



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – APRIL 19, 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 March 8, 2016 meeting minutes, receive information on the October 2016 service improvements and the Rules of the Road campaign. 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
G.W. Rolle
David Schneider
Chelsea Schneiter
Dave Stanton
Carson Zimmer

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Mann opened the meeting at 4:08 PM.

PUBLIC COMMENT

There were no public comments.

CHAIR'S REPORT

Committee Chair Mann asked Mr. Miller to provide a brief recap of the March Board meeting.

ACTION ITEMS

Approval of Minutes – Mr. Rolle made a motion, seconded by Ms. DiPietrantonio to approve the minutes of the March 8, 2016 meeting. There were no public comments. The motion passed unanimously.

INFORMATION ITEMS

October 2016 Service Improvements – Cassandra Borchers, Chief Development Officer, provided a presentation on the proposed service improvements. She spoke of the 2013 Pinellas Community Bus Plan, which was originally a ten-phase improvement plan. The plan is now a three-phase plan with phases one and two complete. Ms. Borchers explained that phase three will focus on efficiency improvements throughout the County starting in October 2016 with North and Mid-County, and in February 2017, the South and the remaining Mid-County. She also presented maps of the proposed service improvements.

Bob Lasher, External Affairs Officer, described the early engagement activities with City/County staff, internal workshops, and scheduled public workshops/hearings, as well as web/social media engagement. He indicated that a week prior to the service changes, staff will conduct public outreach to riders at all major transfer facilities and on-board, if needed.

The Committee had questions relating to the Safety Harbor route, which routes would not change, improvements to service hours, Route 73, Route 52, and Route 62.

[Committee Chair Mann left the meeting at 4:30 PM and did not return.]

Rules of the Road – Cyndi Raskin-Schmitt, Director of Communications, explained that PSTA developed and adopted a Code of Conduct to provide guidelines to riders regarding acceptable activities and behavior on board buses. She said that the

Marketing Department developed a plan to promote the Code of Conduct in a campaign called Rules of the Road. Ms. Raskin-Schmitt indicated that the campaign includes a series of four videos, complementary interior bus posters, terminal posters, and a brochure. She showed examples of the various Rules of the Road campaign materials.

Ms. Raskin-Schmitt informed the Committee about PSTA's Earth Day event taking place on April 20th at the Agency and also an Earth Day event taking place on April 23rd in Williams Park.

[Ms. Peters left the meeting at 4:49 PM and did not return.]

Ms. Raskin-Schmitt announced that there will be a ribbon cutting ceremony on April 28th for the new Largo Transit Center.

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 4:51 PM. The next meeting will be held on May 17th at 4:00 PM.