



TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 AGENDA – JANUARY 12, 2016; 4:00 PM
 PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:00	
3.	NEW MEMBER INTRODUCTIONS		4:05	
4.	CHAIR’S REPORT		4:25	
5.	ACTION ITEMS		4:25	
	A. November 17, 2015 Meeting Minutes	CHAIR MANN		2
	B. Strategic Communication Plan	10 min CYNDI RASKIN-SCHMITT		7
	C. TRAC By-Laws Adjustment	5 min CHAIR MANN		27
6.	INFORMATION ITEMS		4:40	
	A. Bylaws, Meeting Etiquette & Efficiencies, 5 min Sunshine Law	SANGITA LAND		33
	B. Williams Park Public Outreach	10 min BOB LASHER		44
	C. Shelter Plan Phase 2	10 min CHRIS COCHRAN		46
7.	FUTURE MEETING SUBJECTS		5:05	
	<ul style="list-style-type: none"> • Service Redesign Phase 3 • Sustainability Plan • Disciplinary Action Policy (Bus Operators) 	<ul style="list-style-type: none"> • Plastic Seat Inserts • Day in the Life of a Bus Operator • Intergovernmental Project Coord. • DART Presentation 		
8.	OTHER BUSINESS		5:05	
	• TRAC Member Photos-February			
9.	ADJOURNMENT		5:05	

THE NEXT MEETING IS FEBRUARY 16, 2016 AT 4:00 PM



ACTION ITEM

5A: November 17, 2015 Meeting Minutes



Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Asst



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

Attachments:

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES – NOVEMBER 17, 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 October 20, 2015 minutes, the Transportation Alternatives Pilot Program, the Central Avenue Bus Rapid Transit (BRT) Federal Application, the Service Redesign Phase 2: Williams Park and Budgeted Service Enhancements and to elect new officers. The following members were present:

Present:

Elaine Mann, Committee Chair
Catherine Baranowski, Alt. South
Lugene Blancher, Mid County
Gloria Lepik-Corrigan, North County
Vivian Peters, Mid County
Kimberly Rankine, DART
G.W. Rolle, South County
Christian Smith, Alt. Student
Lori Thomas, South County

Absent:

Jaksa Petrovic, Professional
Demetrius Sullivan, South County
Carson Zimmer, Alt. Professional

Also Present:

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

CALL TO ORDER

Committee Chair Elaine Mann opened the meeting at 4:00 PM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Outgoing TRAC Members – Mr. Miller presented commemorative plaques to outgoing TRAC members Lugene Blancher and Lori Thomas and thanked them for their service on the Committee. Demetrius Sullivan and Jaksa Petrovic who were not at the meeting, will also receive plaques.

Ms. Mann expressed her thanks as well and gave a brief report to the Committee on the items discussed at the September Board meeting, telling the Committee how important their work is to the Board.

Ms. Mann also reviewed a list of accomplishments by the TRAC in the last two years, in particular the Homeless Initiative and Interactive Guide, the Rider Code of Conduct and the Appeals Process.

Approval of Minutes – Ms. Lepik-Corrigan made a motion, seconded by Mr. Blancher to approve the minutes of the October 20, 2015 meeting. The motion passed unanimously.

Election of 2016 Officers – The Committee nominated new Chair and Vice Chair for the upcoming year. Elaine Mann was nominated as Chair and Gloria Lepik Corrigan as Vice Chair. Both nominees accepted the positions.

Transportation Alternatives Pilot Program – Mr. Miller presented information on a proposed pilot program for alternative transportation options utilizing taxicabs and transportation network company services. The pilot program will run in East Lake and Pinellas Park.

In the process of developing the pilot program, PSTA reviewed insurance, background checks, and other requirements to ensure that PSTA requirements match other providers of these services. Final approval for the pilot program is expected at the December Board meeting.

Mr. Blancher made a motion, seconded by Ms. Baranowski to recommend the Transportation Alternatives to the Board. The motion passed unanimously.

Central Avenue BRT Federal Application – Ms. Cassandra Borchers, Chief Development Officer, presented information pertaining to the Central Avenue BRT, an expansion project that has been planned for some time and is a component of the Path Forward Initiative. The proposed route would connect downtown St. Petersburg to the beaches using a 15 minute frequency from 5:00 AM to midnight, travelling down the Central Avenue corridor.

The plan is supported by the City of St. Petersburg, Pinellas County, the St. Petersburg Chamber, the Central Avenue Council, the Tampa Bay Beaches Chamber and the Tampa Bay Rays.

The program is expected to cost approximately \$16.5 million. To fund the program, PSTA is hoping to obtain 50% of the required budget from the the Federal New Starts Grant and 25% from the state New Starts Grant. PSTA will provide the remaining 25%. Ms. Borchers provided a proposed schedule and reviewed the New Starts and Small Starts process. PSTA will have two years to complete the project, but the project can most likely be completed within one year.

Ms. Baranowski made a motion, seconded by Ms. Lepik-Corrigan to recommend the project to the Board. The motion passed unanimously.

Service Redesign Phase 2: Williams Park and Budgeted Enhancements – Ms. Borchers discussed the service redesign which affects Williams Park. Since 1952, Williams Park has served as a hub for 16 routes in the PSTA System, but due to the City of St. Petersburg’s desire to make the park more accessible to the community for recreational use, PSTA is looking at a new system for Williams Park which will incorporate a county-wide grid system with most transfers occurring on-street. The proposed service redesign removes most bus service from Williams Park and redistributes it along the downtown grid network.

PSTA has conducted seven public workshops and has also presented the plan to the St. Petersburg City Council. The service change will officially take place on February 14, 2015. In addition to the route changes, route enhancements are planned for the downtown area, within the FY 2016 PSTA Budget. Based on public recommendations, PSTA is looking at implementing improvements to Routes 5, 7, and 22.

Some concerns were expressed by the Committee regarding the homeless population in Williams Park, and that the removal of the bus shelters could be detrimental to their well-being.

Ms. Baranowski made a motion, seconded by Mr. Smith, to endorse the Williams Park Service Redesign to the Board. The motion passed with a vote of eight to one, with Mr. Rolle dissenting.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

Ms. Mann recognized PSTA Board Chairperson, Bill Jonson, for his continued support at the TRAC meetings. Mr. Jonson thanked the Committee for their service as ambassadors for PSTA on behalf of the riders.

ADJOURNMENT

The meeting was adjourned at 4:59 PM. The next meeting will be held on January 19, 2016 at 4:00 PM.

ACTION ITEM



5B: Strategic Communication Plan



Action: Recommend Approval of the Implementation of the Strategic Communications Plan

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



Background:

- As an important component of PSTA's overall Path Forward Strategic Plan, staff has developed a strategic communications, marketing, and public relations plan.
- This comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating our messaging with the public, and describe new and ongoing initiatives and activities.

Recommendation:

- Recommend approval of the implementation of the Strategic Communications Plan.
-

Attachments:

1. PowerPoint



Path Forward

Strategic Communications & Public Relations Plan

#PSTAMOVINGFORWARD

Transit Riders Advisory Committee 1/12/16
Finance & Performance Management Committee 1/15/16
Planning Committee 1/15/16
Board of Directors 1/27/16

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



Why create a communications plan?

- Consider the situation and goals
- Identify target audiences and key messaging
- Outline tools and techniques for communicating our messaging with the public
- Describe new and ongoing initiatives and activities



#PSTAMOVINGFORWARD



Situation

- PSTA is **Moving Forward** and we must show the public that our agency is **delivering value**.
- We transport people to work and school, allow youth and seniors a measure of **independence**, and give tourists transportation **options**.
- We must make service changes while still maintaining, and expanding our **customer-oriented** focus.
- We must reassure the public that PSTA has **strong leadership** in place that is making sound decisions.

#PSTAMOVINGFORWARD



Target Audience

- The strategic communications plan will raise awareness about the outstanding **value** PSTA delivers to:
 - Customers
 - Pinellas County Taxpayers
 - Community Leaders and Stakeholders

#PSTAMOVINGFORWARD



Key Message

- PSTA **delivers value** to our customers, our taxpayers, and our community.

#PSTAMOVINGFORWARD



CUSTOMER



GOVERNANCE



FINANCIALLY
SUSTAINABLE



CAPITAL



SERVICE



EXPANSION



VISIONARY

Key Initiatives: Delivering Value to Customers

- “Town Hall” Meetings at Transit Centers
- Customer Satisfaction Performance Reporting
- Operation Customer Service
- Williams Park Transfer Hub Re-Routing
- Incremental Service Expansion
- Fall North County Service Changes

#PSTAMOVINGFORWARD



Key Initiatives: Delivering Value to Taxpayers

- Central Avenue BRT Project Advisory Team
- Benchmarking Results
- Partnerships with Alternate Transportation Providers

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Key Initiative:

Delivering Value to Community Stakeholders

- Job Fair
- Corporate UPASS Program
- Coordination with MPO Priorities
- Bus Stop Amenity Partnership Program

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Techniques and Strategies

- Market Research
- Brand Audit and Plan
- Content Development
- Digital Media
- Pro-active News Media
- Events
- New Programs
- Stakeholder Engagement



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Technique #1: Market Research

- Conduct market research of non-riders in Pinellas County to gauge PSTA's public image
- Conduct internal market research of employees to measure employee morale and satisfaction



Target Audiences: Taxpayers, Community Stakeholders



#2: Brand Audit and Plan

- Conduct a “brand audit” to ensure our brand is effective and uniformly applied throughout PSTA services and communications
- Develop a comprehensive brand identity plan



Target Audiences: Taxpayers, Community Stakeholders



#3: Content Development

- Use strong storytelling to make transit more interesting, appealing, and personal to the public by finding riders who embody the personal transit story message and are interested in sharing their stories

“Stories have to be told or they die, and when they die, we can't remember who we are or why we're here.”

— Sue Monk Kidd, *The Secret Life of Bees*

Target Audiences: All



#4: Digital Media

- Maximize use of digital media to reach and engage with our target markets
- Strong cross-platform social media effort that improves connections and relationships
- Redesign PSTA.net to improve content delivery
- Theme-based, digital content calendar



Target Audiences: All



#5: Pro-Active News Media

- Approach media with highly developed stories
- Create and implement a formal media policy
- Develop partnerships with public information officers, USF St. Pete School of Communications, and others
- Expand joint-releases with other transit systems (HART)



Target Audiences: All



#6: Community Event Cross Promotion

- Partner with event organizers to promote public transit to those events
- Work with event planners to identify parking needs, and potential parking lot locations
- Identify services to the events, and where additional buses may be need to be added to an existing route to handle increased traffic
- Coordinate social marketing efforts



Target audiences: Riders, Community Stakeholders



#7: Corporate U-Pass Program

- Expand public transit image and use value by developing a corporate U-Pass program
- Develop standard pricing model
- Design printed and online promotional materials
- Partner with Chambers of Commerce to promote to members
- Meet with local businesses to promote the U-Pass program



Target Audiences: Riders, Community Stakeholders



#8: Stakeholder Engagement

- Employees
 - Improve communications with employees
 - Introduce new quarterly employee newsletter
 - Develop graphics and materials
- Board/Community Leaders
 - Weekly updates from the CEO
 - Bi-weekly news clips from the Media Liaison
 - National news



Target audiences: Community Stakeholders



#9: Passenger & Public Information

- Develop and produce creative, high quality marketing and communications materials
 - Brochures
 - Maps
 - Bus Schedules
 - Posters
 - Flyers



Target Audiences: All



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ACTION ITEM



5C: TRAC By-Laws Adjustment



Action: Recommend Approval of Changes to By-Laws

Staff Resource: Elaine Mann, TRAC Chair
Terri Rick, Administrative Asst



Background:

- The PSTA Board adopted TRAC By-Laws in April of 2014.
- Article 3 – Membership: included an item stating: **“Committee members may be removed for misfeasance, malfeasance, nonfeasance, or misconduct, by a two-thirds vote of the TRAC members.”**
- This sentence was removed due to a scrivener’s error when making revisions to the By-Laws in January of 2015.

Recommendation:

- Staff asks the TRAC Committee to recommend approval of the reinstatement of the missing item.

Attachments:

1. By-Laws



BYLAWS OF THE
TRANSIT RIDERS ADVISORY COMMITTEE

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 by making a minimum of two trips per week. 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.
- Committee members may be removed for misfeasance, malfeasance, nonfeasance, or misconduct, by a two-thirds vote of the TRAC members.

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 24 hours in advance of the vote. 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



6A: Bylaws, Meeting Etiquette & Efficiencies, Sunshine Law



Action: Information Item

Staff Resource: Sangita Land, CCO

TRAC

BY-LAWS

- The By-Laws instruct the Committee on various procedures related to the purpose of the Committee, organization of meetings, and Committee member responsibilities related to attendance and participation of meetings.
- Ms. Land will provide the Transit Riders Advisory Committee (TRAC) with a presentation of the key elements of the By-Laws.

MEETING ETIQUETTE & EFFICIENCIES

Purpose

- In order to ensure meeting efficiencies (including adhering to the proposed agenda time schedule) and to follow a pledge of public conduct, PSTA urges 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.
- 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.
- 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 TRAC 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.

SUNSHINE LAW

- Ms. Land will give an overview of the Sunshine Law.
-

Attachments:

1. By-Laws
2. Memorandum from Bryant, Miller, Olive, P.A.



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GOVERNMENT IN THE SUNSHINE LAW

SECTION 286.011, FLORIDA STATUTES

I. Basic Provisions.

Section 286.011(1) provides that:

“All meetings of any board or commission of any state agency or authority or of any agency or authority of any country, municipal corporation, or political subdivision, except as otherwise provided in the Constitution, at which official acts are to be taken are declared to be public meetings open to the public at all times, and no resolution, rule, or formal action shall be considered binding except as taken or made at such meeting.”

II. What constitutes a “board or commission”?

- A. All governing bodies and decision-making committees.
- B. All advisory boards that are more than mere fact-finders (e.g. those that make a recommendation to the governing body). This includes the committee or board to which you have been appointed. A public body cannot escape the application of the Sunshine Law by delegating a job to an “alter ego.” Advisory boards with “decision-making” functions, (i.e., screening applicants for an appointed position) are subject to the Sunshine Law. The courts focus on the nature of the act performed in determining whether a committee is making a recommendation or decision or merely fact-finding.

III. What constitutes a “meeting”?

- A. An occasion where two or more members of the same board are present (includes presence physically, by telephone, even when conferring by written documents or communications through third parties, i.e., spouses), and
- B. Discussion ensues on a matter on which “foreseeable action” will be taken (this encompasses entire decision-making process, including briefings, workshops, etc.).

IV. Requirements for a public meeting.

A. Location

1. Section 286.011(6) prohibits holding public meetings at any facility that discriminates on the basis of sex, age, creed, color, origin, or economic status.
2. Section 286.26 requires accommodations to be made, upon written request received at least 48 hours in advance, for physically handicapped individuals. Federal law requires that persons with disabilities be given full access to all municipal meetings and programs.

B. Notice

1. The Statute does not contain any particular notice requirement.
2. The courts have interpreted the intent of the statutes to require “reasonable notice.”
3. In an informal opinion, the Attorney General’s office has suggested that reasonable notice should contain the time and place of the meeting and, if available, an agenda (otherwise a summary of subject matter) (note: the courts have held publication of an agenda is not required and it is not a Sunshine Law violation to discuss items not on the agenda). The Attorney General has further advised that these notices should be “prominently displayed” in a City Hall or comparable area set aside for that purpose and that the notices should be posted sufficiently in advance to provide “appropriate and effective notice under the circumstances.” Except in cases of emergency, special meetings should have at least 24 hours reasonable notice.
4. Section 286.0105 requires that each notice include the advice that if a person(s) decides to appeal any decision, they may need to ensure that a verbatim record of the proceedings is made.

C. Minutes

1. Section 286.011(2) requires that minutes be kept of each public meeting and that they be open to public inspection.
2. Meetings may be tape recorded or video taped, but this is not required and does not alleviate the need for written minutes.

D. Voting

1. Section 286.012 requires that all members present at a meeting vote on official actions or decisions unless they comply with the conflict of interest provisions of Chapter 112, Florida Statutes.
2. Roll call votes on all matters are not necessary.
3. Secret ballots are prohibited.

V. Effect of Sunshine Law Violations.

A. Sanctions

1. Criminal - knowing violation of the Sunshine Law is a second degree misdemeanor, with penalties of up to \$500 in fines and up to 60 days in jail.
2. Civil - inadvertent violations are civil infractions with penalties not to exceed a \$500 fine.
3. Removal from office, attorneys' fees, injunctive and declaratory relief.

B. Validity of actions taken in violation of the Sunshine Law.

1. Actions which have been taken are void ab initio.
2. Members of the general public have standing to sue.
3. Initial action taken in violation of the Sunshine Law can be cured by an independent final action taken in the Sunshine; in other words, start over but in the Sunshine (however, this cannot be merely a perfunctory ratification of secret meetings.)

SUNSHINE LAW - DO'S AND DON'TS

DON'TS

1. Hold any conversation with other members of the committee regarding items that are scheduled to come before the committee, or is likely to come before the committee outside of advertised, public meetings.
2. Ask other people, including staff, about their conversations with another committee member regarding items that are likely to come before you.
3. Send memos or emails to other committee members asking that they reveal how they will vote. This includes "reply all" emails to agenda items in which you indicate your views on matters that are either scheduled to come before the committee or is likely to come before the committee.
4. Abstain from voting without having a conflict of interest.
5. If you have questions about whether a meeting or communication will violate the Sunshine Law, it probably does.

DO'S

1. Attend social functions with colleagues (just do not discuss any matters which may come before the committee!)
2. Feel free to talk to PSTA staff.
3. Feel free to talk to members of other boards or committees.
4. Feel free to talk to other members of boards and committees of different political entities.

INFORMATION ITEMS



6B: Williams Park Public Outreach



Action: Information Item

Staff Resource: Bob Lasher, External Affairs Officer

TRAC

Background:

- On February 14, 2016, PSTA will be implementing Phase II of the agency's System Redesign plan (presented to the Transit Riders Advisory Committee (TRAC) at its October, 2015 meeting). Phase II includes moving to a grid based bus service plan in downtown St. Petersburg and the redistribution of stops from Williams Park along with the removal of corresponding bus shelters.
- These changes will necessitate significant public outreach to inform customers about what will be the largest-ever service change in PSTA history.

Summary:

- January 31, 2016 – the first day following the removal of bus shelters from Williams Park - PSTA staff will be stationed throughout the park to tell passengers about why the shelters are gone and alerting them to the upcoming changes. That outreach will continue through Wednesday, February 17, 2016.
- The outreach will include:
 - Staff adorned in brightly colored, easily identifiable vests
 - Sandwich boards at each shelter locations detailing route changes
 - Handouts detailing the service changes, new route locations and stops
 - Social Media/Press notification
 - Signs on buses – behind the driver
 - Signs and information at Customer Service Centers
 - Updating bus schedules at outlet locations
- Outreach will be conducted primarily during peak travel times with additional hours February 14-16, 2015 (the first days following the change). The hours during which outreach will be conducted prior to the service change will vary so as to accommodate the largest number of riders possible with limited staff.
- Staff will also conduct outreach at Grand Central Station beginning February 8, 2016 and following through to February 17, 2016.

- TRAC members are welcome to join staff for outreach if they would like. Sign up can be done through Signupgenius, the address for which will be sent to you via email.
 - PSTA and St. Petersburg City staff began outreach to downtown business owners on December 30, 2015.
-

Attachments: None

INFORMATION ITEMS



6C: Shelter Plan Phase 2



Action: Information Item

Staff Resource: Chris Cochran, Senior Planner



Background:

- A new bus shelter contract was approved by the PSTA Board in March 2015.
- Staff has developed a phased, data-driven deployment plan for new shelters throughout the system, as well as a strategic reuse plan that leverages existing shelters in good condition.
- Phase 1 deployment was comprised of nine key locations throughout the County that addresses the most highly used stops throughout the system.
- Phase 1 shelters have been delivered and installation will begin in late February.

Summary:

- Staff has completed the analysis for Phase 2 and has identified 29 key locations where shelters will be placed completing the placement of locations throughout the system that meet the ridership threshold for shelter placement and currently do not have shelters in place.
- Phase 2 also replaces dilapidated shelters at several key locations with high ridership demand and improves strategic stop locations that are consistent with the Path Forward Strategic plan.
- Future Phases will be consistent with the plan goals, including the Shelter Match Program which is designed to replace or increase shelters and other rider amenities in redevelopment and investment areas and complement community plans.

Fiscal Impact:

- Shelter and amenities purchases are funding through federal formula grants and approved as part of the Capital Improvement Program (CIP) element of the adopted budget.

Attachments:

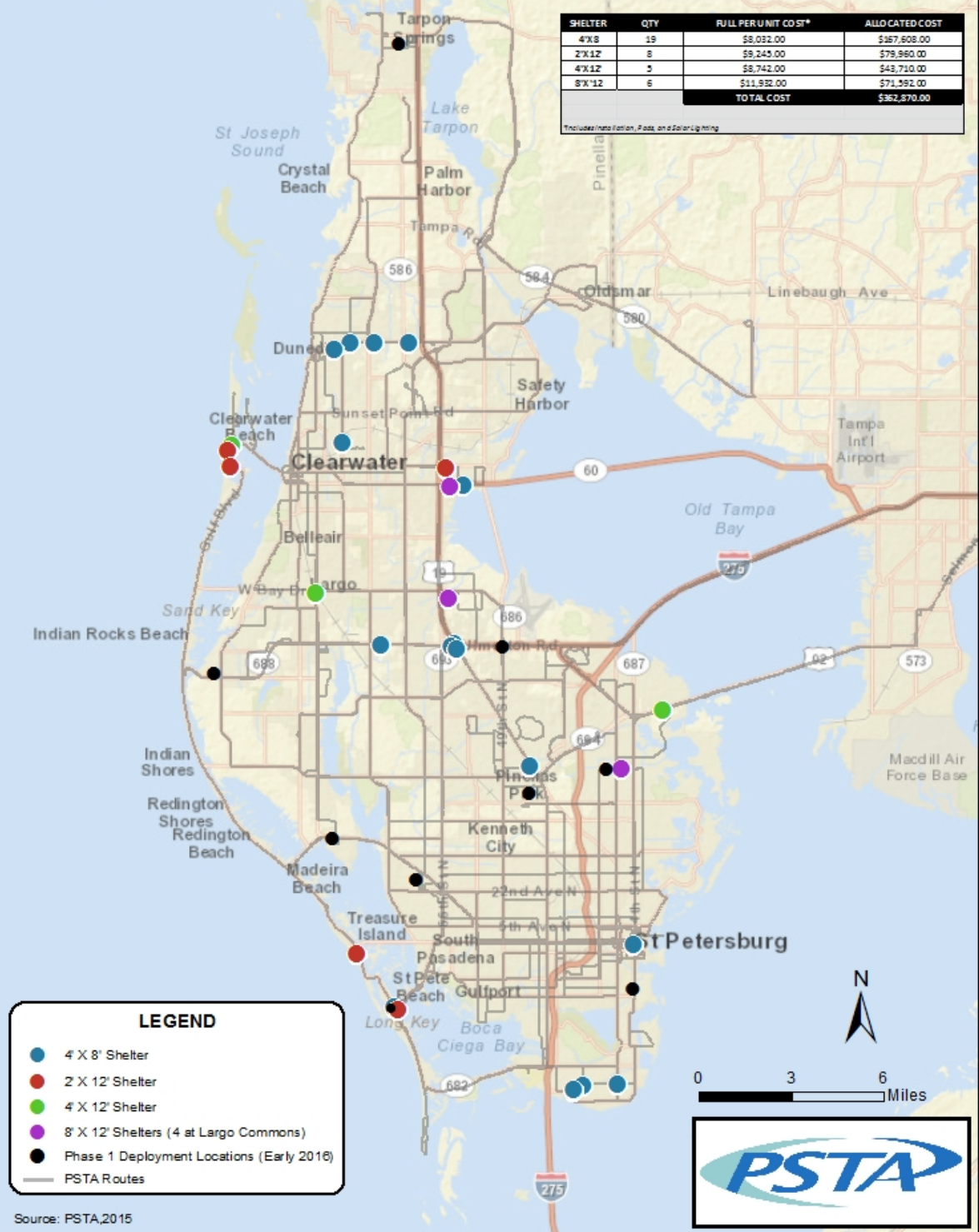
1. Map 1

DRAFT JANUARY 2016

Phase 2 Shelter Deployment

SHELTER	QTY	R/UL PER UNIT COST*	ALLOCATED COST
4'X8'	15	\$8,032.00	\$120,480.00
2'X12'	8	\$9,245.00	\$73,960.00
4'X12'	5	\$8,742.00	\$43,710.00
8'X12'	6	\$11,932.00	\$71,592.00
TOTAL COST			\$362,870.00

*Includes Installation, Poles and Solar Lighting



LEGEND

- 4' X 8' Shelter
- 2' X 12' Shelter
- 4' X 12' Shelter
- 8' X 12' Shelters (4 at Largo Commons)
- Phase 1 Deployment Locations (Early 2016)
- PSTA Routes

Source: PSTA, 2015