of one-half (1/2) plus one (1) of the voting membership and shall be required for conduct of all official business. A majority of the quorum shall be necessary to decide an issue before the Committee.

ARTICLE 6 – AMENDMENTS

Proposed bylaw amendments can be forwarded to the PSTA Board of Directors only by the affirmative vote of a majority of the regular members of the TRAC. ~~provided a copy of the proposed amendment(s) shall have been sent to every member at least seven (7) days before a vote on said amendment.~~ All proposed amendments shall be voted on at regular meetings.

TRAC Bylaws and proposed amendments must be approved by the PSTA Board of Directors.

The PSTA Board of Directors can amend the TRAC Bylaws at their discretion by majority vote.

INFORMATION ITEMS



4A: System Redesign Phase 2 - Williams Park



Action: Information Item

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



Background:

- Williams Park has been utilized for bus transfer activity since 1952 and currently serves as a hub for 16 routes in the PSTA system.
- The City of St. Petersburg has long desired to make the park more accessible to the greater community for recreational use. The City received a federal earmark to examine other options for a downtown intermodal center.
- PSTA's 2013 Community Bus Plan recommended transforming the entire county-wide system from a hub to a grid network with most transfers occurring on-street to improve service efficiency.
- PSTA's Path Forward Plan, approved in 2015, includes a system redesign and incremental expansion of premium transit services consistent with the Bus Plan.

Summary:

- The redesign of routes serving downtown St. Petersburg includes an evaluation of travel patterns, ridership and stop activity, transfer activity, and performance for routes currently serving Williams Park.
- PSTA staff has worked closely with the City of St. Petersburg to ensure consistency of the recommendations with city plans across the downtown, including providing better access to other key downtown destinations.
- The proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network.
- Next steps involve technical work to create new schedules that maintain or improve route frequencies and to develop transfer/layover location alternatives, as well as public outreach through a series of seven planned workshops and presentations to interested stakeholder groups.
- Public engagement process will include discussion of location for most desired service improvements that do not impact bus fleet requirements (early morning, late night, or weekend service). Staff will then examine ridership data in light of public

suggestions and make final recommendation for proposed improvements within the \$200,000 budget for service enhancements.

- Following public outreach in October and November and City Council/PSTA endorsements expected in late November, PSTA will provide the public with information on the final service changes, effective February 14, 2016.

Fiscal Impact:

- The Williams Park redesign is anticipated to be revenue neutral to the FY 2016 PSTA budget.
-

Attachments:

1. PowerPoint



February 2016 Route Redesign

Creating a Grid System for Downtown St. Petersburg

Transit Riders Advisory Committee
Planning Committee
October 20 and 21, 2015

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

Williams Park Transit Center

- Williams Park History and Use
 - Used for bus transfer since 1952
 - Hub for 16 routes in PSTA System
- Desire to relocate from Williams Park
 - Bus layover and transfer activity affect:
 - Recreational use of the park
 - Other vehicular traffic around the park
 - Downtown St. Petersburg Intermodal Facility Study
 - Federal earmark given to City
 - Opportunity to examine other hub options
 - Few initial options still available and not recommended by City

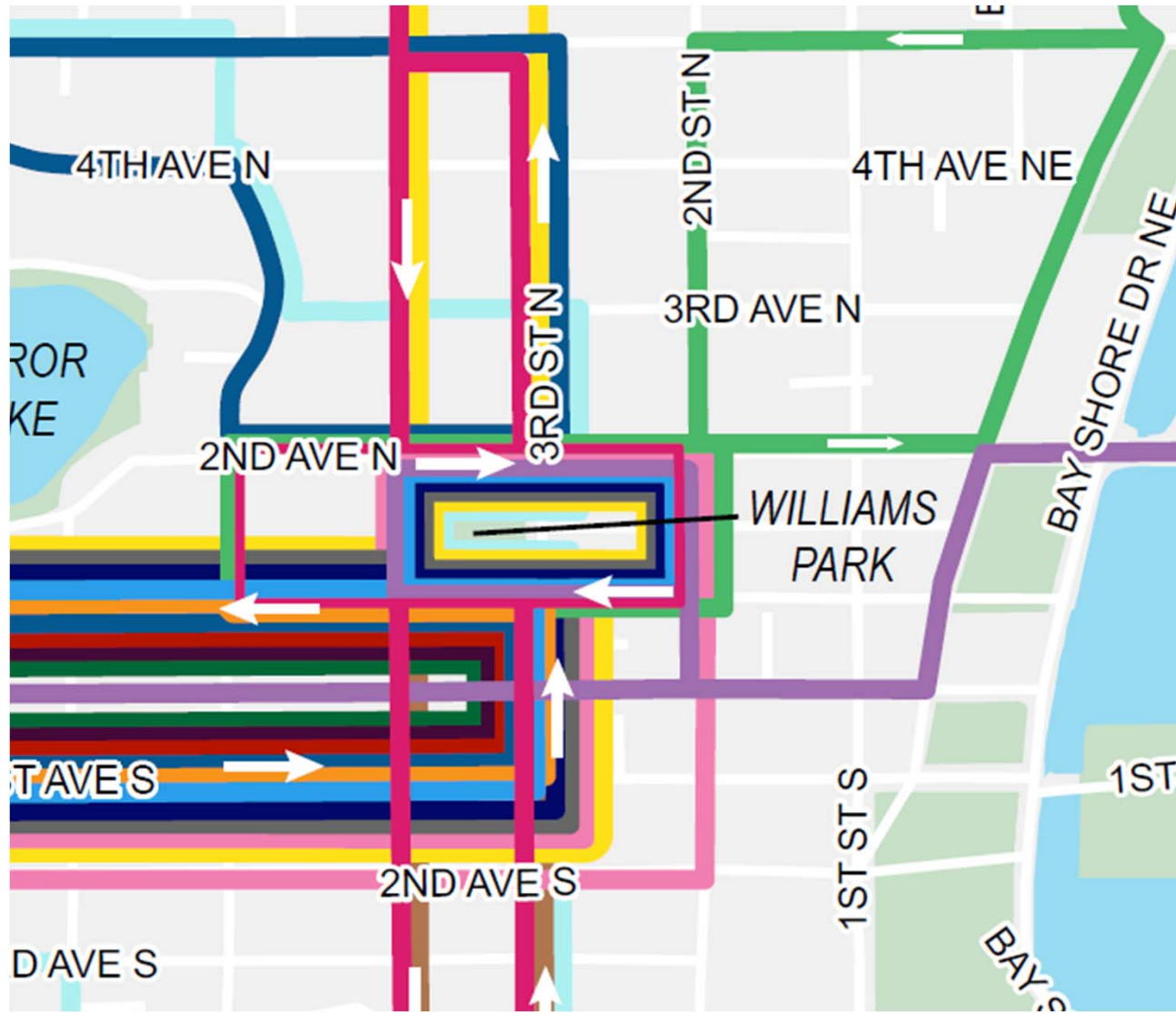


PSTA Plans

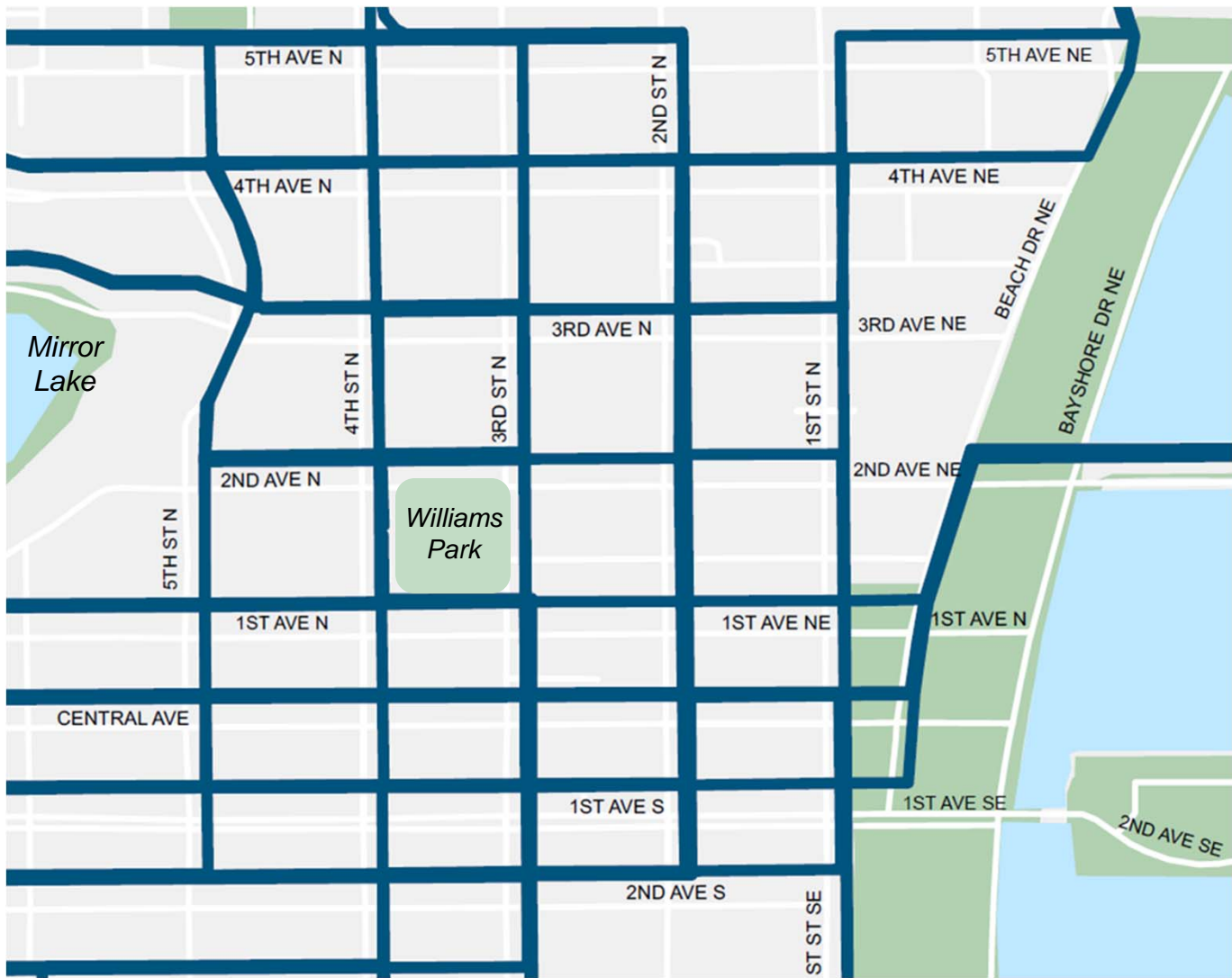
- PSTA Community Bus Plan 2013
 - Transformation from Hub to Grid Network
 - Removing route deviations needed to access hubs improves service efficiency
 - Suggested further review to enhance greater circulation in Downtown St. Petersburg.
- PSTA Path Forward Plan 2015
 - Financial Stewardship – 5 year Balanced Budget
 - **Customer Oriented Service**
 - ****Service Redesign****
 - Incremental Expansion



TODAY: Downtown Bus Circulation

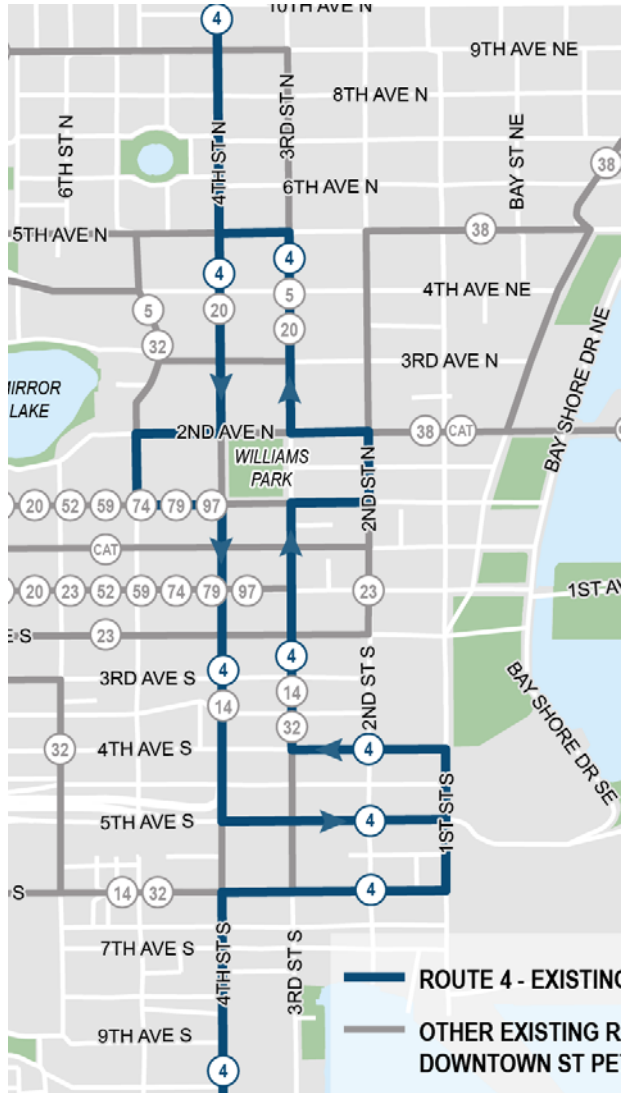


PROPOSED: Downtown February 2016



Example: Route 4

Existing Route 4

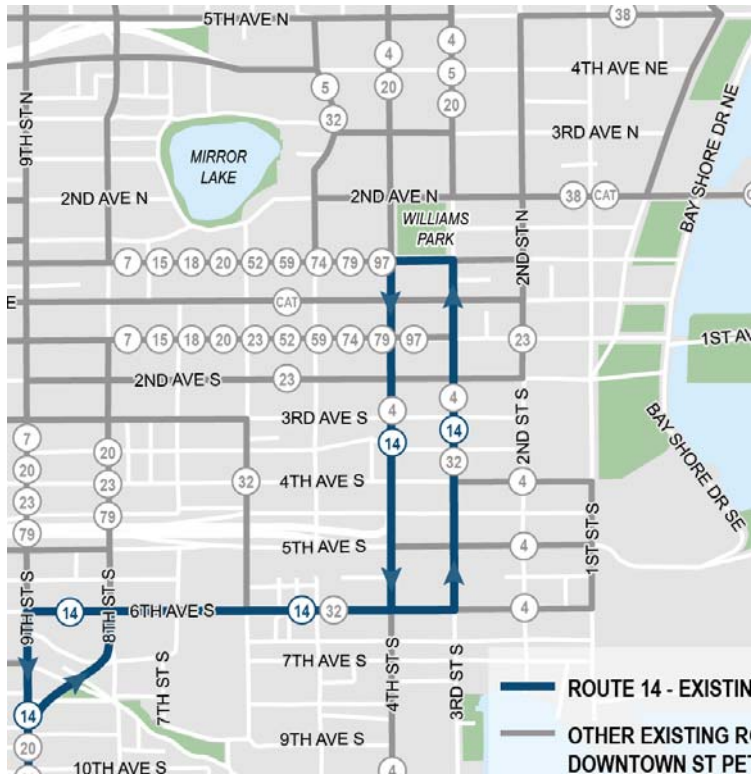


Proposed Route 4



Example: Route 14

Existing Route 14

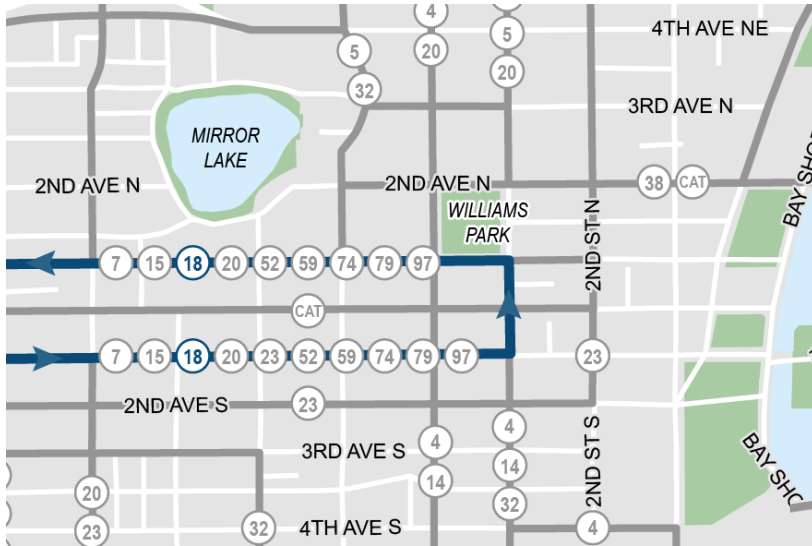


I'd like to show this one because it's very clean – but we've made some changes since this map was made... now supposed to go to 5th N... could get revised map soon

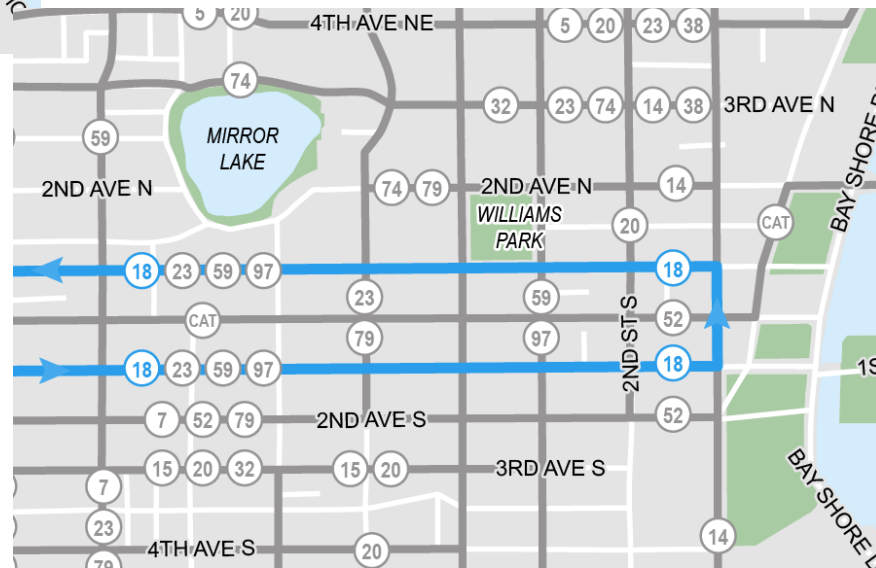
Proposed Route 14



Example: Route 18



Existing Route 18



Proposed Route 18

Next Steps for Downtown Redesign

Public Engagement and Workshops

- 7 Planned Workshops
- Coordinated with City Urban Affairs

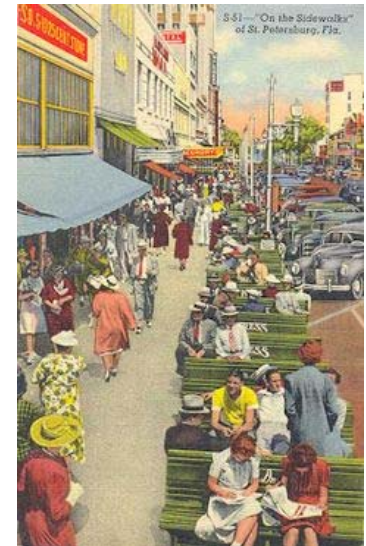
Technical –October/November

1. Create schedules to maintain frequencies
2. Propose service improvements as budgeted
3. Develop Public Information Strategy with 1-on-1 Customer Assistance.



Schedule 2015 - 2016

October/November	Public Workshops
November 2015	Final City Council and PSTA Endorsements
February 2016	Install New Bus-Stop Signs and Markers
Before February 5, 2016	Prepare Williams Park for Localtopia
February 14, 2016	New Routing Begins
Spring 2016	Continue to Install Transit Amenities throughout Downtown Redesign Downtown Circulation Options



Public Workshops

Day	Date	Time	Location	Area
Saturday	10/24/2015	12:30 - 2:00 PM	Campbell Park Rec Center	South St. Pete
Monday	10/26/2015	6:00 - 7:30 PM	James Weldon Library	South St. Pete
Wednesday	10/28/2015	3:30 - 5:00 PM	St. Petersburg Public Library	Grand Central
Thursday	10/29/2015	10:30 AM - Noon	St. Petersburg College	Downtown
Thursday	10/29/2015	5:30 - 7:00 PM	Chamber of Commerce	Downtown
Monday	11/2/2015	2:00 - 3:30 PM	Sunshine Center	Downtown
Tuesday	11/3/2015	5:30 - 7:00 PM	Enoch Davis Center	South St. Pete

Other Outreach and Presentations

- City of St. Petersburg Community Planning and Preservation Committee – 10/13/15
- Pinellas County Economic Development Council – 10/15/15
- St. Petersburg Downtown Business Association – 10/21/15
- Florida Redevelopment Association – 10/22/15
- Pinellas MPO Technical Coordinating Committee
- Pinellas MPO Citizens Advisory Committee



Public Workshops

Day	Date	Time	Location	Area
Saturday	10/24/2015	12:30 - 2:00 PM	Campbell Park Rec Center	South St. Pete
Monday	10/26/2015	6:00 - 7:30 PM	James Weldon Library	South St. Pete
Wednesday	10/28/2015	3:30 - 5:00 PM	St. Petersburg Public Library	Grand Central
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Monday	11/2/2015	2:00 - 3:30 PM	Sunshine Center	Downtown
Tuesday	11/3/2015	5:30 - 7:00 PM	Enoch Davis Center	South St. Pete

INFORMATION ITEMS

4B: East Lake Transportation Alternatives Pilot Program



Action: Information Item

Staff Resource: Brad Miller, CEO

TRAC

Background:

- On August 26, 2015, the PSTA Board voted to discontinue the unproductive East Lake Connector flex route bus service, saving more than \$400,000 in annual operating costs.
- Per the PSTA Board's directive, staff carefully developed multiple transportation alternative plans for all affected customers including those formerly serviced by the East Lake Connector.
- The East Lake neighborhood of Pinellas County is now the largest neighborhood in the County without any public transportation service.
- For this reason it was chosen for a Pilot program utilizing taxicabs and transportation network company services to provide transportation alternatives for East Lake residents and citizens needing to travel to East Lake destinations from other PSTA bus routes.

Pilot Program

- PSTA is proposing a 3-tiered option of services for East Lake.
 1. **Day-Before Reserved Taxi Service** – For the same price as a PSTA bus ride, \$2.25, a taxi ride between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake will be provided.
 2. **Same Day Transportation Network Company Service** – PSTA will offset up to \$3.00 of a Transportation Network Company (TNC) trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake. Discussions with the TNC Uber have indicated this PSTA offset will allow the average trip in East Lake to cost \$4.00.
 3. **Same Day Taxi Cab Service** – PSTA will offset up to \$3.00 of a Taxi Cab trip between the Shoppes at Boot Ranch or Tarpon Mall and a destination within East Lake. Discussions with two taxi providers indicate this PSTA offset will allow the average taxi cab trip in East Lake to cost \$8.00-\$9.00.

Analysis

- At the PSTA Board's request, PSTA staff has spent significant time reviewing insurance, background check, and other requirements to ensure PSTA requires the same requirements to all providers of these services.
- PSTA has also been researching how these types of alternative transportation may be provided in other parts of the County.

Fiscal Impact:

- The pilot program is estimated to cost PSTA less than \$40,000 per year, one tenth of the prior cost of the flex route bus.

Informational Item

- This information is provided to the Planning Committee this month, followed by further discussion and a recommendation at your November 18 meeting and then approval at the PSTA Board in December.
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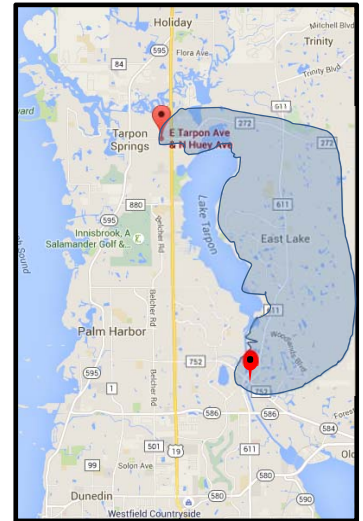
Attachments:

1. East Lake Transportation Alternatives

East Lake Neighborhood Transportation Alternative Pilot Program

What is the East Lake Transportation Alternative Pilot Program?

- This pilot transportation program in the East Lake neighborhood of Pinellas County is a test to see if a combination of private taxi and transportation network solutions can be effective alternatives in areas without access to bus service.
- With this Pilot Program in East Lake, the neighborhood will still have transportation options even after their bus service no longer is available:
 - **East Lake Shuttle** – PSTA will continue to offer, as it has for the past decade, the East Lake Shuttle taxi service whereby East Lake residents are shuttled to and from Publix Supermarkets at either the Shoppes at Boot Ranch (South) or Tarpon Mall (North) where they can connect to other PSTA bus routes. The customer’s price is \$2.25 per trip, the same as a PSTA bus fare. Customers need to call and reserve a trip at least the day before their trip request.
 - **Pilot Transportation Network Proposal** – For those customers who do not wish to make reservations a day in advance, they can pay more to make a same day request using participating Taxi or Transportation Network Companies’ (TNC) services. For approved Taxi or TNC provided trips, Monday - Saturday, 7 AM – 7 PM, to or from the two PSTA Bus stops listed above, customers can pay \$4.00. PSTA will pay to lower their fare by a maximum \$3.00 per trip. For longer trips priced at more than \$7.00, the Customer pays any excess. PSTA staff has been meeting with Uber and United Taxi Clearwater to design this alternative.
- This Pilot Program is proposed to run for 6 months. If determined a successful transportation alternative, PSTA will issue an RFP to select transportation providers for 5-year contracts to provide this service in East Lake and expanded to other areas like Pinellas Park and St. Petersburg.



Why Was the East Lake Area Chosen for this Pilot Test?

- Because in August, 2015 the PSTA Board voted to eliminate the East Lake bus route due to its low-ridership, leaving this area, the largest neighborhood in Pinellas County, without any public bus service.
- When making these and other route changes, the PSTA Board specifically tasked staff with developing innovative transportation alternatives that affected citizens could use.

If this Pilot Test is successful, will it be expanded to other areas?

- Yes, with PSTA Board approval.
- PSTA has specifically talked with the Taxi and TNC companies about future programs in Pinellas Park, St. Petersburg, and Clearwater.

What is the Estimated Annual Cost to PSTA for this Pilot Program?

- **East Lake Pilot Transportation Program:** Estimated \$30,000- \$40,000 per year.
- **2014 PSTA Cost to Operate East Lake Connector Bus Route (discontinued):** \$422,000 per year plus \$490,000 in capital costs for two buses every 10 years.

What Background Checks and Insurance Requirements will PSTA Require for this Pilot Program?

- PSTA will require participating transportation providers to meet the same insurance provisions and background checks it already requires of its privatized DART paratransit service contractors (taxi and van services).
- Any transportation provider, taxi service or TNC participating in the discount program will need to wholly indemnify PSTA for providing these discounts and meet all insurance and operator background checks required by law.

Doesn't PSTA Already Require Its DART Taxicab Transportation Providers to Perform Level 2 Background Checks on their Drivers including Fingerprinting?

- No. None of PSTA's contracts with its private DART paratransit taxi and van contractors as well as with other contracted (bus) services require Level 2 background checks. They do, of course, require stringent safe driving records. PSTA only requires that its

contractors comply with the laws and regulations throughout the DART service area (Pinellas County).

- In Pinellas County, the City of St. Petersburg and Tarpon Springs Taxi ordinance requires taxi operators to get a background check completed by their respective Police Departments that includes fingerprinting. In East Lake, unincorporated Pinellas County, no such requirement exist.
- PSTA performs background checks on its nearly 400 Bus Operators as required by law but does not require fingerprinting.

What are PSTA's Insurance Requirements on its DART and Other Transportation Providers?

- \$500,000 Vehicle Liability Coverage. (Uber has \$1,000,000)
- PSTA Requires all its contractors to wholly indemnify PSTA for the provision of their services, the same as will be required under this Pilot Program.

When is this Pilot Program Expected to Begin?

- First the PSTA Board will review the proposal and make their approval decision likely late this year.
- Following Board approval, the Pilot Program in East Lake may begin in early 2016.
- After 6 months, if the East Lake Pilot Program is determined to be successful and the PSTA Board approves expanding it to other areas of Pinellas County, additional areas may be added in mid to late 2016.

What about East Lake Transportation for People with Disabilities?

- PSTA will continue to provide wheelchair accessible van service in East Lake to connect to PSTA bus routes (100% of all PSTA buses are ADA accessible) for those customers who cannot use a taxicab or TNC sedan vehicle.

Why isn't this Pilot Program proposed for St. Petersburg or other area where demand for public transit is higher?

- In the future, it may be expanded to St. Petersburg and other areas of Pinellas County.
- St. Petersburg has numerous, popular bus routes while East Lake has no bus service even though the residents of both areas contribute to the PSTA transit program.

How does this Pilot Program compare to the one proposed in Hillsborough County by HART?

- It is similar in that it is proposing a “first-mile, last-mile” option for citizens to access bus services.
- HART is issuing an RFP to identify a single provider, PSTA is proposing a pilot program that may include many providers.
- Unlike PSTA’s proposal, HART’s program will primarily be funded by the Florida Department of Transportation.

INFORMATION ITEMS

4C: Driver Training



Action: Information Item

Staff Resource: Jeff Thompson, Director of Transportation



-
- Staff will provide a presentation on PSTA Driver Training.
-

Attachments:

1. PowerPoint



New Operator Training

**Transit Riders Advisory Committee
October 20, 2015**

PSTA's

8 Week New Operator training course

- | | |
|--------------------------------|------------------|
| ▶ 10 Days CDL prep & Test | 80 Hours |
| ▶ 12 Days Classroom work | 96 Hours |
| ▶ 12 Days on the road training | 96 Hours |
| ▶ 5 Days On The Job Training | 40 Hours |
| ▶ 1 Day Semper Gumby | 8 Hours |
| ▶ <u>40 Days Total</u> | <u>320 Hours</u> |

Instructors

Mike Gloss
Superintendent

Theo Bakomihalis
Supervisor

Eddie Kester
Supervisor

AJ Albert Ortiz
Supervisor

Tamika White
**Training &
Engagement**

▶ CERTIFICATIONS

▶ TSSP USDOT/FTA/TSI/FDOT

- ▶ (Transportation Safety & Security program)
- ▶ Bus Transit Safety & Security
- ▶ Transit Emergencies
- ▶ Bus collision Investigations

▶ TSI (Transportation Safety Institute)

- ▶ Instructors Course, DDC, Emergency management,
- ▶ Fatigue Awareness
- ▶ Distracted Driving
- ▶ Alcohol and substance abuse
- ▶ American with disabilities
- ▶ Customer Service and relations

▶ CDL Tester (State of Florida)

▶ EOC (Pinellas County Emergency Operations)

Classroom Training with Visual Aids



Intro to Vehicle Operations

- ▶ Transportation Safety Institute Vehicle Operations
- ▶ Pre-Trip Inspections
- ▶ Basic Maneuvers in Bus Yard
- ▶ Yard-CDL Training
- ▶ Route Familiarization (Night & Day drive times)
- ▶ CDL Testing
- ▶ TSI Emergency Management
- ▶ Distracted Driving
- ▶ Fatigue Awareness
- ▶ A Day in the Life of a Bus Operator

Customer Service

- ▶ ADA Awareness/Service Animals
- ▶ Transportation Safety Institute Customer Service
- ▶ TAPCO Customer Relations
- ▶ Verbal De- Escalation
- ▶ Wheelchair Securement
- ▶ In Service Bus Take Over (Last Day before OJT)
- ▶ One week of OJT (On the Job Training)

PSTA Policy & Procedures

- ▶ Bus Operator's Procedure Manual
- ▶ Radio/Clever CAD
- ▶ PSTA Fare Structure/Fare Box Operation
- ▶ Paddles, Runbids, Holiday Bids, Vacation Bids, Extra Board
- ▶ Incident Reporting
- ▶ Flex Service/Operations
- ▶ Drug & Alcohol Awareness
- ▶ Attendance & Overtime policies

Bus Operator's Final Training Check Off Sheet

Instructors: Michael Gloss/ Theo Bakomihalis/Eddie Kester/A.J. Ortiz
 Check Off Sheet Explained by:

Name: _____ Employee #: _____

TRAINING	Initials	Date
Bus Operator's Procedures Manual Received and Reviewed		
PSTA Labor Agreement & General Rules Received and Reviewed		
CDL Training & Testing		
PSTA Security Badge & ID Issued and Operational		
PSTA Phone Numbers Received		
Orientation, Seniority, Timesheets & Evaluations Explained and Performed		
Cellular Phone and Electronic Device Regulations Explained, Reviewed & Test		
Attendance, Occurrence, Discipline, Grievance and Miss Out Policy		
Probationary Period Explained and Reviewed with 3 Strike Policy		
CDL & PSTA Pre Trip and Post Trip Explained, Performed and Reviewed		
Yard & Terminal Policies including Grand Central Station Parking & Rules		
Bus registration & Insurance Card Explained		
ADA Awareness & Sensitivity, Service Animals & Mobility Aids Securement Including Wheelchair Ramps and Lifts on Gilligs, MCI, Cutaway Buses		
Places, Relief Points, Left Right Sheets & Terminals Explained and Reviewed		
Proper Turning, Maneuvering, Defensive Driving & Clearances		
Incident Reporting & First Report of Injury		
Extra Board with Hold Downs, Roster, Re-Caps & Rotations		
General, Extra Board, Holiday, Birthday, Bump down & Vacation Biding		
Staff Car Policy		
Flex Connector Service Training		
Complaints, Request for Leave & Cancellation, Funeral Leave, Military Leave, , Personal Leave, Jury Duty, & Bonus Days Explained and Reviewed		
Vacations, Advanced Vacation Pay, Vacation Accrual		
Off Day & Before and After Work Explained and Reviewed		
Benefits, Pension & Health Insurance Explained by Human Resources		
Reporting Off Sick, No Pay Excused, Will Call, Returning to Work		
Late Slips, Pay Shortage/Overage, Payroll Check Authorization, Direct Deposit, Deduction/Cancellation of Union Dues and Electronic Payroll Stubs		
Drug & Alcohol Awareness		
Fatigue Awareness		
Fare Structure & Fare Box Procedures and Policies		
Paddles, Headways, Transfer Connections & Route/Terminal Familiarization		
Work Place Violence, Harassment and Verbal De-Escalation		
Security Awareness, Silent Alarm		
Uniform Adherence and Policies		
Clever Cad & Radio Training including RTT & PRTT		
Bikes on Buses		
Training & Driving on Gilligs, Hybrids, Trolleys, Cutaways, MCI Buses		
CDL Driver License Rules and Ticket Violation Reporting		
Emergency, Evacuation & Hurricane Plans		
TAPCO Customer Relations & Role Playing Training		
TSI Vehicle Operation, Emergency Management and Customer Relations		

have received instruction and understand all of the items checked off.

Name: _____ Employee #: _____

Signature: _____

This is the new operator check off sheet that they sign off at the end of our 8 week training class



Class 1504 Graduation Day
9/18/2015

INFORMATION ITEMS

4D: 2015 ABBG Customer Service Results



Action: Information Item

Staff Resource: Cyndi Raskin-Schmitt, Dir. of Comm.



Background:

- Each year, PSTA participates in the American Bus Benchmarking Group (ABBG) Customer Satisfaction Survey.
 - Staff will share highlights of the survey results.
-

Attachments:

1. PowerPoint



ABBG Customer Satisfaction Survey 2015

Transit Riders Advisory Committee
October 20, 2015

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



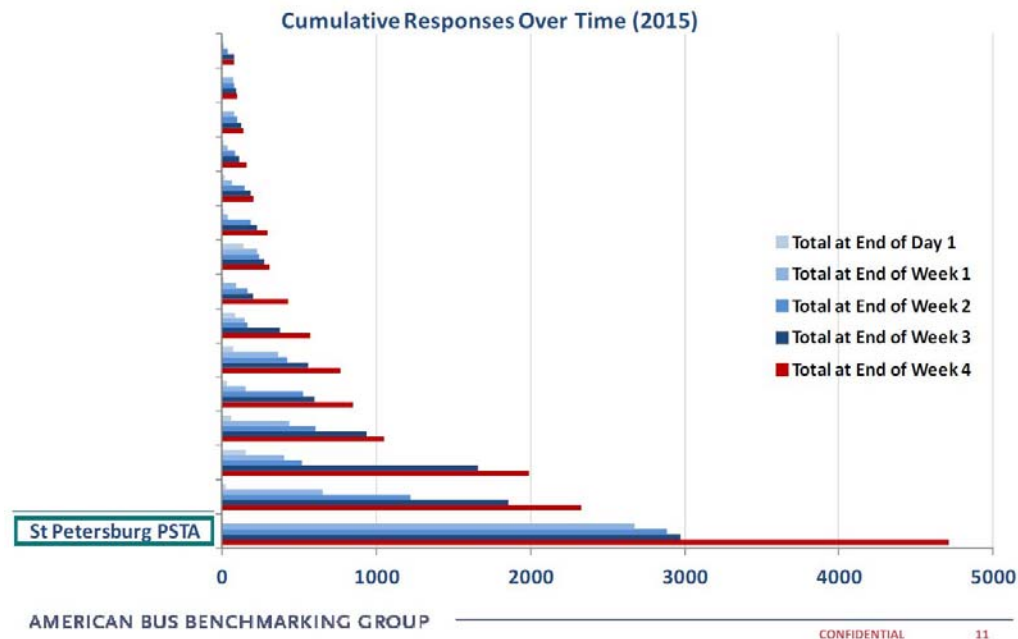
Background

- The American Bus Benchmarking Group allows transit systems to compare performance among similar sized agencies
- The Customer Satisfaction Survey is conducted annually, mid-April to mid-May
- 26 standardized questions + 3 special PSTA-specific



Responses

- 4704 total completed surveys
- PSTA had more responses in the first week, than the rest of the agencies got over four weeks



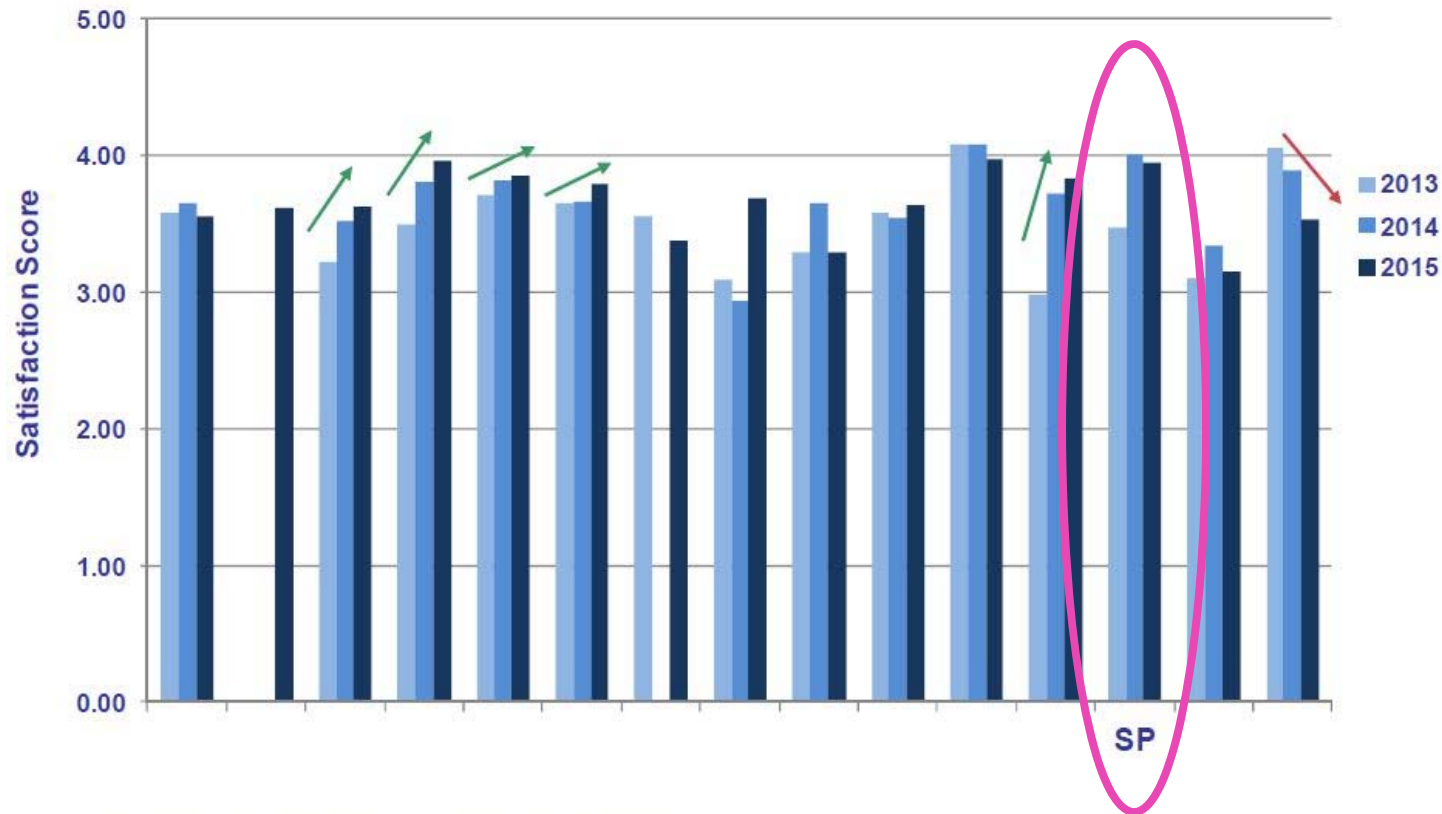
Respondent Demographics

- 57% Female, 43% Male
- 65+ 4%
- 50-65 24%
- 40-49 20%
- 30-39 23%
- 19-29 26%
- Under 18 3%
- 78% ride “often” or “very often”
- 56% of trips are for work



Results: Overall Very Satisfied

How satisfied are you overall with the bus services in the city?
(trends of absolute scores)



AMERICAN BUS BENCHMARKING GROUP

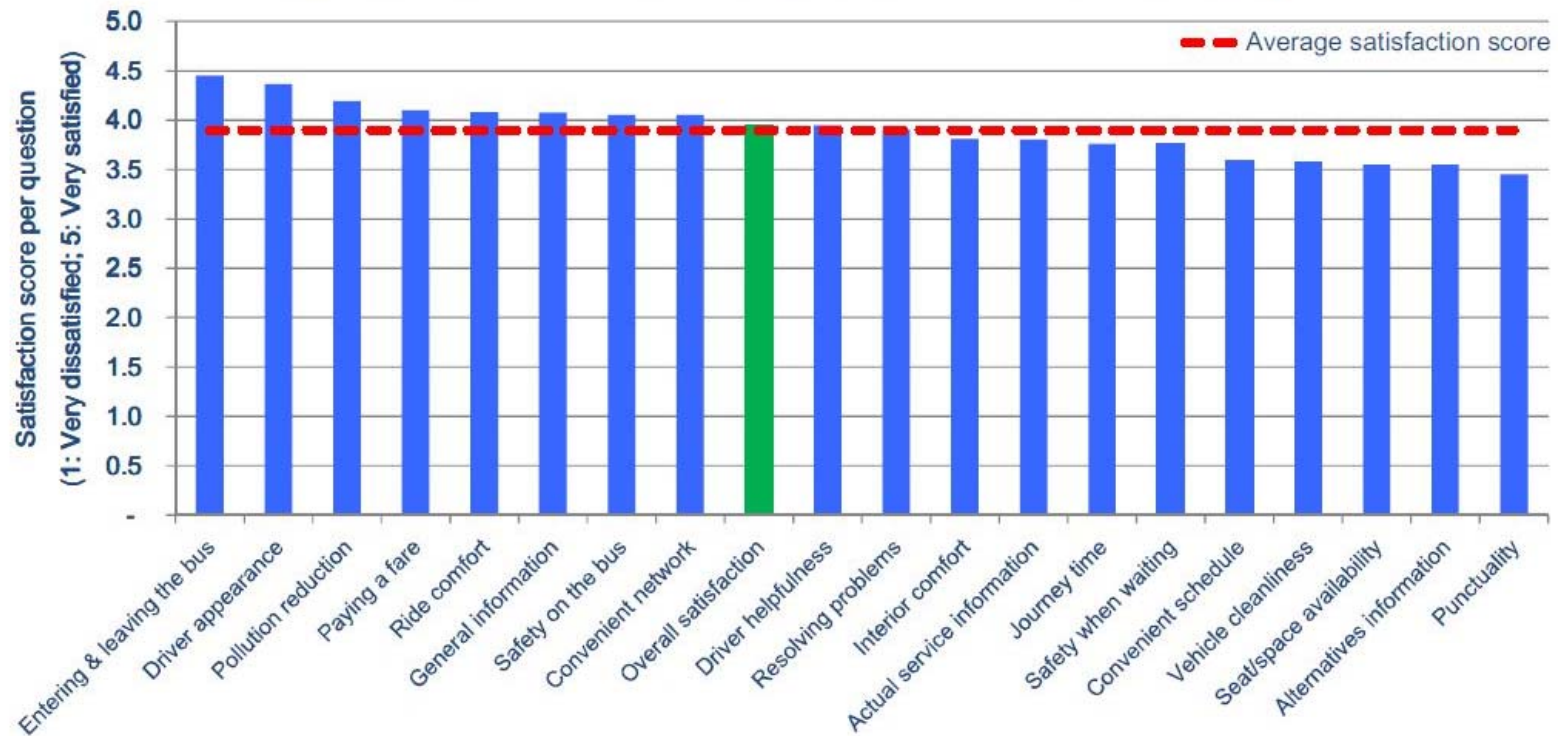
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Results: Service Points All Above 3

Levels of satisfaction for bus services - PSTA St Petersburg



AMERICAN BUS BENCHMARKING GROUP

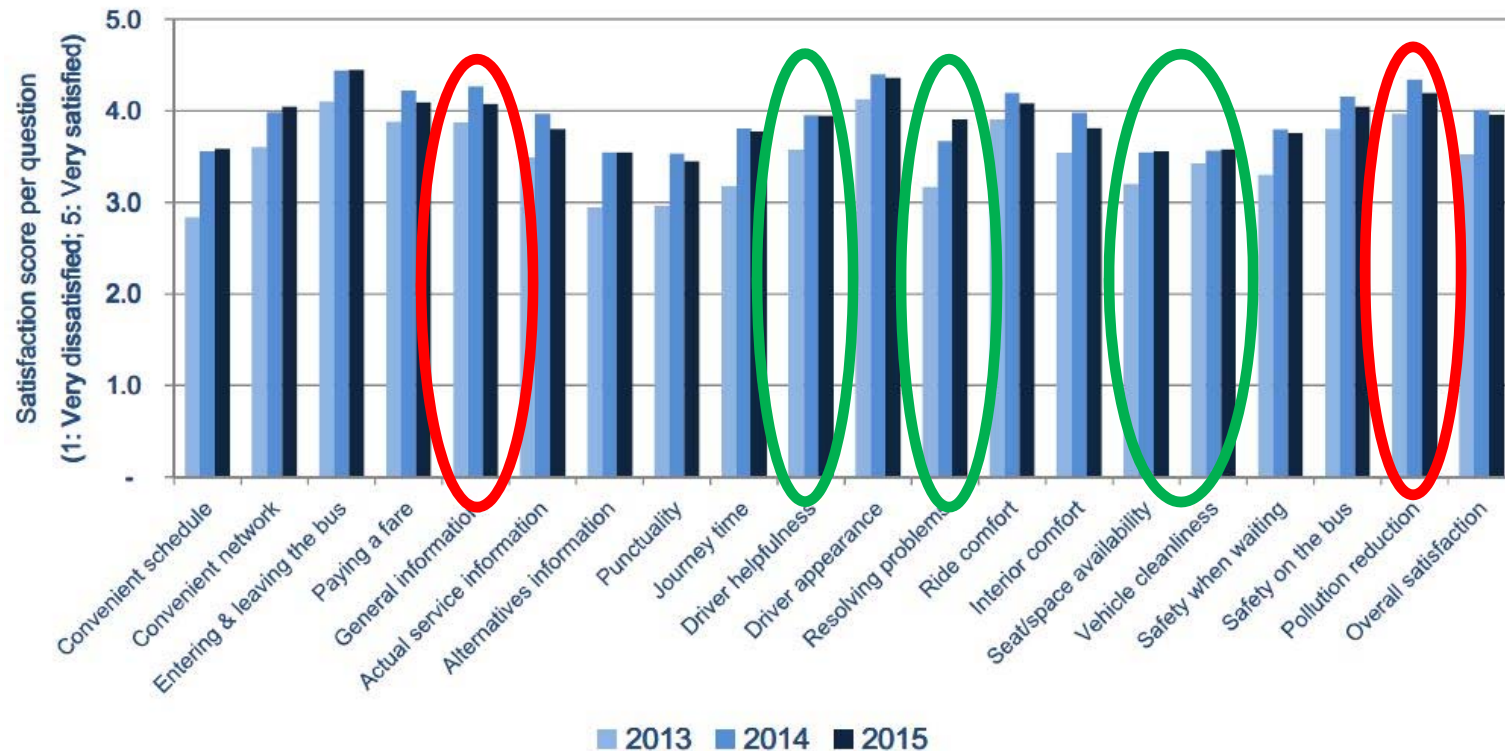
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Results: 3 Year Comparison

Levels of satisfaction for bus services - PSTA St Petersburg



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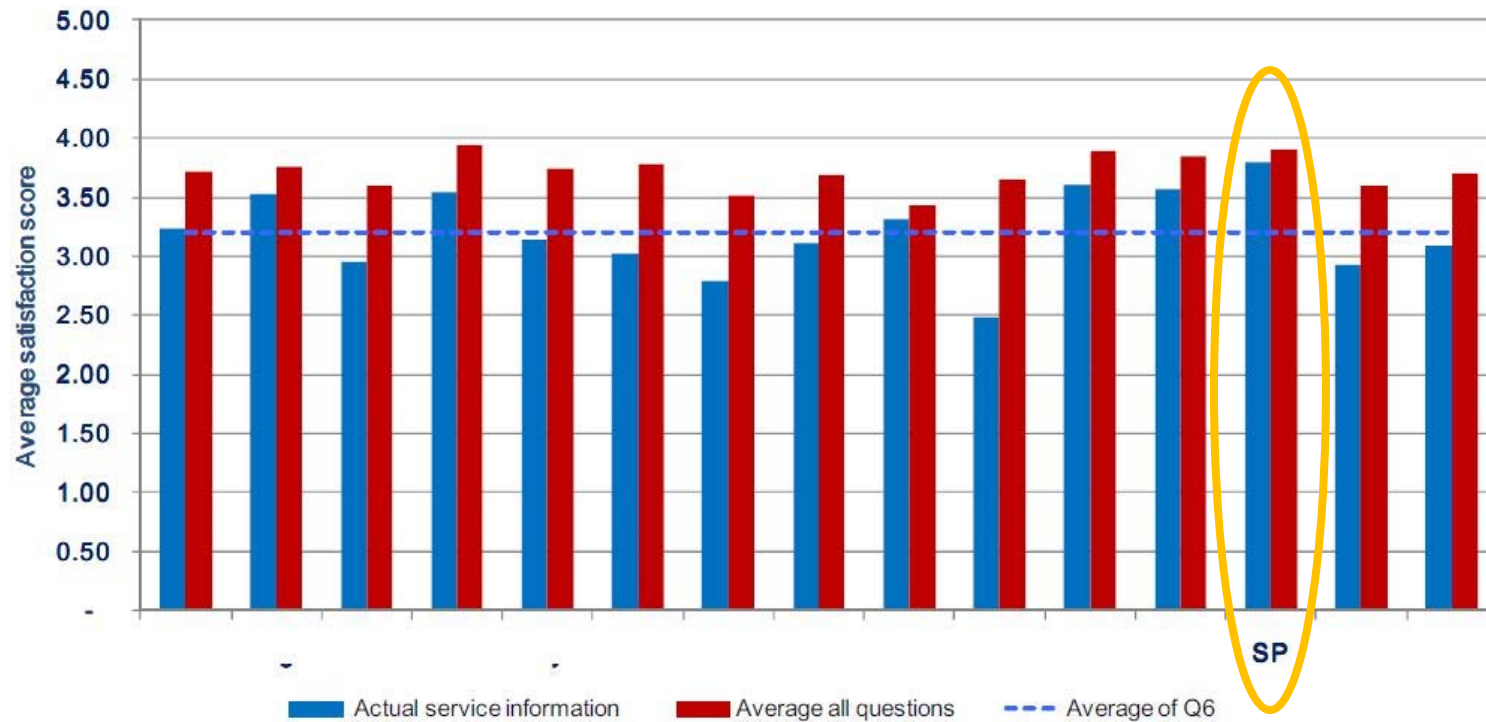
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Results: Example Peer Comparisons

Q6: It is easy to find out if the buses are running on schedule



AMERICAN BUS BENCHMARKING GROUP

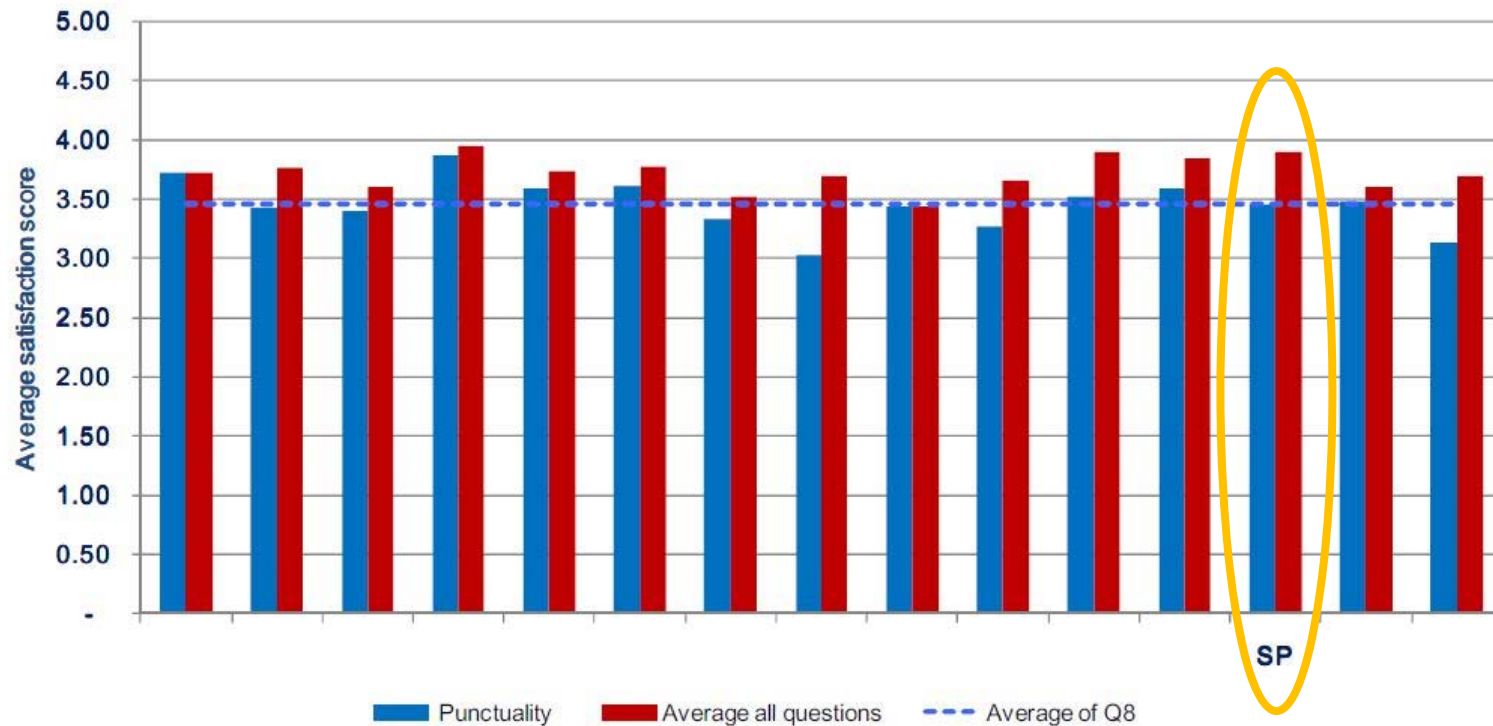
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Results: Example Peer Comparisons

Q8: The bus usually runs on time



Conclusion

- PSTA riders are very responsive when asked to rate our service
- Overall, riders are very satisfied with the service we provide.



Questions?

