



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING
AGENDA – FEBRUARY 16, 2016; 4:00 PM
PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:00	
3.	CHAIR’S REPORT		4:05	
4.	ACTION ITEMS		4:10	
	A. January 12, 2016 Meeting Minutes	CHAIR MANN		2
5.	INFORMATION ITEMS		4:15	
	A. Meeting Efficiencies & Etiquette	5 min SANGITA LAND		6
	B. Williams Park Public Outreach	15 min BOB LASHER		7
	C. Customer Satisfaction Survey	20 min JAMES BRADFORD		8
6.	FUTURE MEETING SUBJECTS		4:55	
	• Plastic Seat Insert			
	• Day in the Life of a Bus Operator			
	• DART Presentation			
7.	OTHER BUSINESS		5:00	
8.	ADJOURNMENT		5:00	

THE NEXT MEETING IS MARCH 8, 2016 AT 4:00 PM

ACTION ITEM

4A: January 12, 2016 Meeting Minutes



Action: Approve Meeting Minutes

Staff Resource: Clarissa Affeld, Admin Assistant



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

Attachments:

1. Minutes



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TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES – JANUARY 12, 2016

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 November 17, 2015 meeting minutes, recommend approval of the Strategic Communication Plan, and the TRAC By-Laws Adjustment. The following members were present:

Elaine Mann, Committee Chair
Gloria Lepik-Corrigan, Committee Vice-Chair
Catherine Baranowski
Julie DiPietrantonio
David Kovar
Alejandra Mesa
Elisabeth Olden
Vivian Peters
Robyn Pierce
Kimberly Rankine
David Schneider
Chelsea Schneiter

Absent:

Kurt Hultquist
G.W. Rolle
Christian Smith
Dave Stanton
Carson Zimmer

Also Present:

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

CALL TO ORDER

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

PUBLIC COMMENT

There were no public comments.

NEW MEMBER INTRODUCTIONS

The TRAC members and staff introduced themselves.

CHAIR'S REPORT

Since Committee Chair Mann was unable to attend the December Board meeting, Mr. Miller provided the recap of the meeting.

ACTION ITEMS

Approval of Minutes – Ms. Lepik-Corrigan made a motion, seconded by Ms. Baranowski to approve the minutes of the November 17, 2015 meeting, as amended. There were no public comments. The motion passed unanimously.

Strategic Communication Plan – Cyndi Raskin-Schmitt, Director of Communications, gave a presentation on PSTA's Strategic Communication Plan. She explained that this comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating PSTA's messaging with the public, and describe new and ongoing initiatives and activities. After Ms. Raskin-Schmitt answered a few questions from the Committee, Ms. Pierce made a motion, seconded by Ms. Baranowski to recommend Board approval of the Path Forward Strategic Communication Plan. There were no public comments. The motion passed unanimously.

TRAC By-Laws Adjustment – Committee Chair Mann explained that when a revision was made to the TRAC by-laws in January 2015, a sentence was removed due to a scrivener's error. She indicated that staff is asking the TRAC Committee to recommend approval of the reinstatement of the missing item that was in the original by-laws. Ms. Lepik-Corrigan made a motion, seconded by Ms. Baranowski to reinstate the missing item. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

By-Laws, Meeting Etiquette & Efficiencies, Sunshine Law – Cassandra Borchers, Chief Development Officer, gave the annual update to the Committee regarding the by-laws and government in the sunshine. The Committee received the information in their packet and Ms. Borchers highlighted a few areas.

Williams Park Public Outreach – Bob Lasher, External Affairs Officer, spoke about the upcoming public outreach for the Williams Park redesign. He indicated that on January 25th, staff will start training on the new downtown St. Petersburg grid system and on January 31st, staff will be stationed throughout Williams Park informing the riders about the upcoming changes; this public outreach will continue until February 17th. He also invited TRAC members to join staff for training and to participate in the public outreach effort.

Shelter Plan - Phase 2 – Chris Cochran, Senior Planner, delivered a presentation on the shelter plan - Phase 2 including background information for the new TRAC members. He explained the distribution strategy for the new shelters and provided the recommended locations of 34 shelters. Mr. Cochran also explained that shelter repurposing is part of the program, where useable old shelters will be re-deployed to new areas. He noted that another important aspect of the shelter plan is the shelter match program working with the cities and the state.

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 5:20 PM. The next meeting will be held on February 16th at 4:00 PM.

INFORMATION ITEMS



5A: Meeting Efficiencies & Etiquette



Action: Information Item

Staff Resource: Sangita Land, CCO



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

INFORMATION ITEMS



5B: Williams Park Public Outreach



Action: Information Item

Staff Resource: Bob Lasher, External Affairs Officer



Background:

- On February 14, 2016, PSTA will be implementing Phase II of the agency's System Redesign plan, which includes moving to a grid based bus service plan in downtown St. Petersburg. As part of this change, the bus shelters were removed from Williams Park on January 30th and bus stops will be removed on February 13th. New bus stops have been placed around downtown St. Petersburg to serve the redesigned bus routes.
- To communicate these changes to customers, business owners, and community members, PSTA has been conducting extensive public outreach, including one-on-one conversations and distribution of a detailed brochure. The brochure includes maps of all routes serving downtown as well as downtown bus stop locations for each route and nearby transfer locations.

Summary:

- Since January 30, 2016, PSTA staff has talked with affected businesses owners throughout downtown and thousands of riders. PSTA staff has been stationed in Williams Park, on nearby streets (beginning February 14th), and at Grand Central Station to help customers learn the new routing and identify transfer locations.
- More than 10,000 brochures have been distributed to riders by administrative staff, supervisors, customer service representatives, and operators who have been trained to explain the changes to bus riders. The brochure, including printable individual route maps is also available on the PSTA website.
- Social and news media coverage has also helped inform the public about the new grid bus network in downtown St. Petersburg.

Attachments: None

INFORMATION ITEMS



5C: Customer Satisfaction Survey



Action: Information Item

Staff Resource: James Bradford, COO



Background:

- In the Summer of 2015, PSTA awarded a contract to a company named TransPro to provide in-depth customer service training for PSTA employees. TransPro is based out of Tampa and specializes in providing consultant, coaching and training services to different agencies, including many transit agencies similar to PSTA.
- Coaching and development training commenced from August through October of 2015 through the TransPro Company. Over 30 classes were held in the PSTA auditorium encompassing over 400 PSTA employees to include Bus Operators, Supervisors, and Customer Service Representatives (CSRs).
- Upon completion of the customer service training sessions, TransPro performed a series of onboard surveys which included in-depth analysis of collected information in efforts to gauge PSTA customers' demographics, riding habits and trends, and determine additional customer demands and needs as applicable. A complete summary of findings were provided to PSTA upon conclusion.

Summary:

- A condensed PowerPoint summary of TransPro's findings will be presented at the February Transit Riders Advisory Committee (TRAC), Finance & Planning Committee meetings.

Attachments:

1. PowerPoint

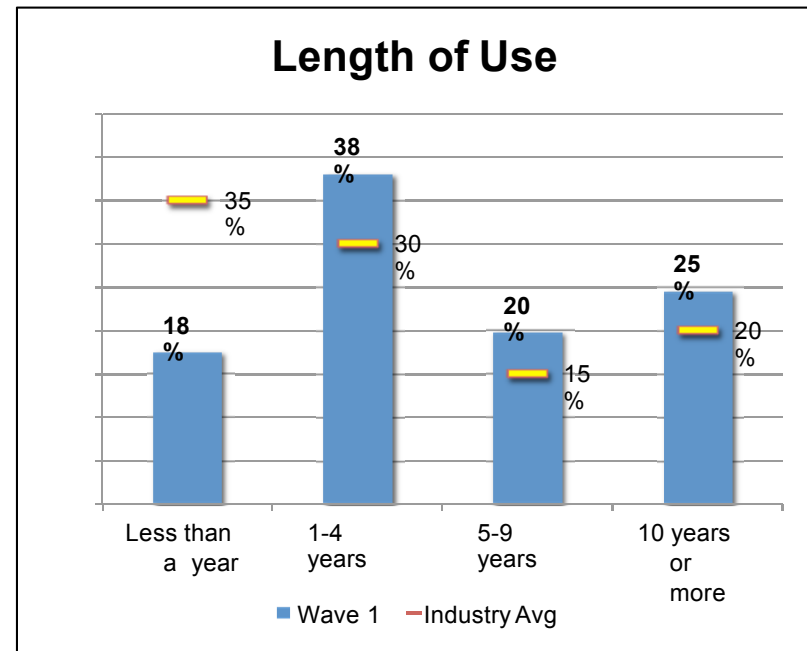
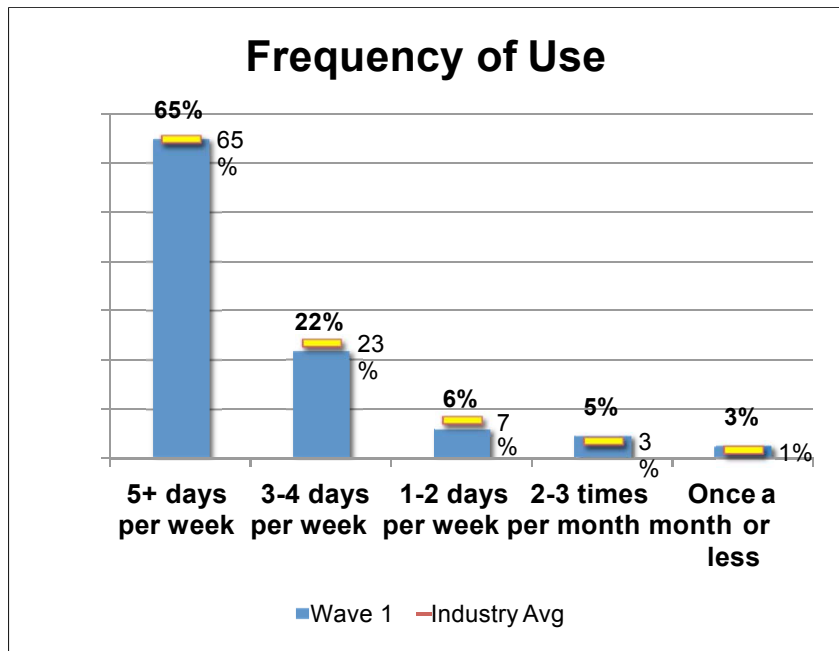
Customer Service Satisfaction Survey



**(TRAC) Transit Riders Advisory Committee
Finance & Performance Management Committee
Planning Committee
February 16 & 17, 2016**

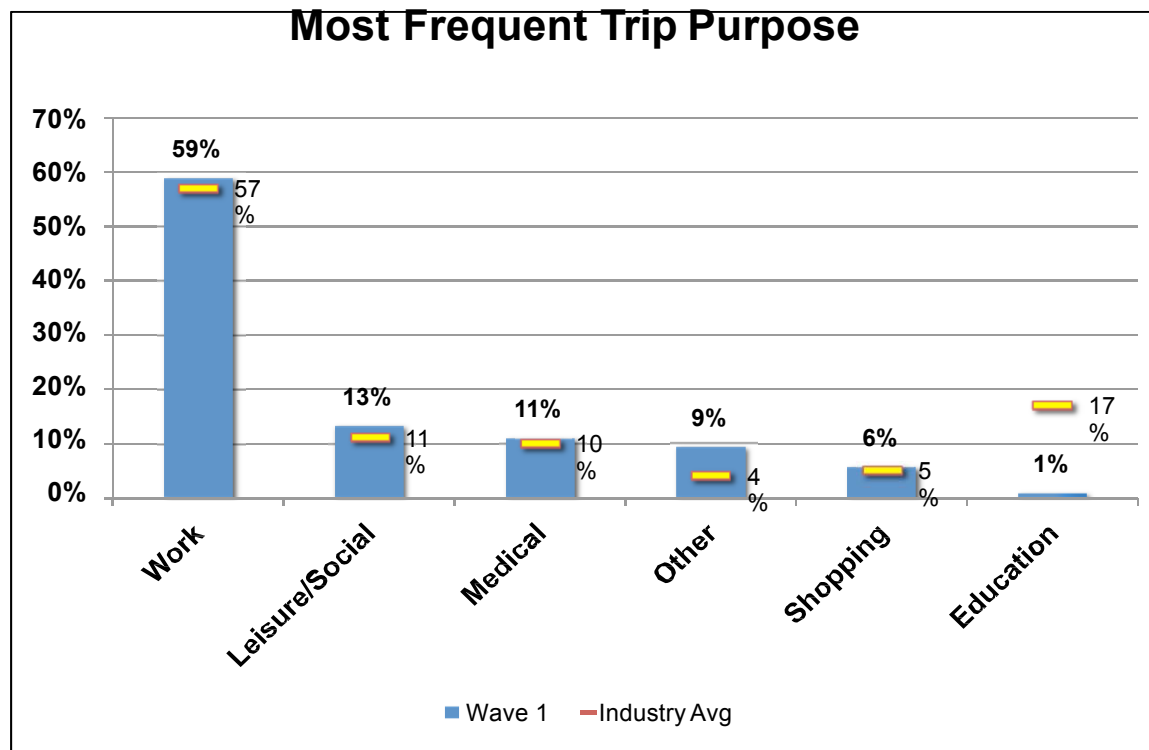
Frequency of PSTA Use

- 87% of customers utilize PSTA service at least three days per week
- 45% of customers have been riding PSTA for over 5 years.



Purpose of PSTA Use

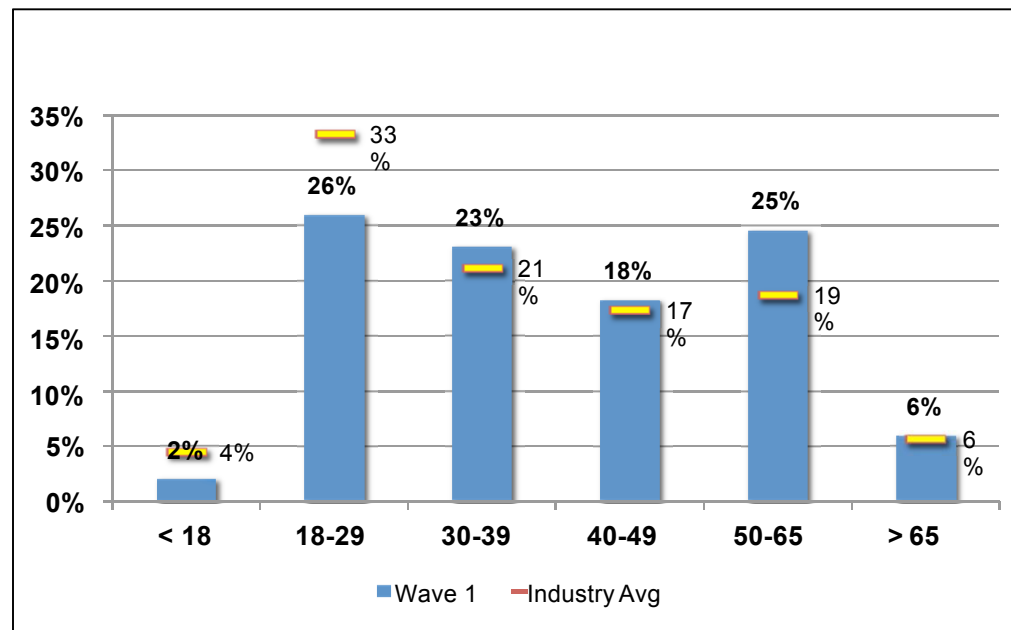
- 54% of customers utilize PSTA service primarily for travel to and/or from work



Demographic Profile of Customers

- Approximately 28% of PSTA customers are under the age of 30.

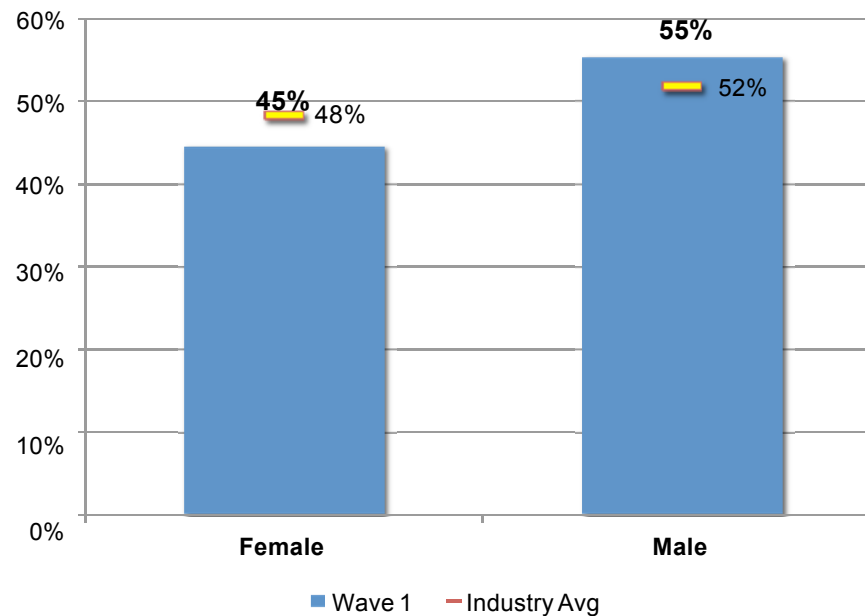
Age of Customers



Demographic Profile of Customers

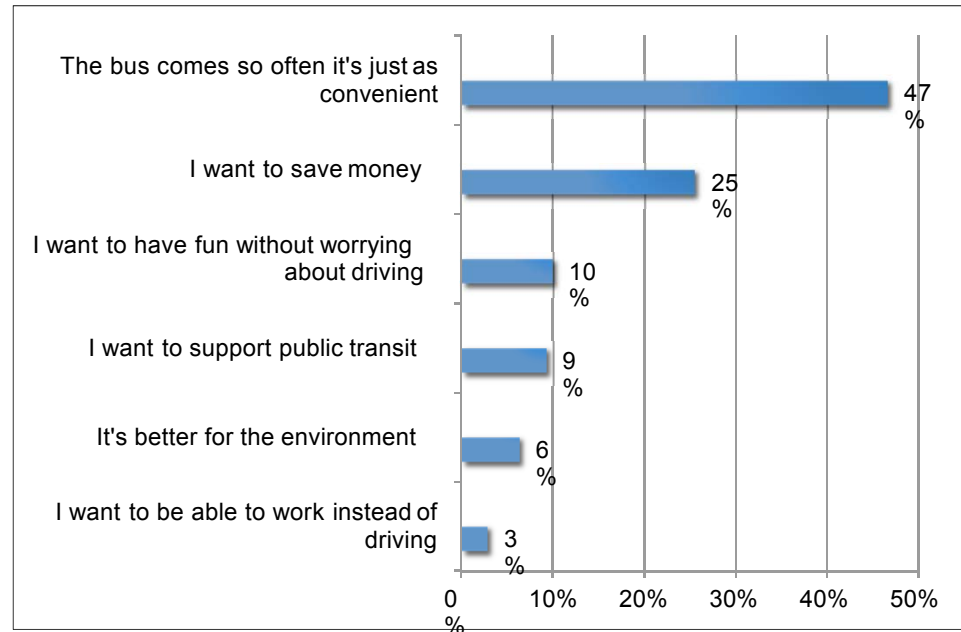
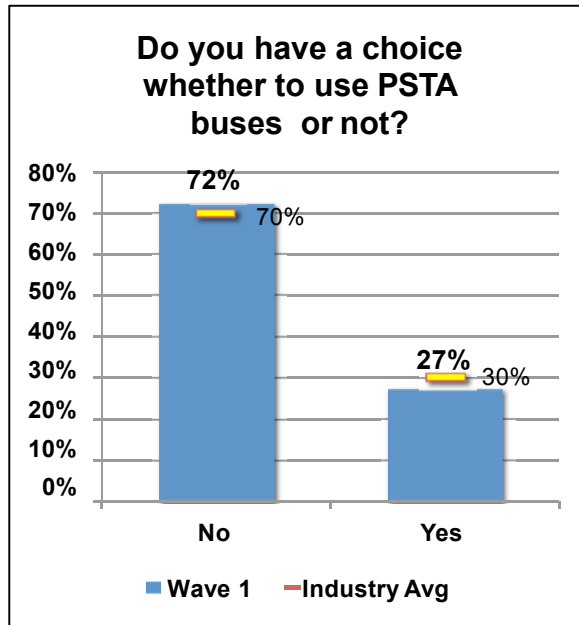
- There is a slightly higher percentage of male PSTA customers than female customers.

Gender of PSTA Customers



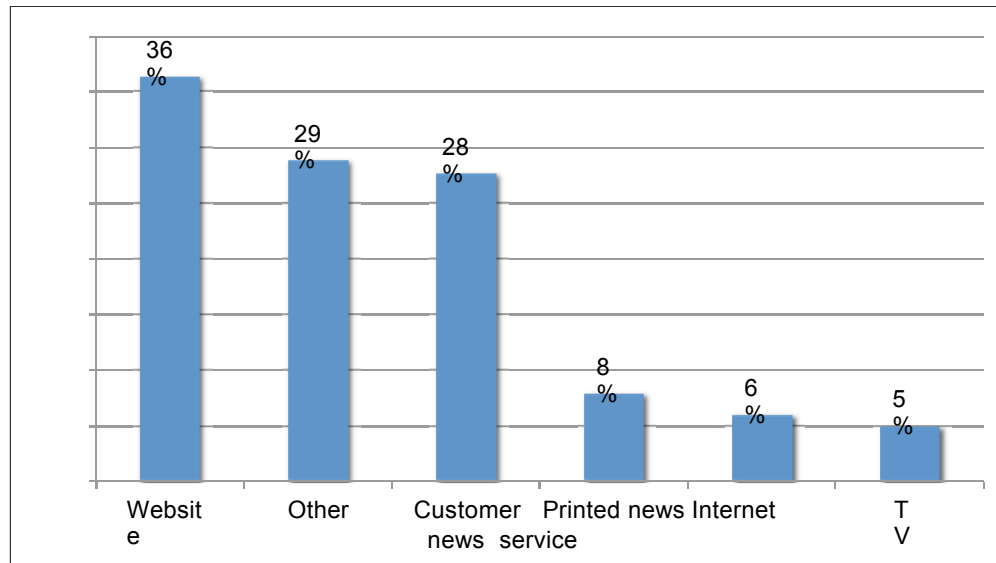
Transit Dependence

- 73% of PSTA customers indicate they do not have a choice of whether to use PSTA service
- 27% of PSTA customers are discretionary riders
- Among discretionary riders, convenience and economics are the most frequently cited reason for using PSTA service



Preferred Method of Receiving PSTA Information

- Customers prefer receiving information via website.



Question: How do you stay informed regarding updates, changes and new information at PSTA?

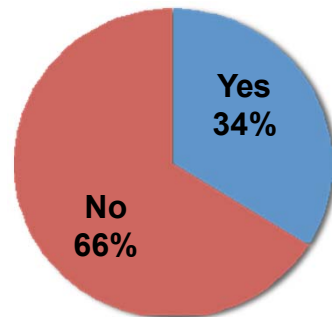


Select all that apply
TRANS^{PRO}
Transforming Leaders. Transforming Organizations.
Producing Breakthrough Results.

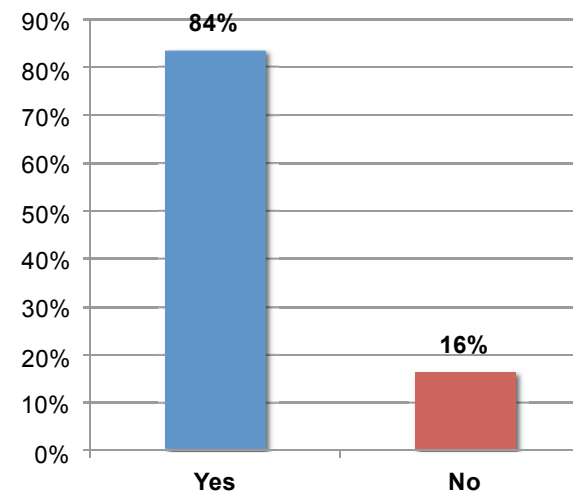
Contacting Customer Service

- Approximately 34% of customers have contacted PSTA customer service in the past 3 months.
- 84% of customers who contacted PSTA feel that their issue was resolved.

Have you contacted PSTA with a question, concern or complaint in the last 3 months?

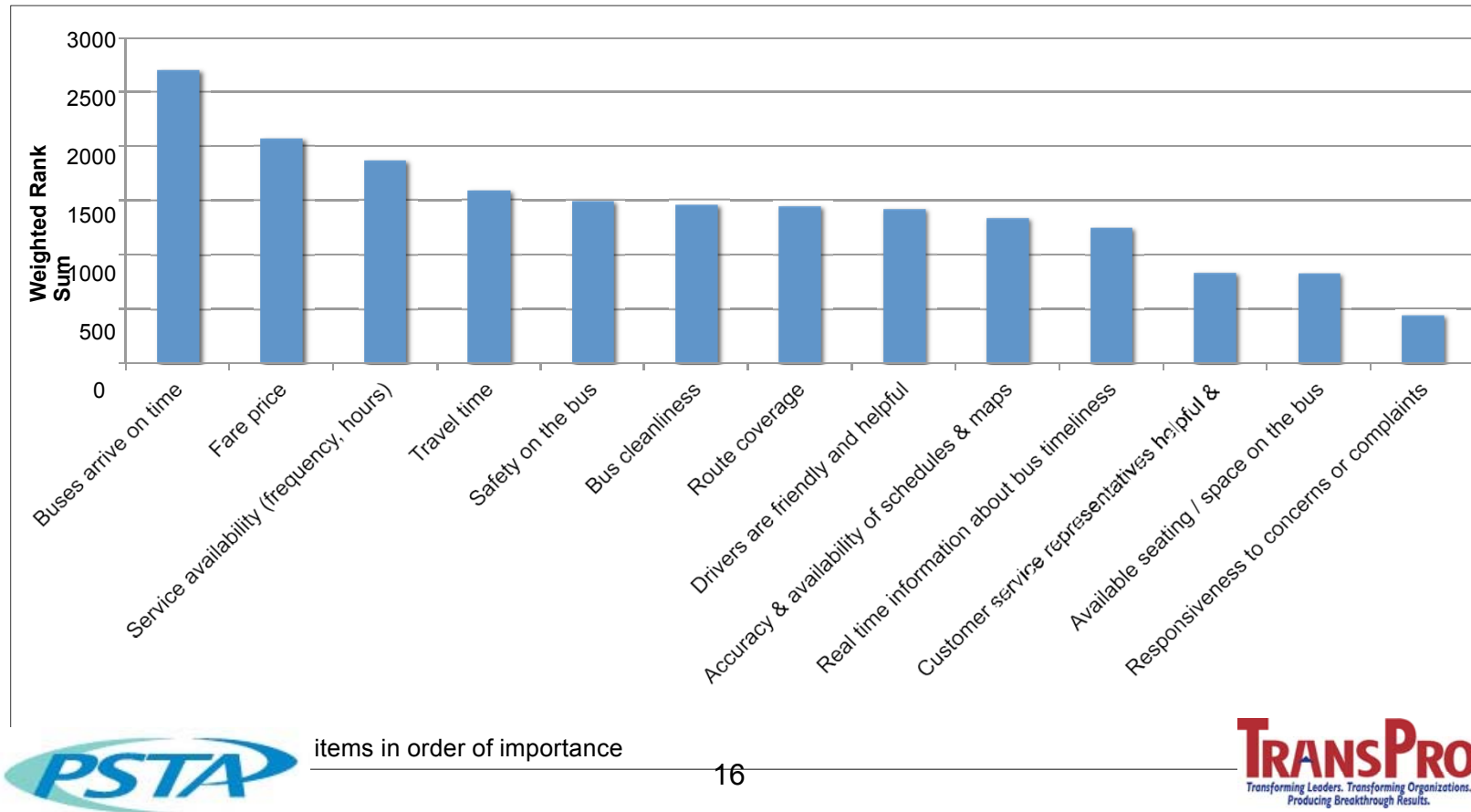


If yes, was your issue resolved?



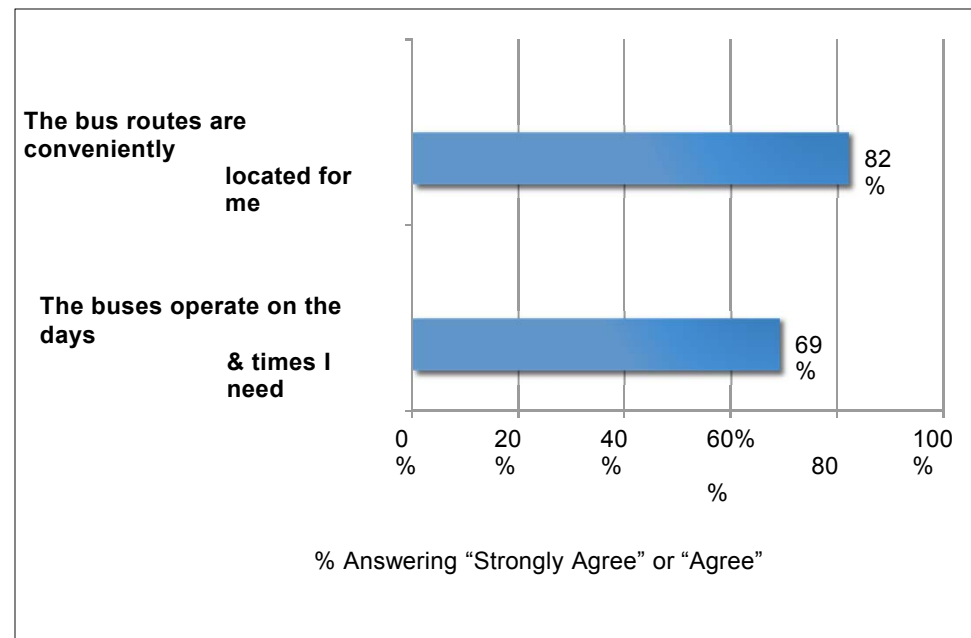
Top 10 Customer Importance Factors

- Time, price and frequency are the most important service factors for customers.



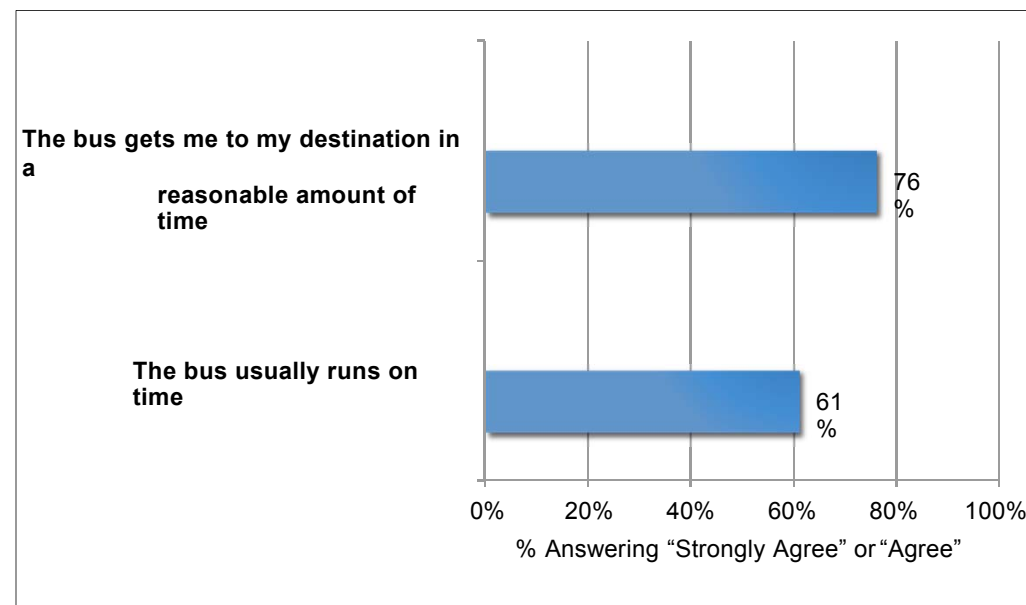
Availability

- More than 80% of customers are satisfied with PSTA's service coverage
- Less than 70% of customers are satisfied with the service times and frequency.



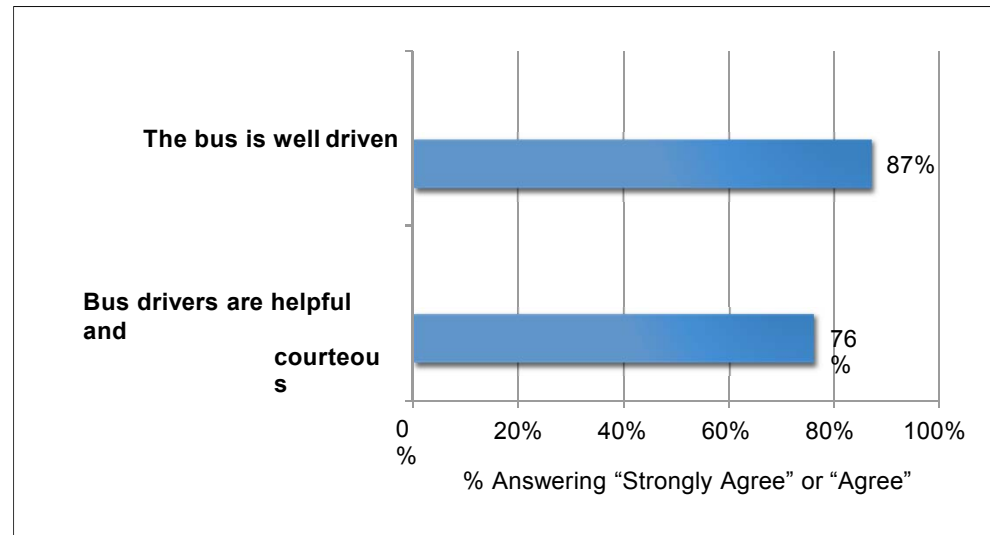
Time

- 76% of customers agree that trip times are reasonable.
- 61% of customers agree that buses usually run on time.



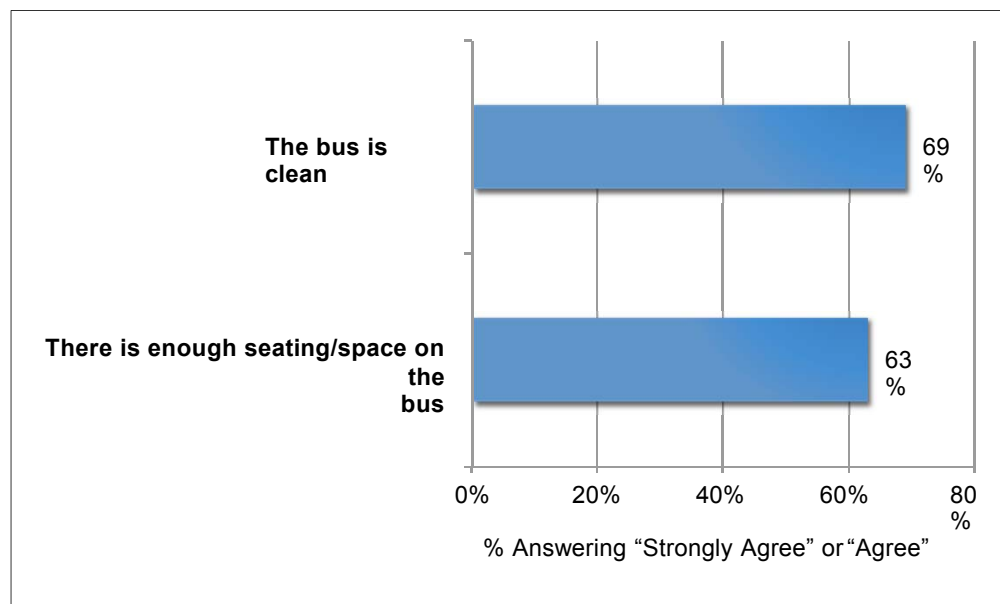
Driver Customer Service

- Nearly 90% of customers agree that the buses are well driven.
- Over 75% of customers agree that the bus drivers are helpful and courteous.



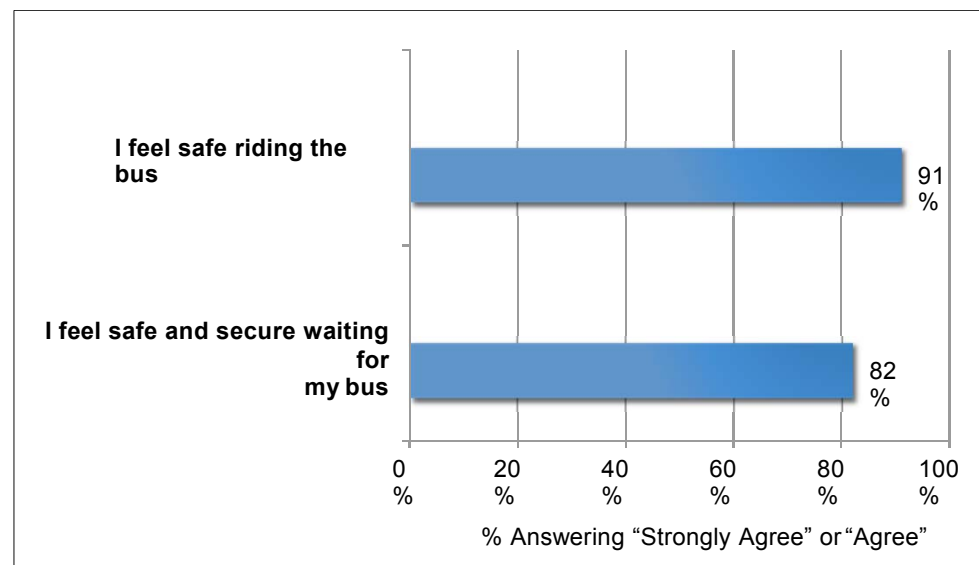
Comfort

- Nearly 70% of customers agree that the buses are clean.
- Less than 65% of customers feel there is enough seating/space on the bus.



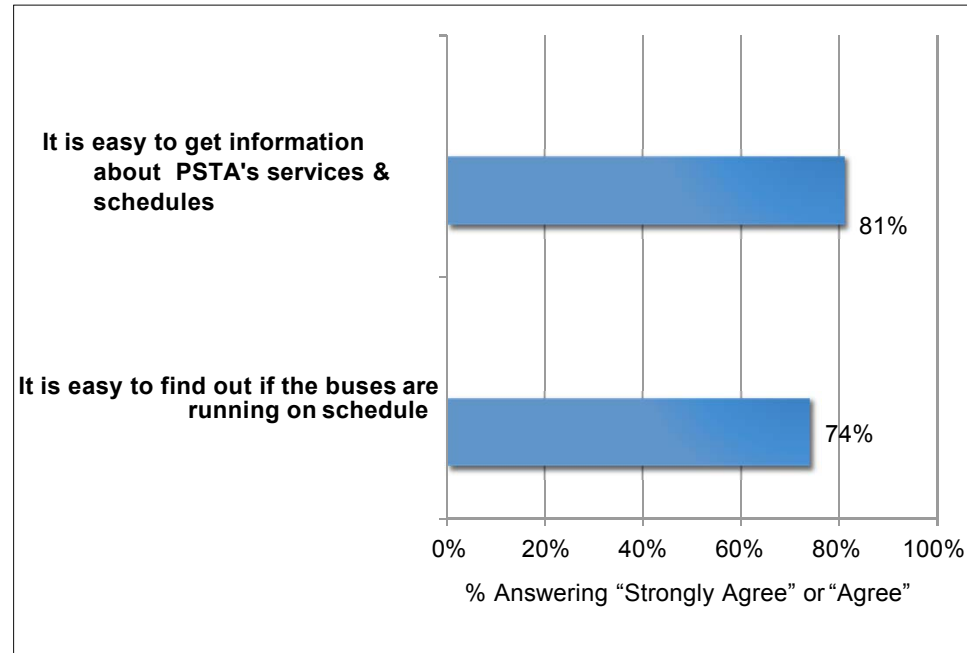
Security & Environmental Impact

- Over 90% of customers feel safe riding the bus.
- Over 80% of customers feel safe while waiting for the bus.



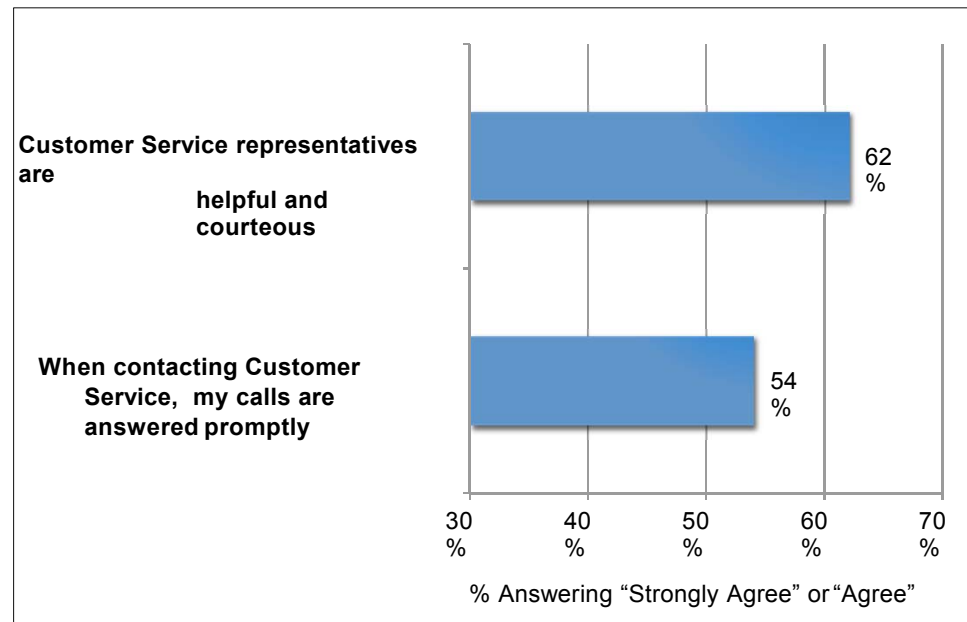
Information

- More than 80% of customers agree that it is easy to get information PSTA's services and schedules.
- Fewer than 75% of customers agree that it is easy to find out if buses are on schedule.



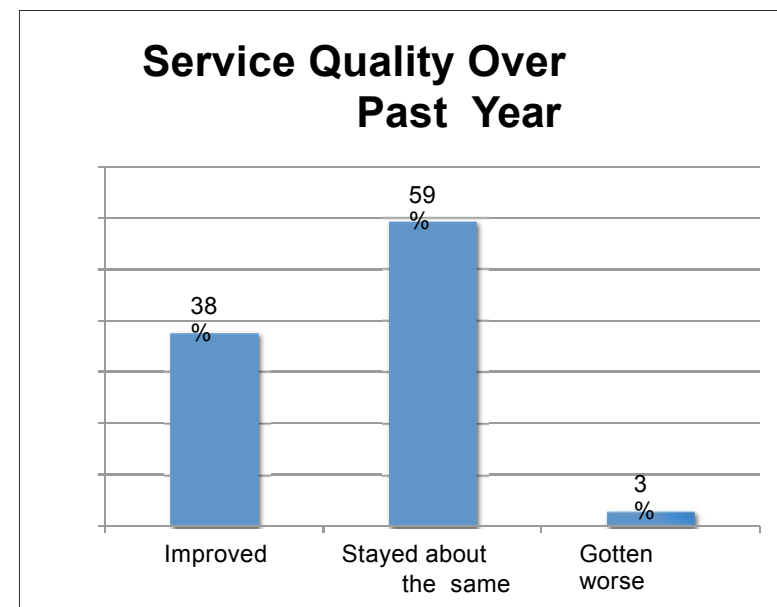
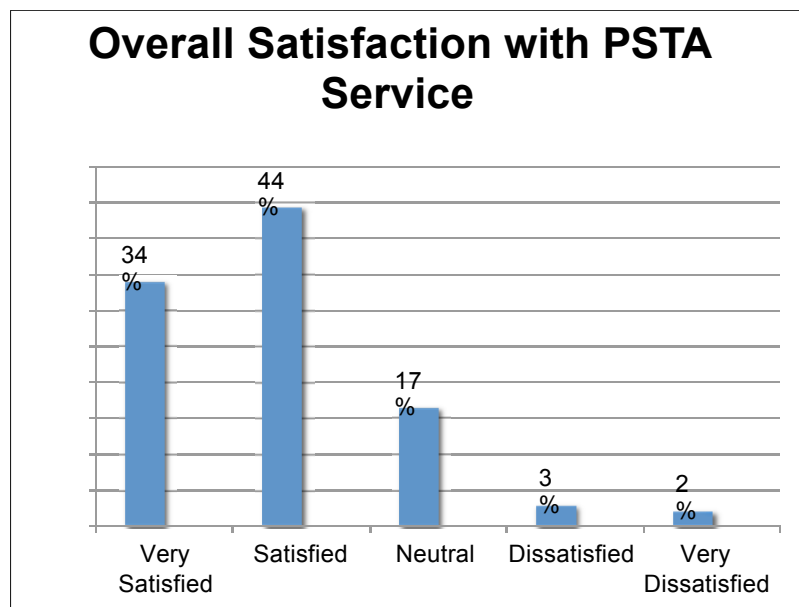
Customer Service

- Approximately 62% of customers agree that PSTA Customer Service representatives are helpful and courteous.
- Less than 55% of customers feel that their calls are answered promptly.



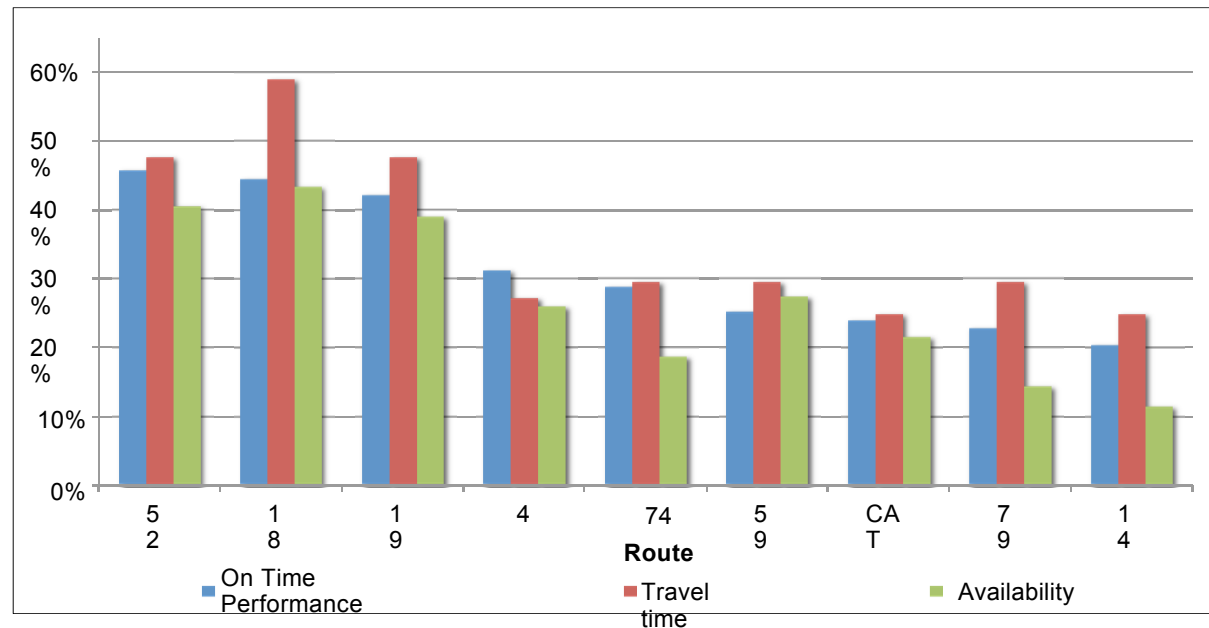
Overall Satisfaction

- Nearly 80% of customers express overall satisfaction with PSTA service.
- 97% of customers feel that service quality has improved or stayed the same over the past year.



Low Satisfaction by Route

- Routes 18, 52 and 19 are the most common routes regularly ridden by customers who report dissatisfaction with on time performance, travel time and/or service frequency and availability.

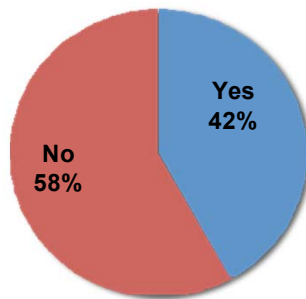


Note: Cross analysis of routes ridden regularly by customers who stated they were either “Dissatisfied” or “Very Dissatisfied” with each of the 3 elements

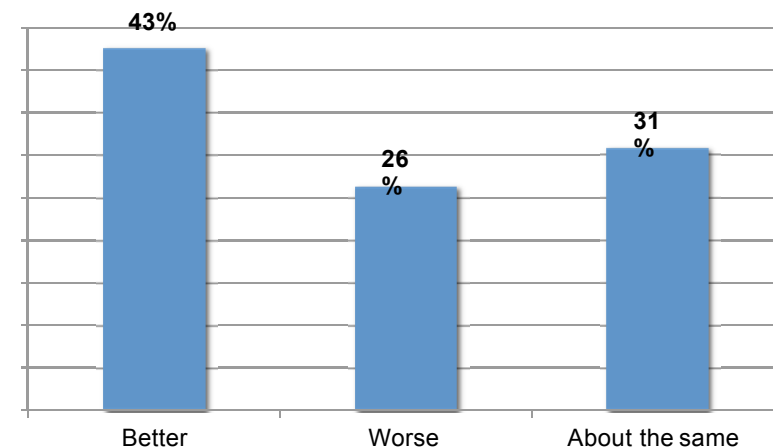
Customers' experience with other public transit agencies

- Approximately 42% of customers have ridden public transit in other cities.
- 74% of customers who have ridden transit elsewhere feel that PSTA's service is the same or better.

Have you ridden public transit in other cities?



If yes, how does PSTA compare?



Issues of Importance

Satisfaction with PSTA Customer Service

The Satisfaction with Customer Service category received the lowest levels of customer satisfaction:

- 54% of customers agree that their calls are answered promptly when calling Customer Service.
- 62% of customers agree that PSTA Customer Service representatives are helpful and courteous.

Recommendation:

- Conduct an analysis of Call Center demand verses availability to maximize staffing resources
- Provide additional customer service training for Call Center staff
- Develop call handling scripts and procedures
- Implement scorecard to monitor and manage Call Center performance at the department and individual level



Issues of Importance

Route Specific Analysis

- On time performance, travel time and service frequency / availability each rated high in importance but low in satisfaction.
- This is consistent with the most common customer recommendations for improvement are for increased frequency and extended hours.
- Slide 32 lists the most common routes regularly ridden by customers who report dissatisfaction with each of those service elements.

Recommendations:

- Conduct further analysis on the most common routes reported comparing perception to actual performance
- Develop prioritized plan for improvement targeting those specific routes



Issues of Importance

On-Time Performance

On-Time Performance has high importance and low satisfaction:

- 61% of customers agree that buses run on time.

Recommendations:

- Conduct a root cause analysis for On-Time Performance.
- Initiate process improvement initiatives based on the results of the root cause analysis.
- As On-Time Performance improves, create an onboard campaign for customers to recognize positive On-Time Performance.