



TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
 AGENDA – APRIL 19, 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. March 8, 2016 Meeting Minutes	CHAIR MANN		2
5.	INFORMATION ITEMS		4:15	
	A. October 2016 Service Improvements	30 min CASSANDRA BORCHERS		6
	B. Rules of the Road	10 min CYNDI RASKIN-SCHMITT		26
6.	FUTURE MEETING SUBJECTS		4:55	
	• System Service Improvements			
7.	OTHER BUSINESS		5:00	
8.	ADJOURNMENT		5:00	

\*\*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.

THE NEXT MEETING IS MAY 17, 2016 AT 4:00 PM



**ACTION ITEM**

**4A: March 8, 2016 Meeting Minutes**



**Action: Approve Meeting Minutes**

**Staff Resource:** Clarissa Affeld, Admin Assistant



- 
- Staff recommends approval of the minutes of the March TRAC Committee meeting.
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**Attachments:**

1. Minutes



PINELLAS SUNCOAST TRANSIT AUTHORITY  
 3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
[WWW.PSTA.NET](http://WWW.PSTA.NET) 727.540.1800 FAX 727.540.1913

**TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
 MINUTES – MARCH 8, 2016**

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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 February 16, 2016 meeting minutes, receive information on the Central Avenue Bus Rapid Transit (BRT) project schedule, a day in the life of a Bus Operator, and the 2016 service planning initiatives. The following members were present:

Elaine Mann, Committee Chair  
 Gloria Lepik-Corrigan, Committee Vice-Chair  
 Julie DiPietrantonio  
 David Kovar  
 Alejandra Mesa  
 Elisabeth Olden  
 Vivian Peters  
 Robyn Pierce  
 Kimberly Rankine  
 G.W. Rolle  
 David Schneider  
 Dave Stanton  
 Carson Zimmer

Absent:

Catherine Baranowski  
 Chelsea Schneiter  
 Christian Smith

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 4:04 PM.

## **PUBLIC COMMENT**

There were no public comments.

## **CHAIR'S REPORT**

Committee Chair Mann asked Mr. Miller to summarize the activities at the February Board meeting. He said a Federal Legislative presentation was provided by Harry Glenn from Van Scoyoc, PSTA's government affairs group. Mr. Miller reported that Mr. Glenn provided information on the Agency's Lo-No electric bus grant application and the Transportation Investment Generating Economic Recovery (TIGER) grant application. Mr. Miller also said that Mark Aesch from TransPro summarized the findings of the Customer Satisfaction Survey.

## **ACTION ITEMS**

Approval of Minutes – Ms. Pierce made a motion, seconded by Ms. Olden to approve the minutes of the February 16, 2016 meeting. There were no public comments. The motion passed unanimously.

## **INFORMATION ITEMS**

Central Avenue BRT Project Schedule – Cassandra Borchers, Chief Development Officer, reported that this project is one of PSTA's top priorities. She introduced Bonnie Epstein, Transit Planner, who provided a summary of accomplishments to date, scope of services, project budget, and the implementation schedule. The Committee had questions relating to coordinating the BRT with the trolley and regular bus schedules, the beach terminus location, and construction costs.

Day in the Life of a Bus Operator – Jeff Thompson, Director of Transportation, provided a presentation explaining how PSTA's Bus Operators are extensively trained and what transpires during their shift. He then introduced three Bus Operators – Juanita Johnson (19 years of service), John Dixon (10 years), and Donnell Wilson (14 years), who each gave a lively description of their experiences as Bus Operators. After their presentations, they answered questions from the Committee.

2016 Service Planning Initiatives – Ms. Borchers reported that the Planning staff has begun early planning activities related to route improvements and other services throughout Pinellas County. She presented 13 initiatives that are currently in the works and indicated that there will be a big service change in October. She said the initiatives will be presented to the TRAC Committee as they start to be better developed. She explained in further detail a few of the initiatives that are currently being worked on and the next steps on those projects. Ms. Borchers answered numerous questions from the Committee members on the various projects.

Committee Chair Mann had a few closing statements. She urged the members that if they have concerns or questions of staff, to send an email. She also asked Mr. Miller to talk a little more about the Direct Connect program.

### **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 5:11 PM. The next meeting will be held on April 19th at 4:00 PM.

## INFORMATION ITEMS



**5A: October 2016 Service Improvements**



**Action: Information Item**

**Staff Resource:** Bob Lasher, External Affairs Officer  
Cassandra Borchers, CDO



### **Background:**

- In early 2015, PSTA embarked on a customer focused redesign of services in concert with the tenets of the Community Bus Plan and in light of fiscal constraints.
- Staff developed a multi-phase plan approach to systematically examine every route in the entire PSTA network to improve efficiencies and delivery of service to customers. This became the “Customer Oriented System Redesign” element of the Path Forward Strategic Plan:
  - Focus resources where transit works best
  - Identify transportation alternatives for affected customers (if needed)
  - Use a data-driven and customer sensitive approach
- In Phase 1 of the System Redesign, PSTA examined underperforming routes and recommended service adjustments. As a result, the East Lake Connector was eliminated and Routes 1/30 were combined (new Route 22). The new Direct Connect pilot program was also implemented as an alternative mobility option for residents and visitors to the East Lake and Pinellas Park areas.
- Phase 2 compromised the transformation of bus services in Downtown St. Petersburg from a hub to grid system and service increases on select route. PSTA completed a robust public engagement and public information outreach effort both before and after the changes on downtown.

### **Summary:**

- Phase 3 will examine and make recommendations for the remainder of the PSTA network. Work for this phase includes:
  - Technical review of Community Bus Plan recommendations
  - Update of data used in performance analysis, as well as new data collection as needed
  - Extensive public outreach including engagement and information phases

- Two Phase Implementation (October 2016 and February 2017)

**Public Outreach Schedule for October 2016 Service Improvements:**

- Internal coordination is already underway as Planning staff has been meeting with Operators, Supervisors, SEIU Representatives to solicit their thoughts and ideas on proposed route improvements. Internal coordination will occur throughout the system redesign.
- Similar sessions are also underway with management and planning staffs from the municipalities where service changes are proposed for October 2016.
- PSTA will engage the public as part of the system redesign process. This will be done through numerous workshops, meetings and various electronic/digital and in-person contact methods.

**April – June, 2016:**

- Internal coordination with Transportation employees (Operators, Supervisors, Customer Service Representatives etc.) on proposed changes
- Meetings with County, City Managers and Staff:
  - Dunedin 4/12/16 at 9:30 am
  - Safety Harbor 4/13/16 8:30 am
  - Clearwater 4/14/16 11:00 am
  - St. Petersburg 4/18/16 1:30pm
  - Oldsmar 4/19/16 1:00 pm (Requested)
  - Tarpon Springs 4/19/16 9:00 am (Requested)
  - Pinellas County 4/20/16 3:00 pm (Requested)
  - Largo TBD
  - Pinellas Park TBD
  - Seminole TBD
- Public workshops:
  - 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
  - 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
  - 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
  - 5/28/16, 10:30AM – Noon St. Petersburg North Library

- Public Hearings
  - 6/7/16, 5:30-7:30 PM Clearwater East Library
  - 6/22/16, 9:00-9:30 AM PSTA Board Room

**June- August:**

- Driver, Customer Service and internal training and outreach once changes have been finalized.
- Develop new public information materials for October 2016 service changes.
- Engage city/county management and planning staffs from the municipalities where service changes are proposed for February 2017. Establish public engagement schedule and present to PSTA Committee and Board for February 2017 implementation. (Including, but not limited to: Gulfport, Largo, Pinellas Park, Seminole, South Pasadena, St. Petersburg)

**One week prior to service change: September 25th- October 1, 2016:**

- Staff outreach to riders with booklets at major transfer facilities
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders

**October 2-4, 2016 inclusive:**

- Ambassadors stationed at major transfer centers to aid riders with new route changes

**Fiscal Impact:**

- Adjustments proposed as part of the October 2016 Service Improvements are intended to be revenue neutral; any cost savings will be incorporated into the FY 2017 Budget or reserved for the February 2017 service improvements.

**Attachments:**

1. PowerPoint





# October 2016 Service Improvements

Phase 3 System Redesign

Transit Riders Advisory Committee

Planning Committee

April 20, 2016

Pinellas Suncoast Transit Authority (PSTA)

St. Petersburg, Florida



# Goals of the 2013 Bus Plan

- Wide scale community engagement “Tell us what do you want”
- Mold the bus network to better serve the economy and needs of our community
- Create a thoughtful, phased plan to suit a variety of funding scenarios
- Comprehensive plan development designed to maximize previous efforts



**Pinellas**  
community  
*bus plan*

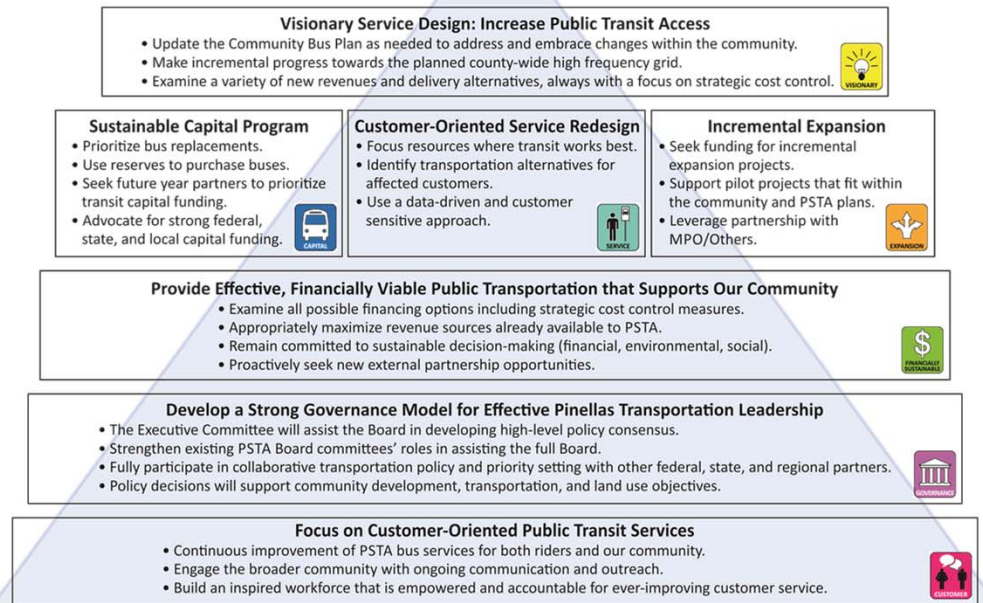


# May 2015 Strategic Direction

- Financial Stewardship
  - 5-year Balanced Budget Process
  - Increased Revenues
  - Decreased Expenses
- Sustainable Capital Program
- Service Redesign
- Incremental Expansion

## PATH FORWARD

**Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.**







## Where Are We Going?

- Budget/System Efficiencies Allow for Small ***Increases*** in services over time.
- Original 10-Phase Plan Now 3-Phase Plan:
  1. October 2015 – Inefficient Routes Eliminated
  2. February 2016 – Downtown St. Pete Grid Network
  3. Efficiency Improvements throughout County
    - a. October 2016 – North and Mid-County
    - b. February 2017 – South and Mid- County
- Additional Improvements to Follow:
  - Central Avenue BRT/ Downtown St. Pete Circulation
  - Clearwater Beach-TIA Express



## Where Are We Going?

**By 2017 Some New Revenue Bus Plan Principles Will Be Achieved:**

-  Increase frequencies to 15 minutes or better on Core and Frequent Local routes
-  Create efficient grid network that maximizes resources and service delivery
-  Improve overall span of service
-  Improve weekend service coverage

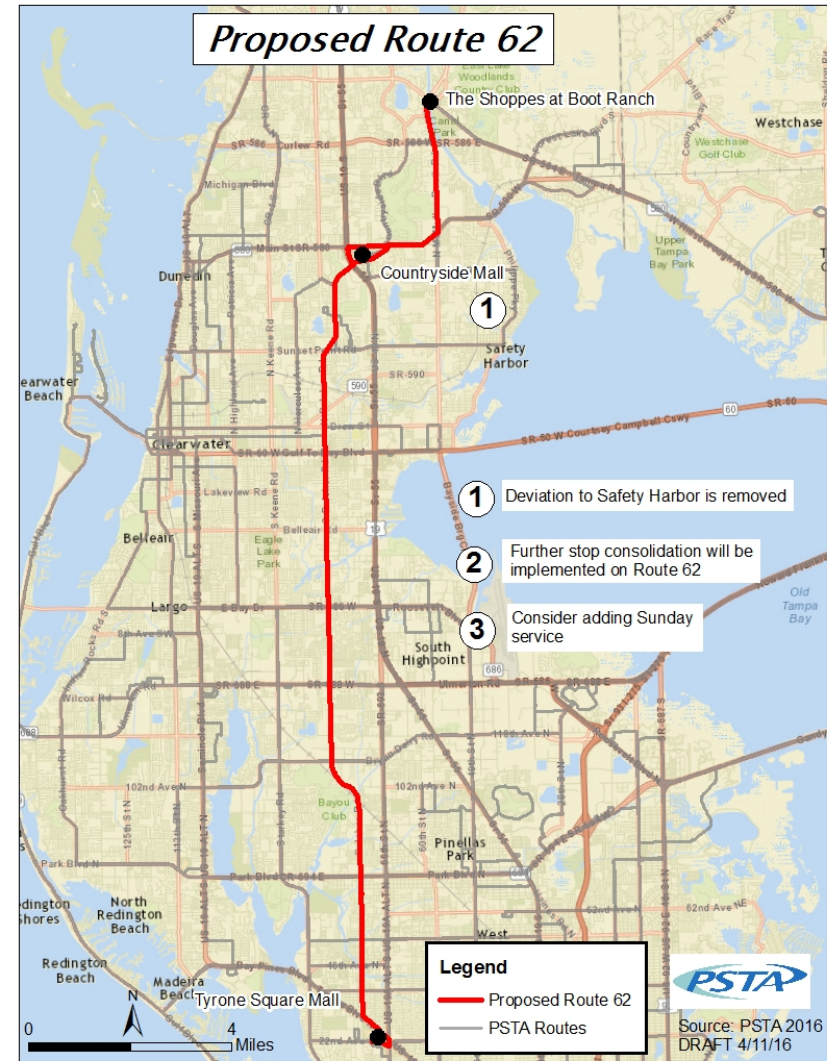
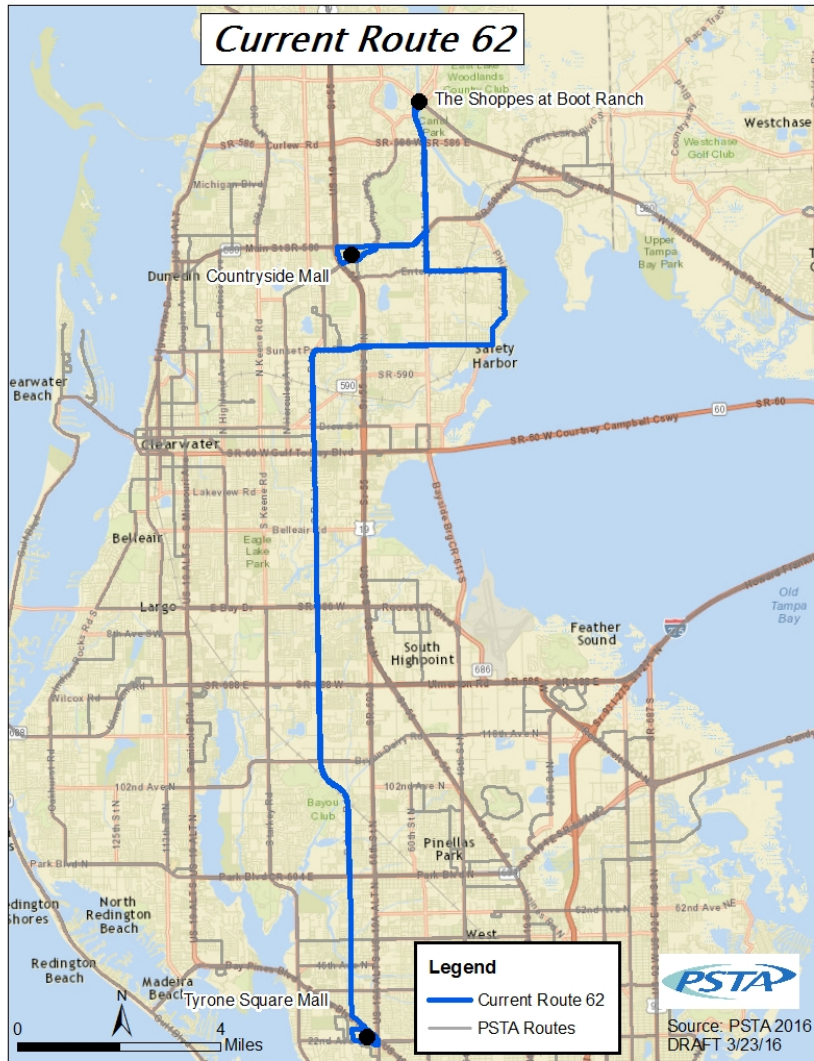


# October 2016 System-wide Streamlining

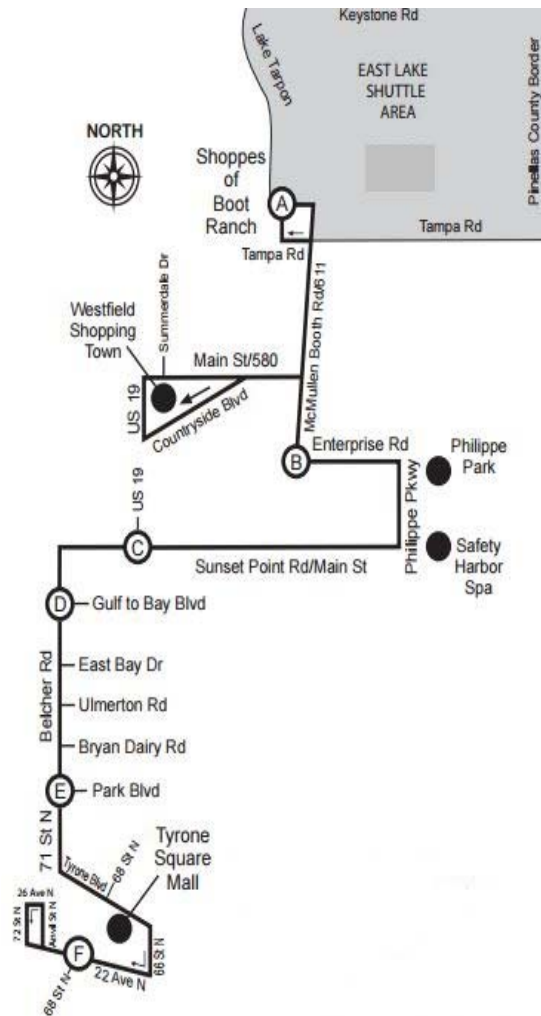
- Remove underutilized deviations
- Bus-Stop Consolidation: speed operations/save hours
- Reinvestment of saved hours or new investment
  - Evening and Weekend Service Expansions
  - Overcrowded Routes –require additional buses
- Specific Proposals:
  - Split long routes such as 62 (Belcher/Safety Harbor)
  - Redesign Jolley Trolley Coastal with segments of Route 66 for single 7-day service
  - Retain or expand routes with highest demand



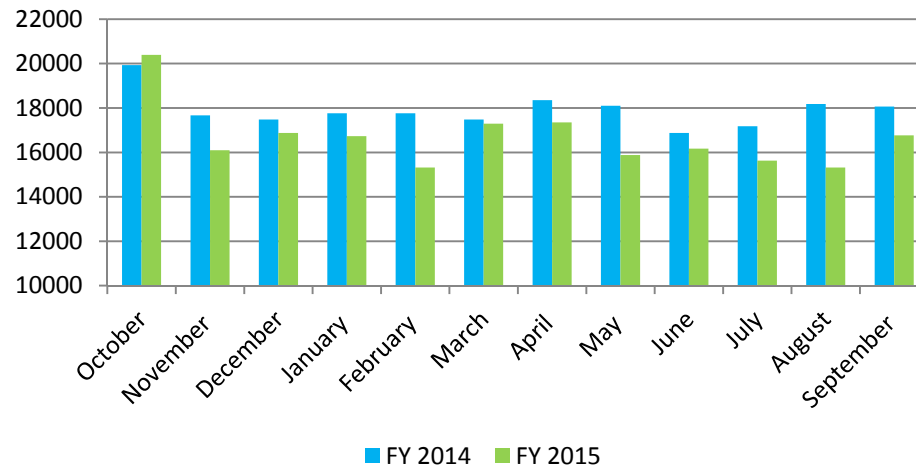
# Example: Route 62



# Route 62: Service and Performance



Route 62 Ridership by Month



## 2015 Statistics

2015 Metric		Rank (out of 41)
FY 2015 Ridership	199,843	19
Passenger/revenue mile	0.86	33
Passenger/revenue hour	14.36	32
Cost Recovery	24.02%	34
Final Combined Score	33.27 points	35

## Service Span

Monday - Friday	Saturday	Sunday
5am – 8:30pm	6:45am – 7:30pm	No Service

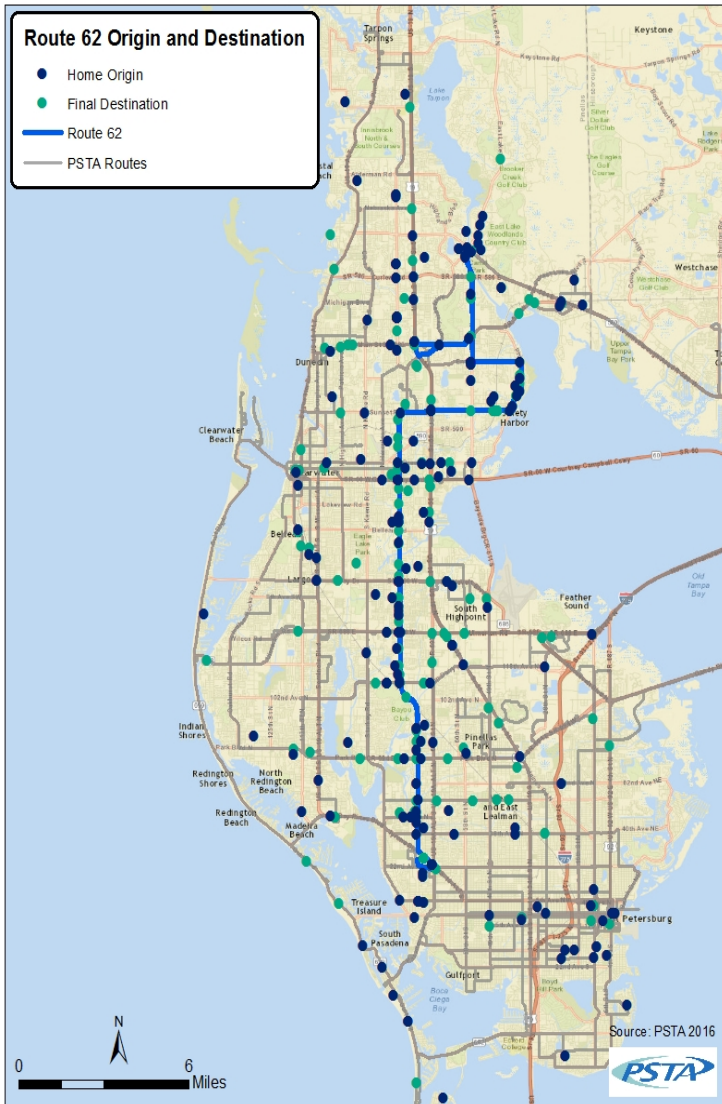
## Headway

Monday - Friday	Saturday	Sunday
60 minutes	60 - 120 minutes	No Service

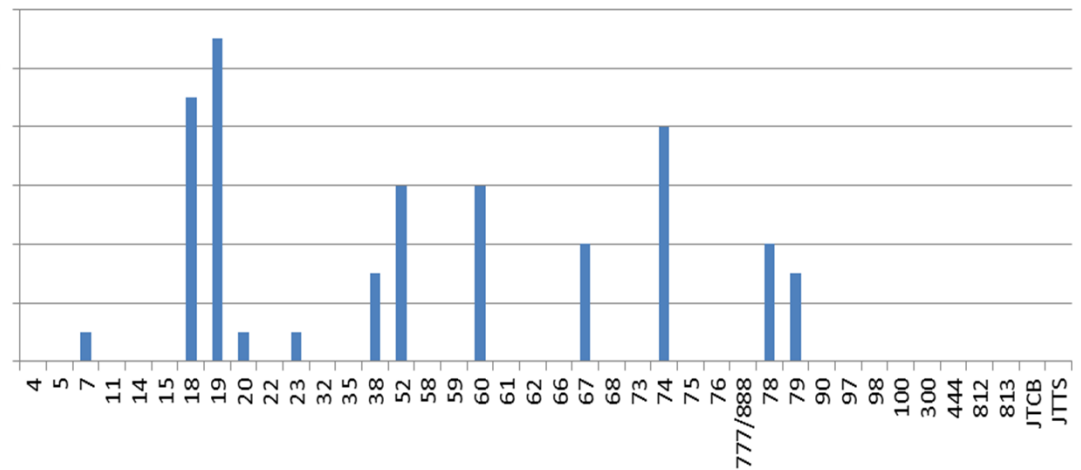




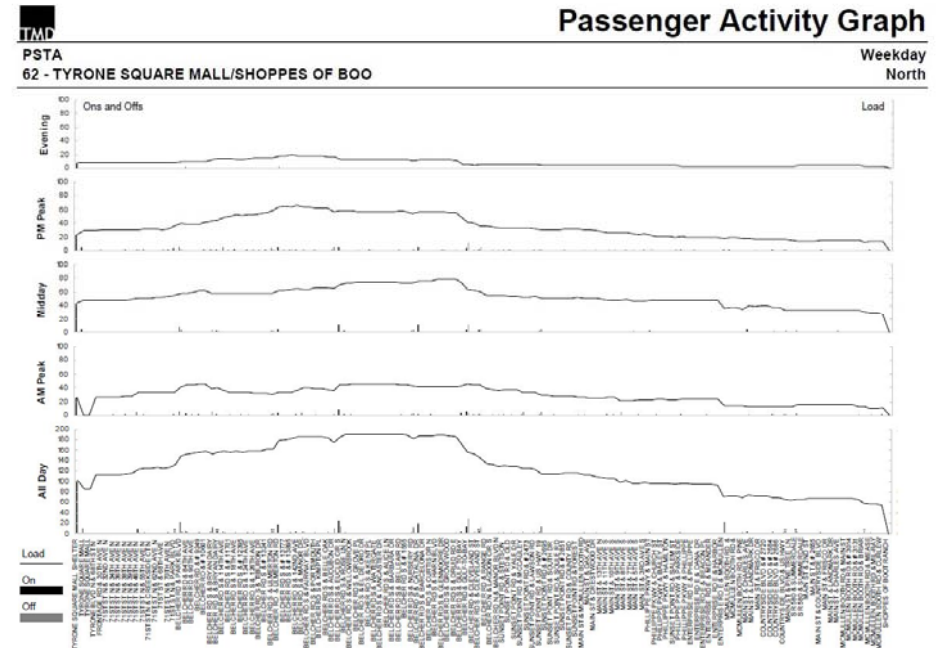
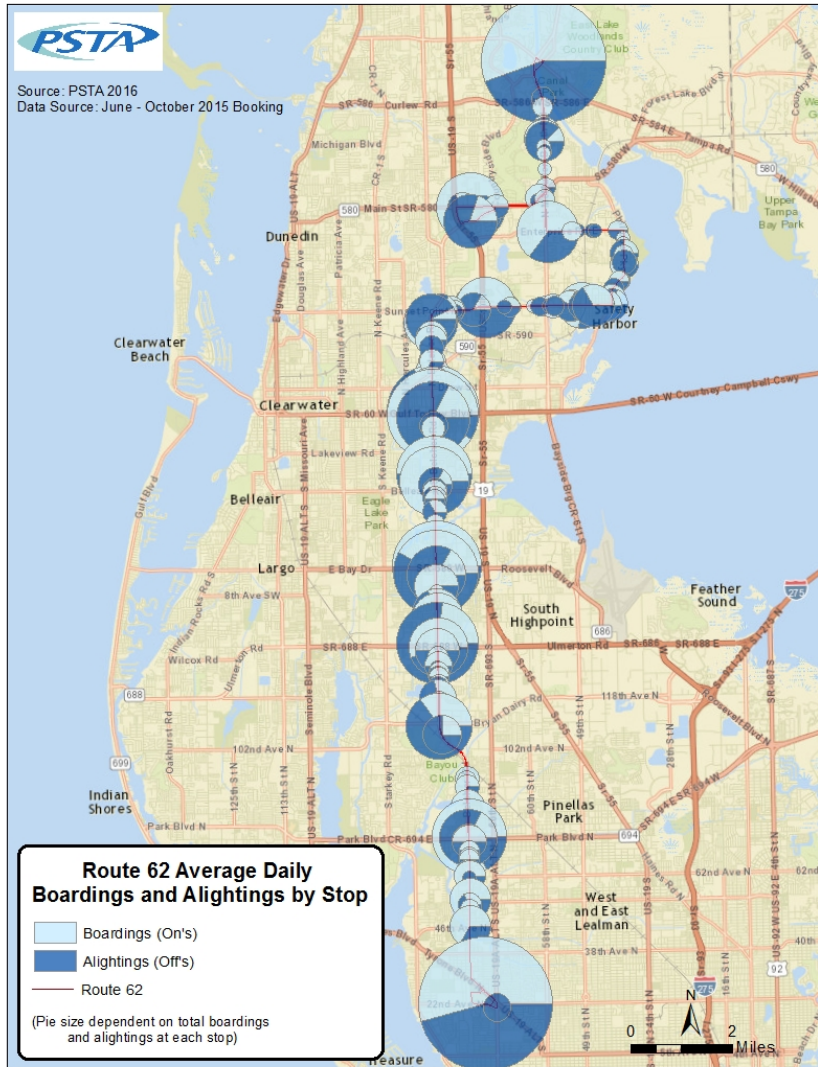
# Route 62: Rider Patterns



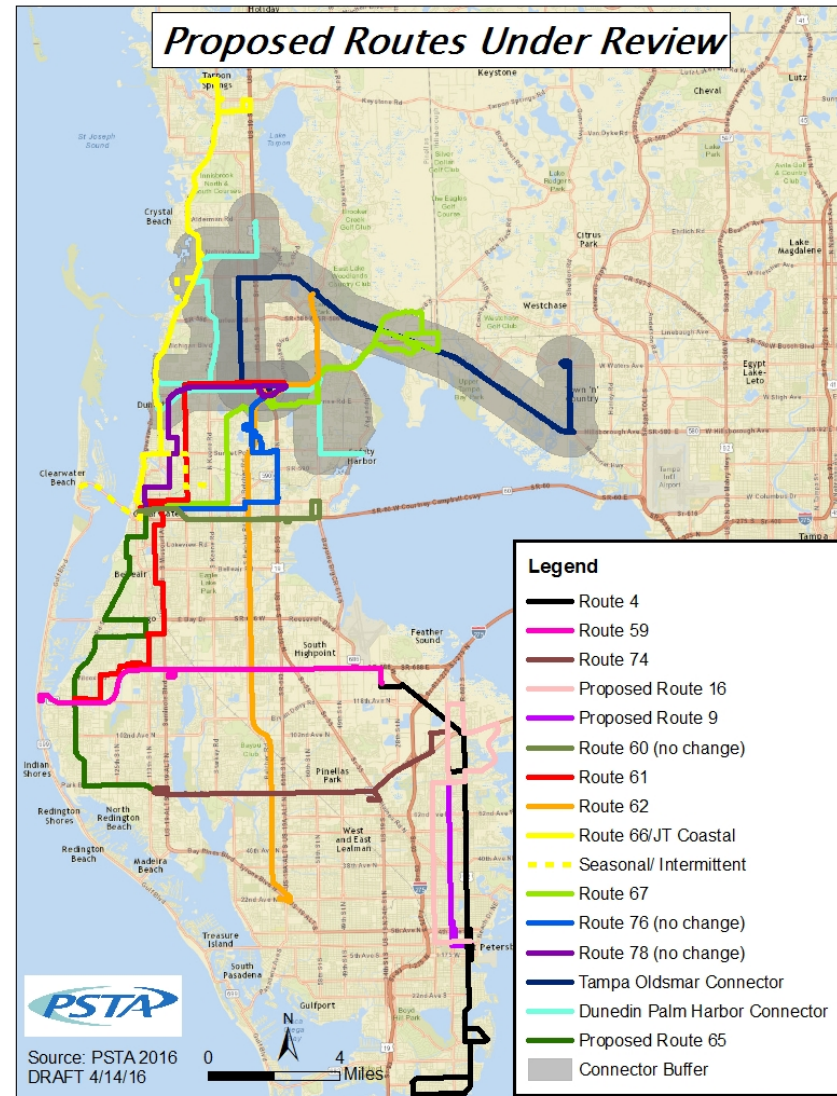
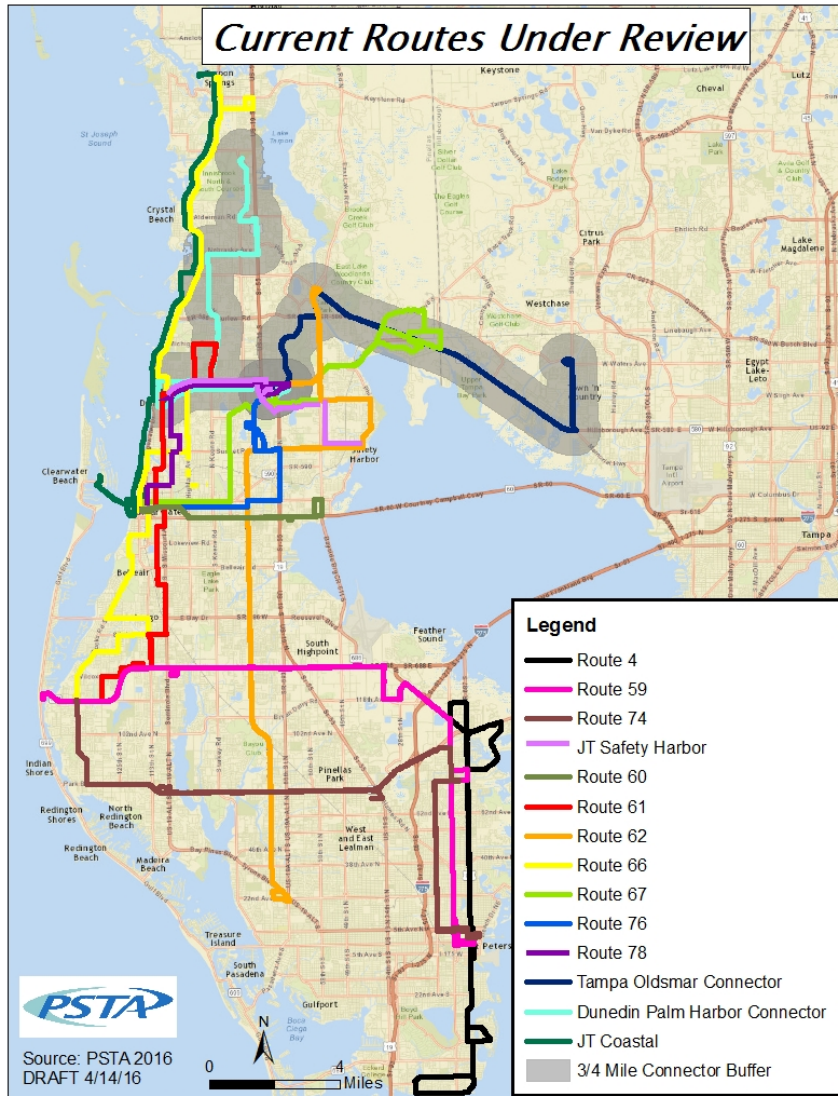
## Transfer Affinities



# Route 62: Rider Patterns



# System Proposal for October 2016



# Early Engagement

April – June, 2016:

- Internal meetings for feedback from Transportation employees (Drivers, Supervisors, CSR's etc.) on proposed changes
  1. Safety Security and Training
  2. Executive Review
  3. Operators, Supervisors, Customer Service Focus Groups
- Meetings with City/County staff
- Internal Workshops : Operators, Customer Service
- Public Workshops/Hearings
- Web/Social Media engagement



# Initial City/County Staff Outreach

- Dunedin 4/12/16 at 9:30 am
- Safety Harbor 4/13/16 8:30 am
- Clearwater 4/14/16 11:00 am
- St. Petersburg 4/18/16 1:30 pm
- Oldsmar 4/19/16 1:00 pm (Requested)
- Tarpon Springs 4/19/16 9:00 am
- Pinellas Planning 4/20/16 3:00 pm
- Seminole Pending
- Largo Pending
- Pinellas Park Pending



# Public Workshops/Hearings

## Workshops:

- 5/10/16, 5:30 - 7:00 PM Oldsmar Library, TECO Hall
- 5/11/16, 6:00 - 7:30 PM Dunedin, Hale Senior Center
- 5/12/16, 6:00 - 7:30 PM Tarpon Springs Recreation Center
- 5/28/16 10:30 – Noon St. Petersburg North Community Library

## Public Hearings:

- 6/7/16, 5:30-7:30 PM Clearwater East Library (Drew St.)
- 6/22/16 9:00- 9:30 AM PSTA Board Room



# Final Outreach – Public Information

## August – September

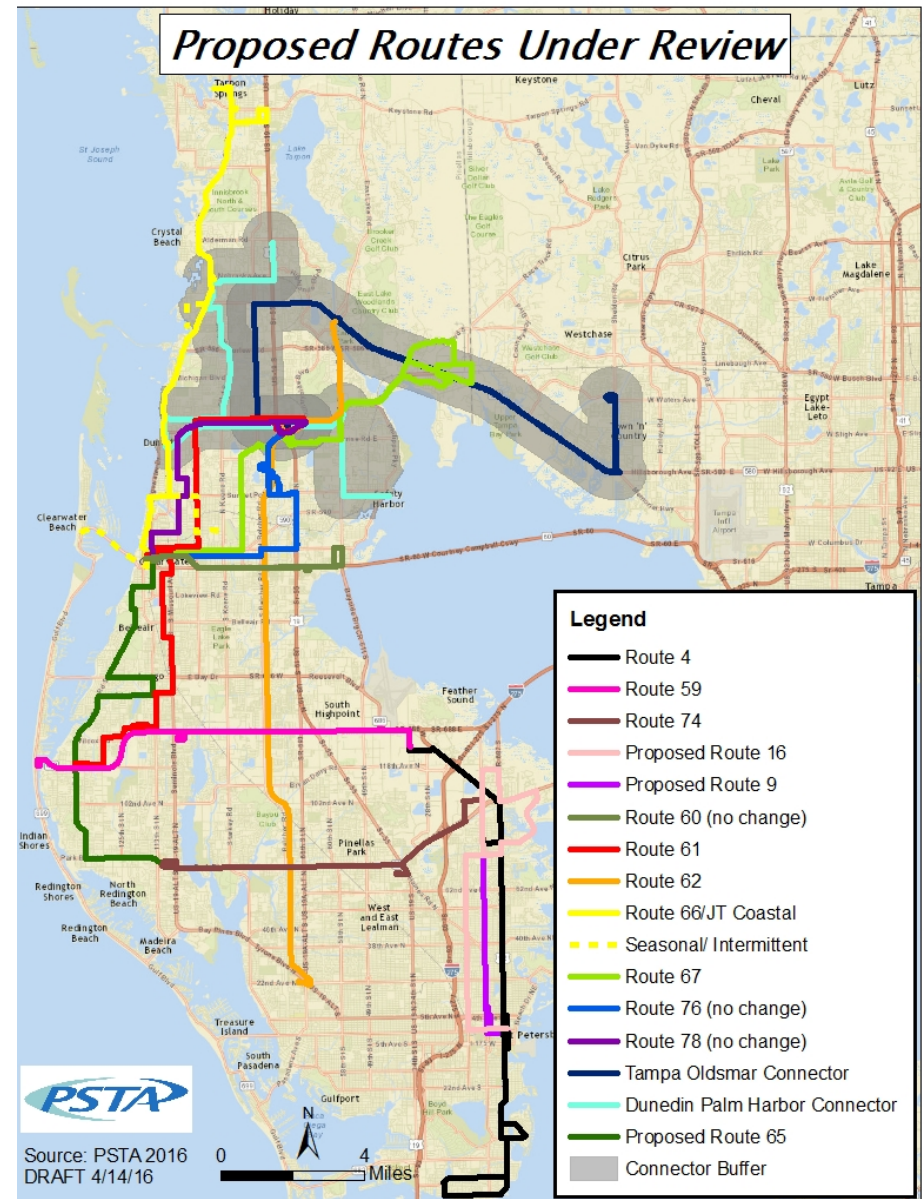
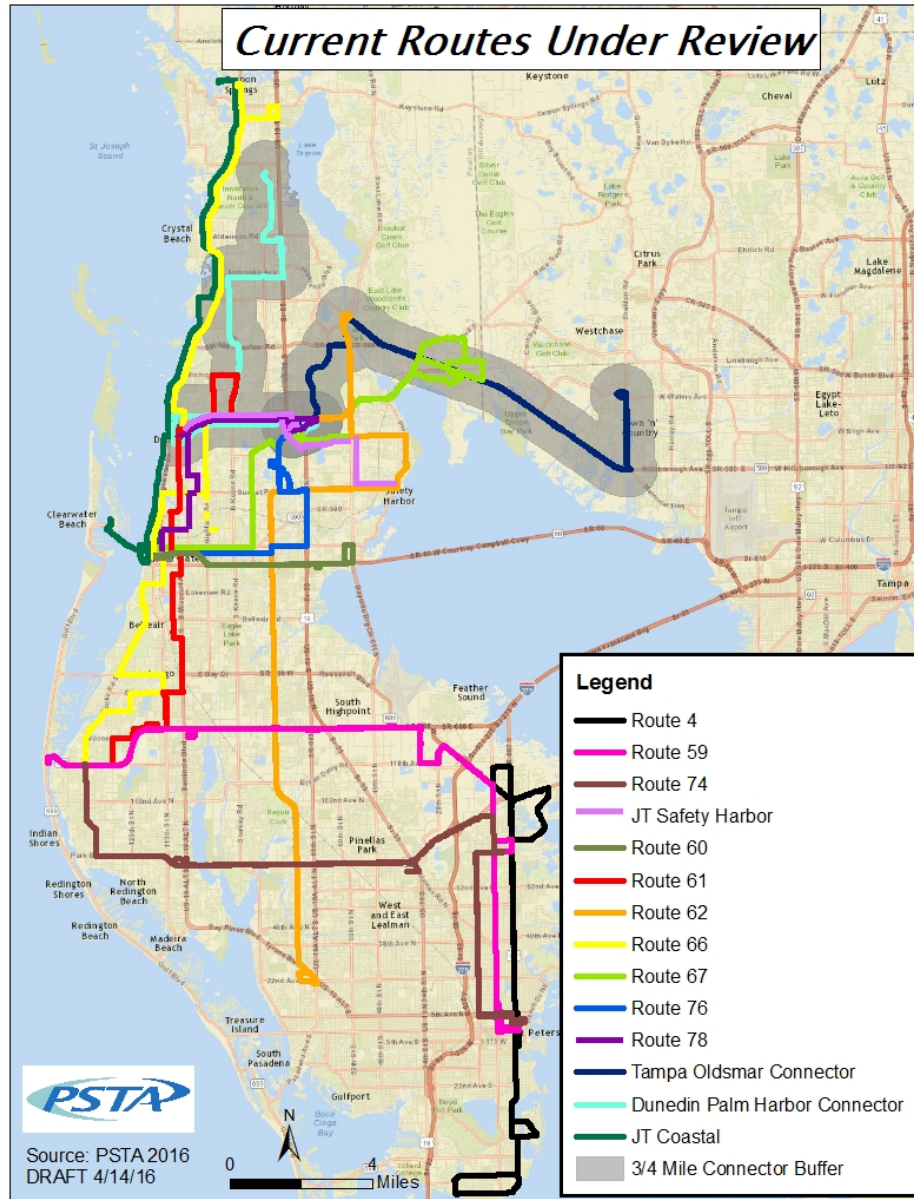
- Development of training and public engagement materials
- Internal training for Operators, Customer Service and Ambassadors

## Week prior to service change: September 25<sup>th</sup>- October 4<sup>th</sup>, 2016:

- Staff outreach to riders with booklets at major transfer facilities (34th Layby, Clearwater (Park St), Countryside Mall, Gateway Mall)
- Outreach will include three-hour ambassador shifts, which will be staggered throughout the day and week to ensure maximum exposure to majority of riders
- On-board Ambassadors, if needed



# System Proposal for October 2016





# Phase 3 System Improvements

## October 2016

- List Routes included
- Route 4
- Route 9 (new)
- Route 16 (new)
- Route 19
- Route 59
- Route 60 (no change)
- Route 61
- Route 62
- Route 65 (new)
- Route 66/JTNC
- Route 67
- Route 74
- Route 76 (no change)
- Route 78 (no change)
- Oldsmar/ Tampa Connector
- Dunedin/PH Connector
- JT Safety Harbor

## February 2017

- Routes included
- Route 5
- Route 7 (no change)
- Route 11
- Route 14
- Route 15 (no change)
- Route 18
- Route 20
- Route 2
- Route 22 (no change)
- Route 23
- Route 32
- CAT
- Route 38
- Route 52
- Route 58
- Route 68 (no change)
- Route 73 (no change)
- Route 75
- Route 79
- Route 90
- Route 97
- Route 98
- Route 444
- SCBT (no change)



## INFORMATION ITEMS



**5A: Rules of the Road**



**Action: Information Item**

**Staff Resource:** Cyndi Raskin-Schmitt



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### **Background:**

- PSTA developed and adopted a Code of Conduct to provide guidelines to riders regarding acceptable activities and behavior on board buses.
- PSTA's Marketing Department developed a plan to promote the Code of Conduct in a campaign called "Rules of the Road."
- The campaign includes a series of four videos, complementary interior bus posters, terminal posters, and a brochure.
- Staff will give TRAC a select preview of these materials.

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**Attachments: None**