

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 AGENDA – MAY 17, 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. April 19, 2016 Meeting Minutes		CHAIR MANN	2
	B. Ulmerton Road Park & Ride	10 min	HENRY LUKASIK	6
5.	INFORMATION ITEMS		4:25	
	A. June & October 2016 Service Changes	15 min	CHRISTINE MCFADDEN	15
6.	FUTURE MEETING SUBJECTS		4:40	
	Approve October Service Improvements			
	Wheelchair Restraint System			
7.	OTHER BUSINESS		4:50	
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 JUNE 14, 2016 AT 4:00 PM



ACTION ITEM

4A: April 19, 2016 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Clarissa Affeld, Admin Assistant

TRAC

• Staff recommends approval of the minutes of the April TRAC Committee meeting.

Attachments:

1. Minutes



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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:

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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 Dave Stanton Carson Zimmer

G.W. Rolle

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.

DRAFT

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

<u>Approval of Minutes</u> – 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.]

<u>Rules of the Road</u> – 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.

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ACTION ITEMS



4B: Ulmerton Road Park & Ride





Action: Recommend Approval of a One-Time Contract with Jam 5:20

Construction, Inc. for the Ulmerton Park-n- Ride Improvements for a

Not to Exceed Cost of \$200,000.

Staff Resource: Henry Lukasik, Director of Maintenance

Lou Emma Cromity, Dir. of Procurement

Mark Knight, PSTA Construction Manager

TRAC

Background:

- In 1984, PSTA purchased the Kentucky Fried Chicken building located at 8780 Ulmerton Road in Largo and converted the property into an indoor park and-ride terminal.
- Over the next 30 years, age, instances of trespassing, vandalism, and break-ins have taken their toll on the condition of the facility.
- In May of 2015, PSTA closed the interior of the building in the interest of safety to the public, while continuing to utilize the outdoor spaces for passenger park and ride purposes.
- As of result of the building's current state of disrepair, PSTA, in conjunction with support from Federal Transit Administration (FTA) and Florida Department of Transportation (FDOT), have decided the Ulmerton Park-n-Ride facility should be demolished.
- In addition to demolishing the building, repairs to the pavement, curbing, and construction of an open, green/park public space in the general footprint of the existing building, and installation of PSTA's newly designed bus shelters will return this site to a useful and safe waiting area for the public.
- An Invitation for Bid (IFB) was released to secure the services of a general contractor/construction supplier to perform the demolition and renovation requirements.
- The following six suppliers responded to the IFB:

Certus Builders, Inc.	Jam 5:20 Inc.	Matcon Construction Services
R. Kruger Construction Inc.	Stripe A lot of American	Trias Construction

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 PSTA management staff reviewed all submitted bids and as a result, Jam 5:20 Inc., was selected as the most responsive, responsible and lowest cost supplier and therefore, is recommended for contract award.

Fiscal Impact:

- \$100,000 which is funded by FDOT.
- \$100,000 which will be funding by PSTA.

Recommendation:

• Recommend Approval of a one-time contract with Jam 5:20 Construction for the Ulmerton Park—n- Ride improvement with a not to exceed cost of \$200,000.

Attachments:

- 1. PowerPoint
- 2. Contract (CLICK TO VIEW/PRINT)



ULMERTON PARK N' RIDE IMPROVEMENTS

TRAC and Finance Committee May, 2016

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

















HISTORY

- 1984--Facility was built as a Kentucky Fried Chicken.
- 2003--PSTA purchases the property for \$750,000 and converts to a park and ride lot.



















FACILITY CONDITION

 2015—PSTA closes indoor facility due to age, trespassing, vandalism, and for the presence of mold/mildew.















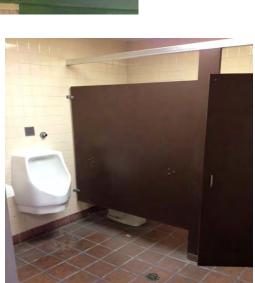






FACILITY CONDITION

















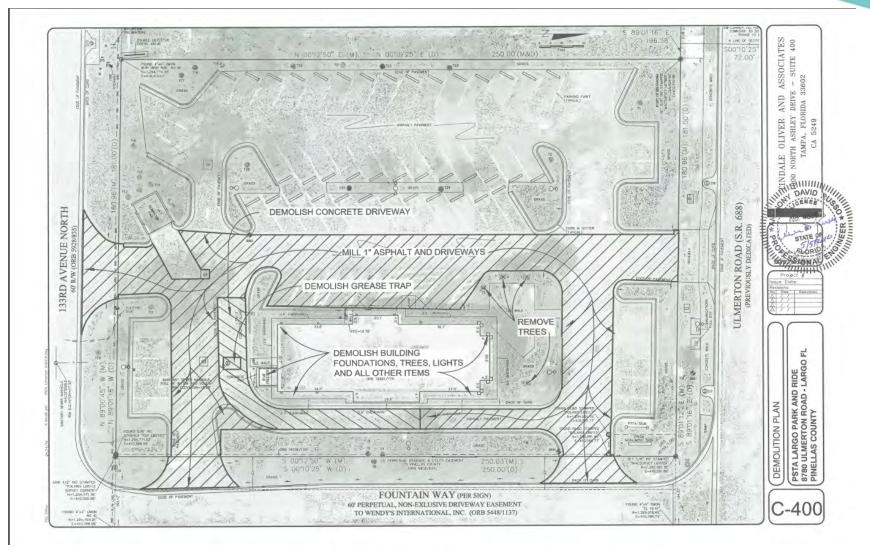








DEMOLITION PLAN











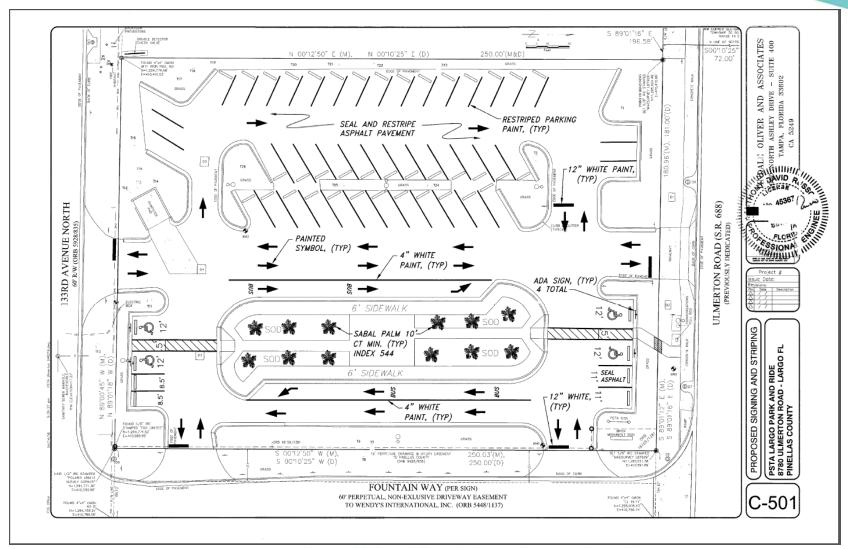








SITE PLAN RENOVATIONS



















QUESTIONS?















INFORMATION ITEMS



TRAC

5A: June & October 2016 Service Changes



Action: Information Item

Staff Resource: Cassandra Borchers, CDO

Christine McFadden, Manager of Schedules

Bob Lasher, External Affairs Officer

Juan Luvian, Marketing and Sales Coordinator

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)
 - o Use a data-driven and customer sensitive approach
- PSTA's ongoing effort is to enhance service to our customers while maintaining or improving overall system efficiency.
- 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 routes.
 PSTA completed a robust public engagement and public information outreach effort both before and after the changes on downtown.

June Service Changes Summary:

• As a follow up to Phase 1 of the service redesign, PSTA staff has engaged Pinellas Park in a discussion of how to improve services and launched the first pilot project partnership with Uber in the nation. Follow up changes include:

- Route 11 will be routed into Crystal Lakes Manor on trips after 7:00 AM providing service seven days a week and a longer span of service for residents.
- o Route 444 will be taken out of Crystal Lakes Manor allowing streamlined service for passengers and increased performance. PSTA will continue to work with Pinellas Park on future service improvements to Route 444 to better serve the community.
- As a follow up to the Phase 2 service redesign and subsequent discussions with City
 of St. Petersburg staff, Route 52 will be truncated at Grand Central Station.
 Passengers will be able to access downtown St. Petersburg on multiple routes. This
 will improve the on-time performance for Route 52 thereby providing more
 consistent service for our customers.

June Service Change Public Outreach:

- Week of May 2nd
 - Teleconference with St. Giles I & II, Mainlands, Crystal Lakes Manor and Magnolia Gardens
- Week of May 15th
 - o Attend resident meeting at Crystal Lakes Manor
 - o Distribute palm cards at Magnolia Gardens and Crystal Lakes Manor
 - o Memo for employees
 - o Driver/CSR forum
 - Behind the driver notices
- May 27th
 - o Informational sandwich boards at
 - Park Street Station
 - Pinellas Park Transit Center
 - Grand Central Station
- May 31st
 - Yellow Vest Outreach at Grand Central Station

October Service Changes Summary:

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

- o Extensive public outreach including engagement and information phases
- Two Phase Implementation (October 2016 and February 2017)

The results of this phase (to be implemented by 2017) will achieve many of the goals of the community bus plan within the existing resources of PSTA.

- The changes proposed for October are focused on North County with route improvement proposals for Safety Harbor, Palm Harbor, and the institution of 7-Days a week Jolley Trolley service for the first time from Clearwater through Dunedin to Tarpon Springs.
- Additional changes are focused on Mid-County including shortening routes to improve on-time performance and allow for targeted frequency improvements.
- Staff has met with the union and local jurisdictions to review proposed changes.
- Public meetings will be held May 10 -16, 2016 in Oldsmar, Dunedin, Tarpon Springs,
 St. Petersburg, and Clearwater.
- Staff will report on the proposed changes and comments received from the public.
- After the October service changes are approved (at the June Board Meeting) staff will turn our attention to South County and finishing Mid-County changes for a February service change.

Fiscal Impact:

- The June Service adjustments are expected to generate cost savings which will be incorporated into the October 2016 service improvements.
- Overall, service improvements for June 2016, October 2016 and February 2017 are expected to stay budget-neutral.

Attachments:

- 1. PowerPoint
- 2. October Service Change Map Overview
- 3. Route Change Descriptions



June and October 2016 Service Improvements

System Redesign

Transit Riders Advisory Committee

Planning Committee

May 18, 2016

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









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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





















May 2015 Strategic Direction

- Financial Stewardship
 - 5-year Balanced BudgetProcess
 - 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.

Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- . Make incremental progress towards the planned county-wide high frequency grid.
- · Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



Sustainable Capital Program

- · Prioritize bus replacements.
- Use reserves to purchase buses.
 Seek future year partners to prioritize
- transit capital funding.
 Advocate for strong federal, state, and local capital funding.

Tioritize

Customer-Oriented Service Redesign

- Focus resources where transit works best.
 Identify transportation alternatives for
- affected customers.

 Use a data-driven and customer

Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.

sensitive approach.

- . Remain committed to sustainable decision-making (financial, environmental, social).
- · Proactively seek new external partnership opportunities.

PHANO

Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.

Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



















Where Are We Going?

- Original 10-Phase Plan Now 3-Phase Plan:
 - 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
- Budget/System Efficiencies Allow for Small *Increases* in services over time.
- 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









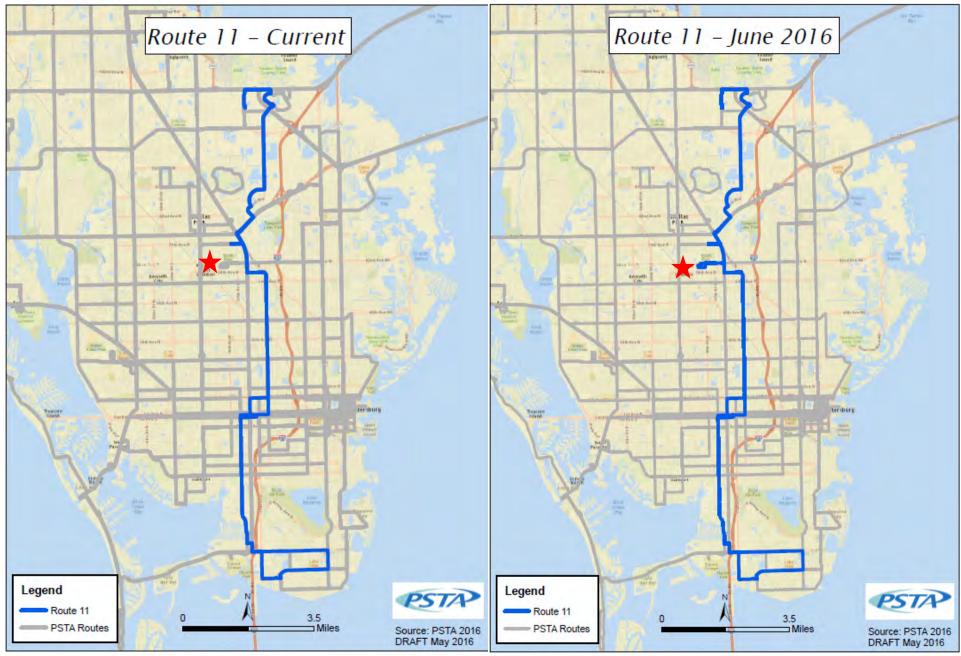






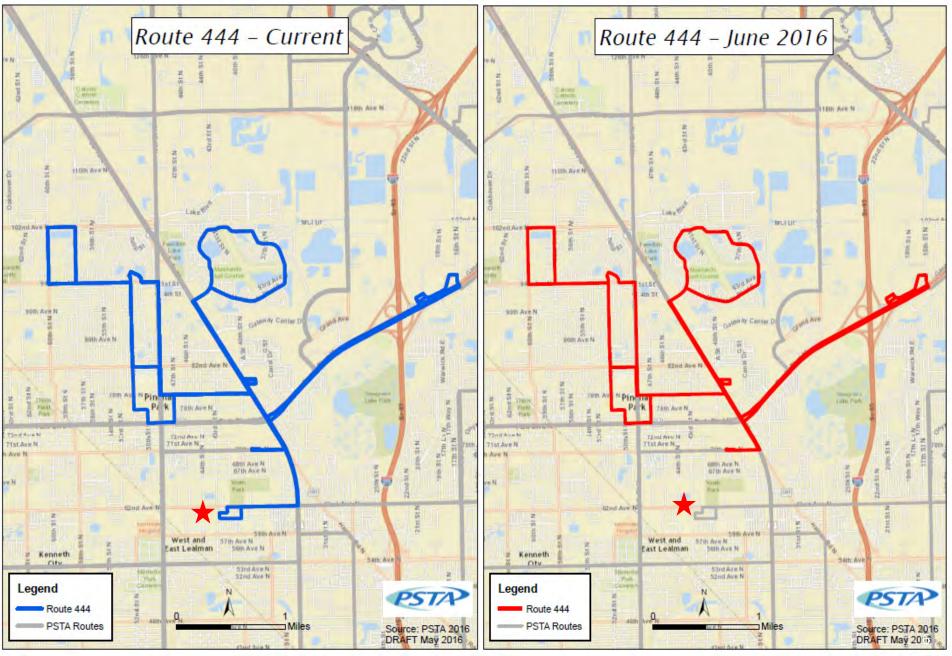
Routes 11





Routes 444







June Service Changes – Routes 11 and 444

- Teleconference
- Driver notification/education
- Distribute palm cards
- Behind the driver notice
- Informational boards at terminals
- Attend resident meeting (Crystal Lakes Manor)











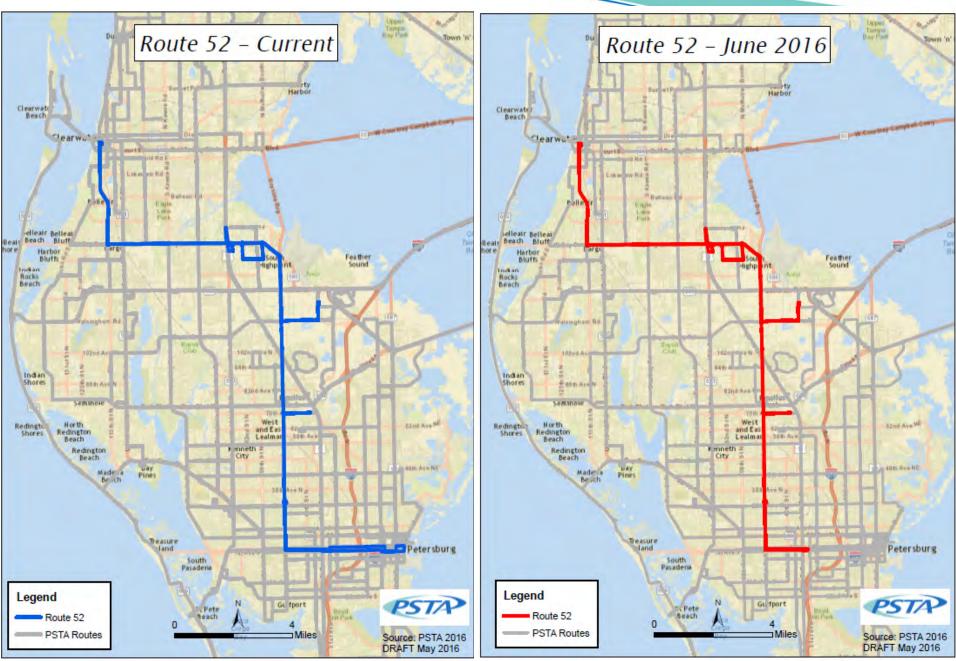






Route 52







June Service Changes – Route 52

- Driver notification/education
- Behind the driver notice
- Sandwich boards at terminals
- Yellow vest outreach at Grand Central Station



















October 2016 System-wide Streamlining

- Remove underutilized deviations
- Bus-Stop Consolidation: speed operations/save hours
- Reinvestment of some service hours such as:
 - Additional evening and weekend service
 - Additional buses for overcrowded routes
- 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
 - Enhance routes with highest demand









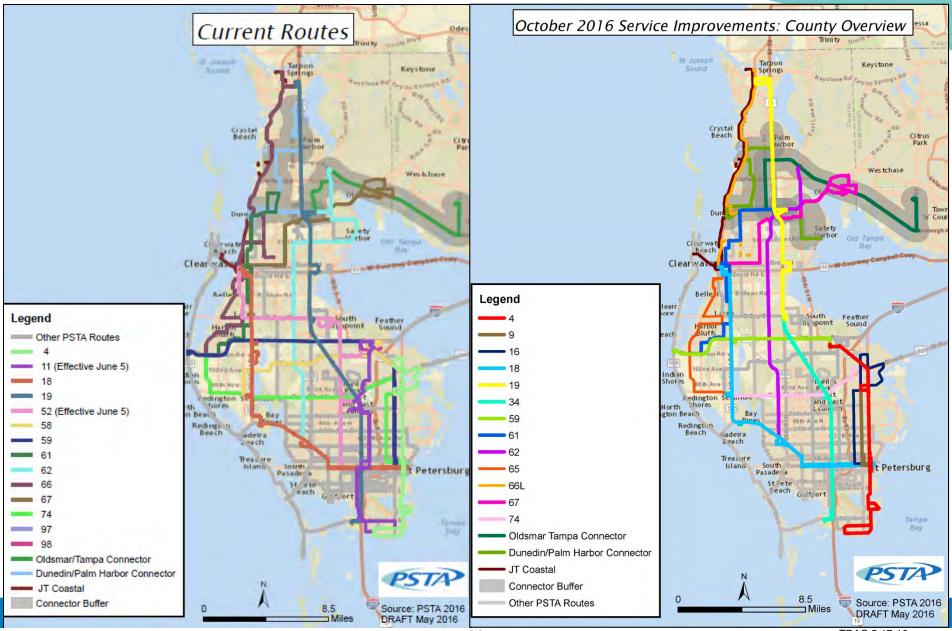








System Proposal for October 2016





Early Engagement and Public Workshops

- Internal Coordination
- City/County Staff to Staff Coordination
- 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

- 5/14/16 9:30 - 11:00 AM PSTA Auditorium

- 5/16/16 5:00 - 6:30 PM North Greenwood Rec. Center

- 6/7/16* 5:30-7:30 PM Clearwater East Library (Drew St.)

Week of 6/13
 Additional Public Hearing - TBD

^{*}Workshop and Public Hearing













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Comments from Public Workshops

- Bring Back East Lake Connector
- Like new Route 61 routing in downtown Dunedin
- Don't move service from Douglas Ave, need connection to Jays Stadium and Hale Center – Have JT Coastal do it
- Requested N/S Connection on Patricia
- Requested van-type of circulator for City of Tarpon Springs

















Final Outreach - Public Information

July – September

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

Week prior to service change: September 25th- October 4th, 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









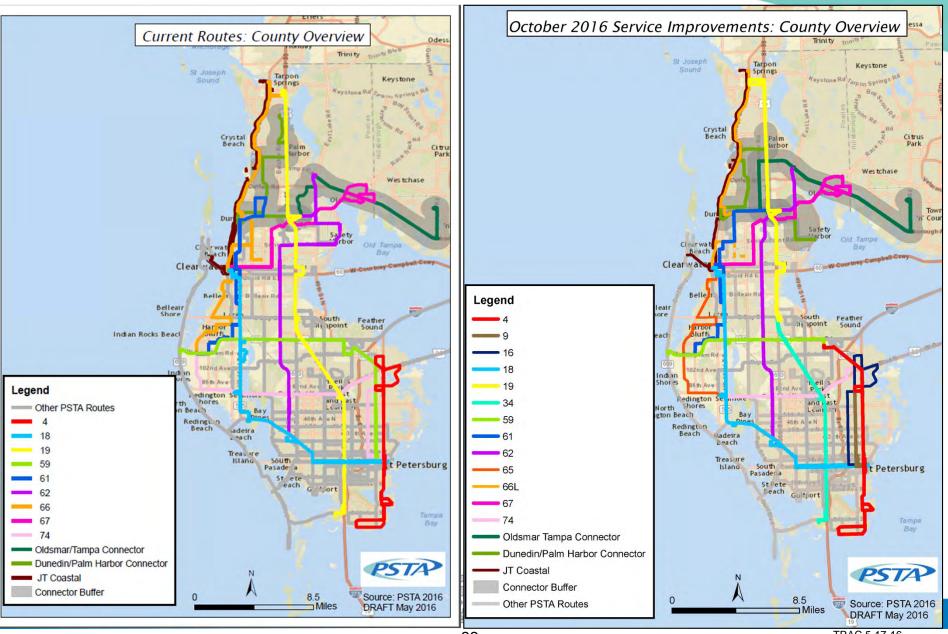


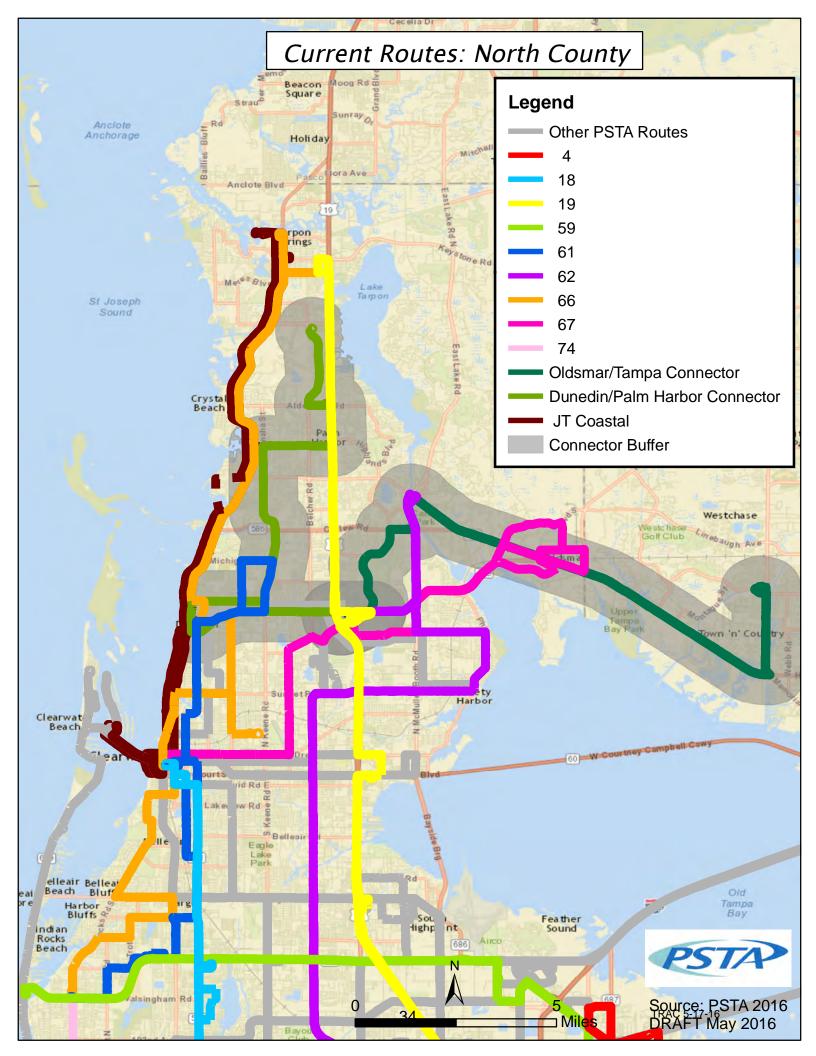


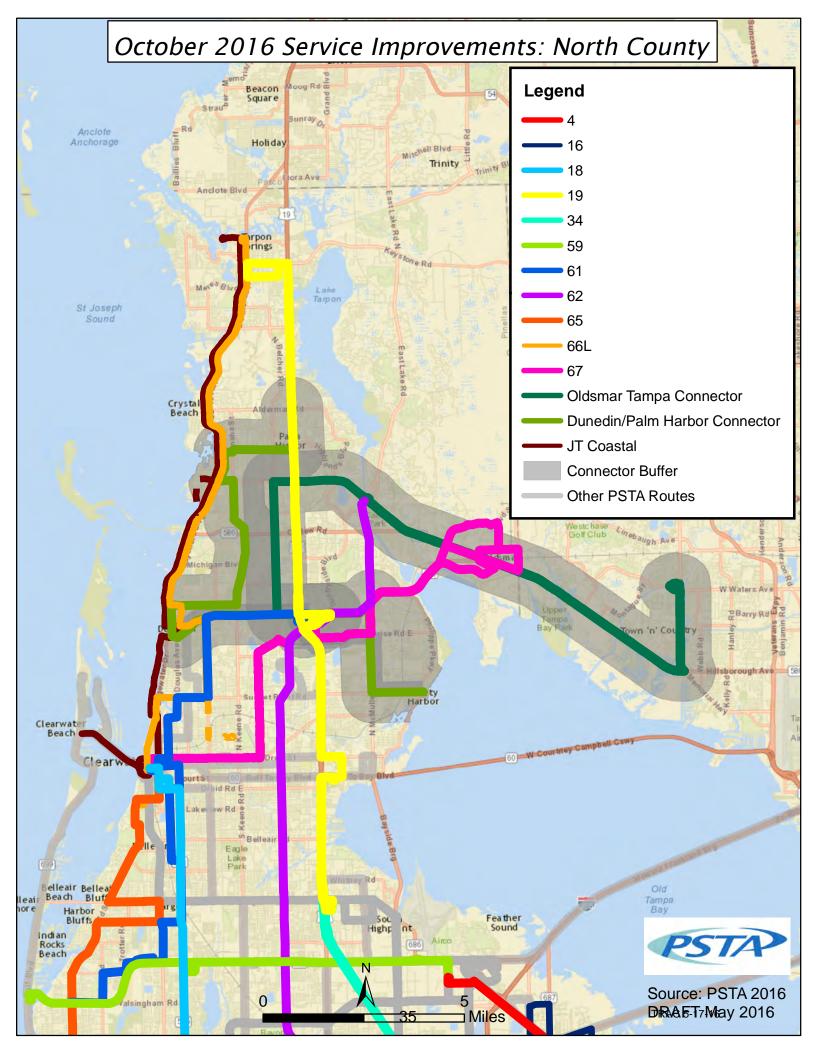


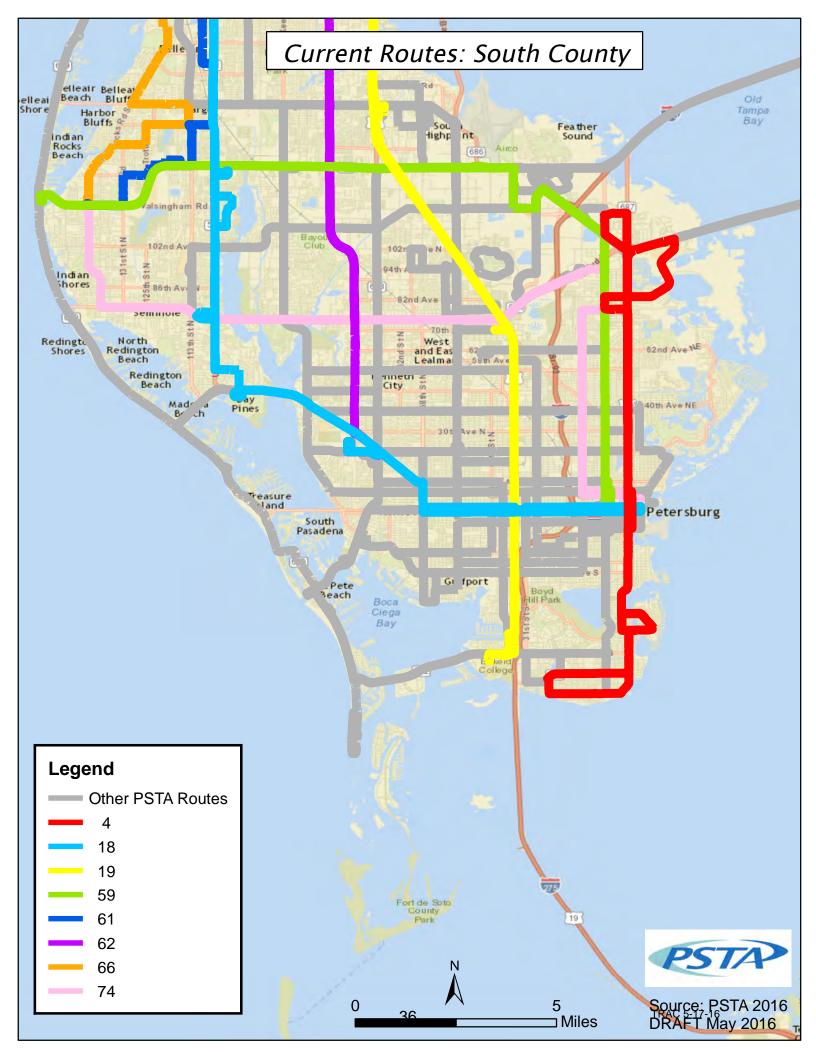


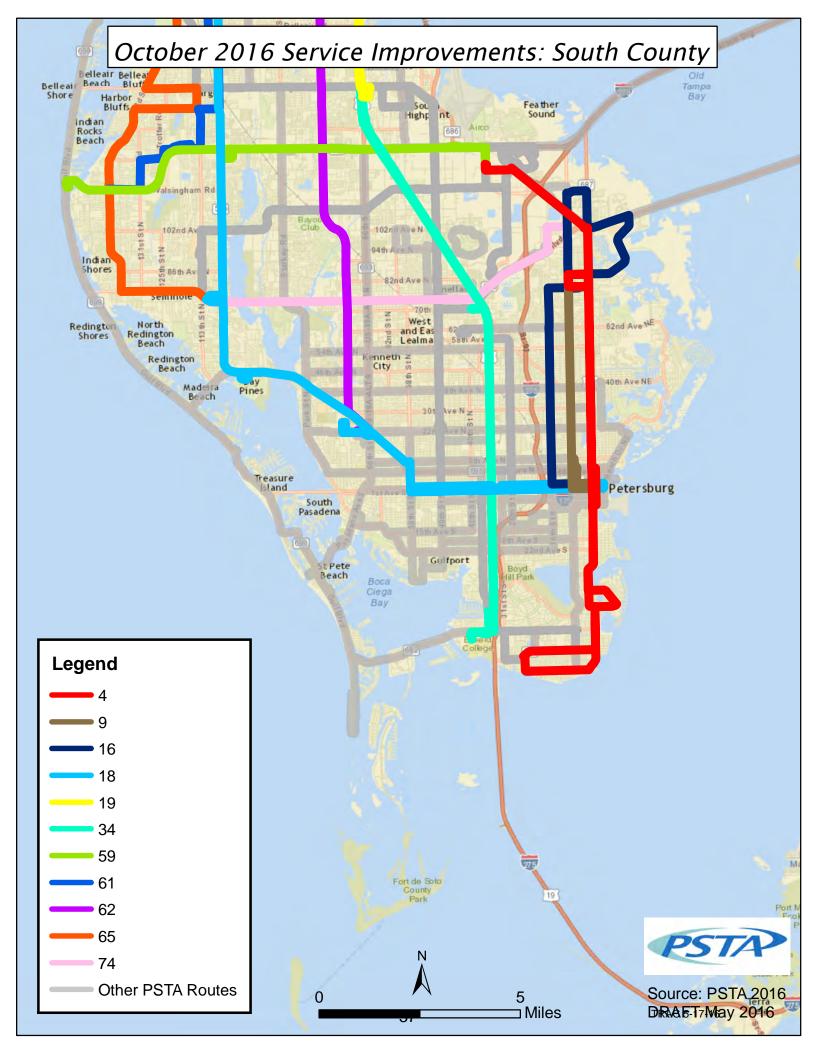
System Proposal for October 2016

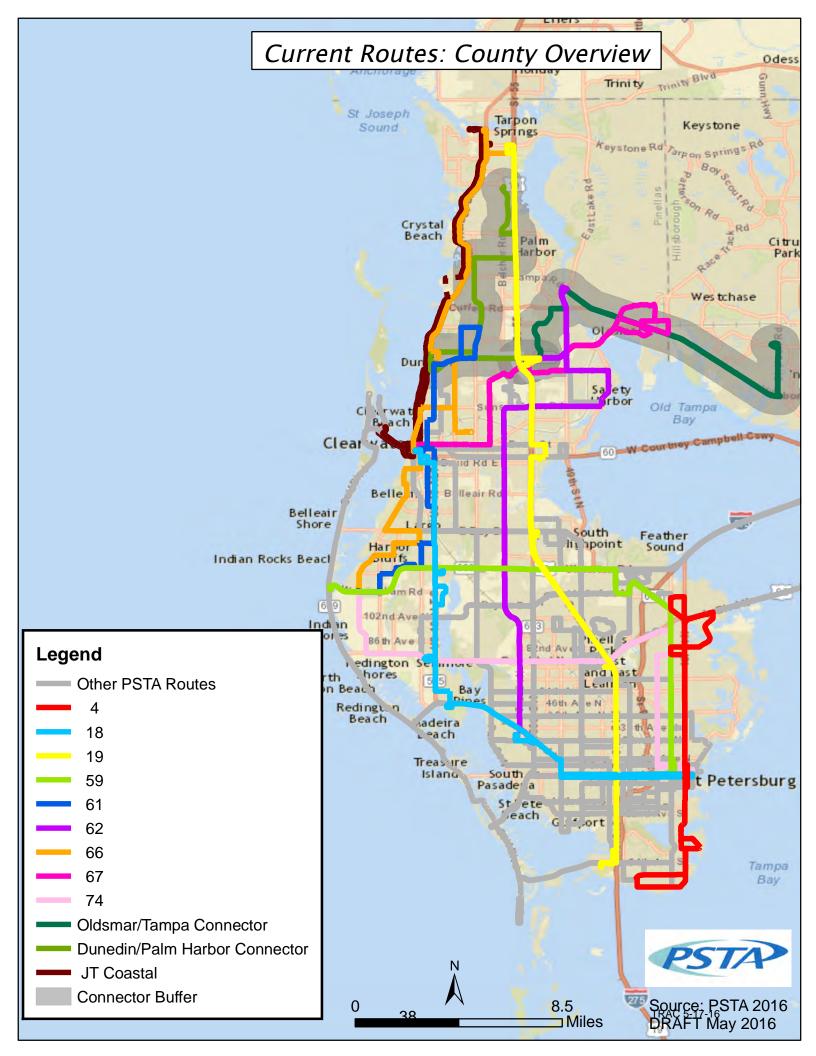


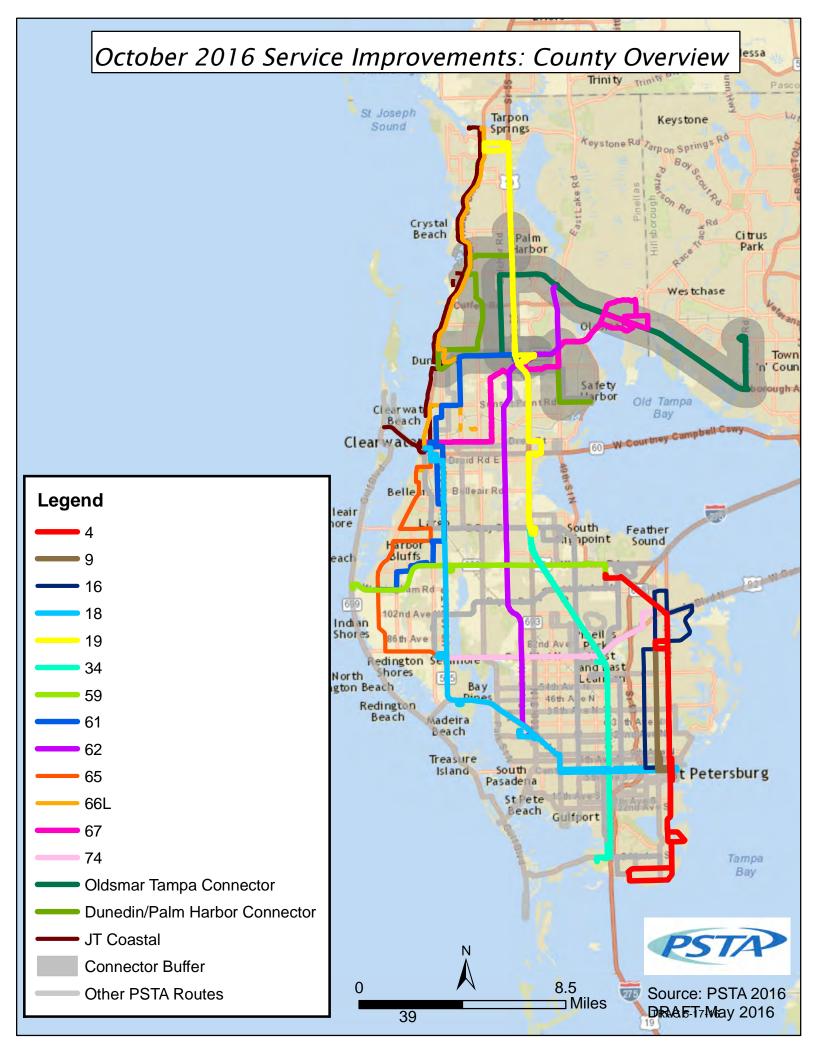














October 2016 Service Change Route Descriptions

Route 4

Streamlined to reduce travel time and better connection with Route 59

- Extended to PSTA Administration Layby
- Goodwill and 118th Loops now served by New Route 16

New Route 9

New name for southern end of current Route 59

- Replaces North/South Section of Route 59 traveling on MLK
- Will run 30 minute service between Gateway Mall and Downtown St. Petersburg

New Route 16

New name for southern end of current Route 74

- Replaces North/South Section of Route 74 traveling on 16th Street North
- Will serve Goodwill and 116th Ave North Loop previously on the Route 4
- Will run 60 minute service between Gateway Mall and downtown St. Petersburg

• *Route 19/*Route 34 (new)

Route 19 will be split into two separate routes to improve on time performance

- Route 19 in Tarpon Springs will be extended to Alt 19 to connect to JT Coastal
- Route 19 and New Route 34 will meet at the New Largo Transit Center

New Route 34

New name for southern end of current Route 19 after split at Largo Transit Center

 Will provide service along 34th Street including Grand Central Station and Eckerd College

*Route 59/*Route 9 (new)

Route 59 will be split to improve on time performance with headways boosted to 15 minutes

- East/West section will remain Route 59 and meet with Route 4 at the PSTA Layby (Improved E/W frequencies to match Route 4 – every 15 minutes)
- North/South portion of current route 59, will become the NEW Route 9 linking Gateway
 Mall and Downtown St. Petersburg along 16th/MLK with 30 minute headways

Route 60 (no change)

Route 61

Streamlined for efficiency and extended to Countryside Mall to offer additional travel options to that popular destination

- CR1 Michigan Loop (Dunedin Rec. Center and Dunedin H.S.) will be served by the DPH Connector
- Moving north/south segment in Dunedin from Douglas to Patricia Ave.

Route 62/*Dunedin/PH Connector

Route 62 will be streamlined to improve efficiency and shorten travel times

- Route 62 will continue to serve Belcher with a direct connection to Countryside Mall and Shoppes and Boot Ranch; will no longer serve Safety Harbor
- DPH Connector will be extended to serve Safety Harbor, terminating at Phillipe Parkway.
 The deviation area will be extended to cover all areas formerly served by the Route 62

New Route 65

Replaces southern half of current Route 66 and a portion of current Route 74

- Will operate from Park Street Terminal south to Indian Rocks Shopping Center (southern leg of current Route 66)
- Continues from Indian Rocks Shopping Center to Seminole Mall (currently served by Route 74)

*Route 66/*Route 65 (new)/*JT North Coastal

Route 66 will be split into two routes to improve on time performance

- The northern part of the Route 66 and Jolley Trolley North Coastal will be combined in a single local service
- The southern half of the current Route 66 will now become the Route 65
- The new Route 66 Limited Stop (66L) will use the current routing but be restricted to commuter service from Tarpon Springs to Clearwater Fundamental and downtown Clearwater/Morton Plant Hospital
- Jolley Trolley North Coastal Route will follow the current routing plus an extension from Island Way to the beach
- JT North Coastal is proposed for 7 day/week service (10AM-10PM Su-Th, 10AM-12AM Fri/Sat)

Route 67

Route 67 will serve Nielsen loop on all trips

*Route 74/*Routes 16 & 65 (new)

Will be shortened to current routing between Gateway Mall and Seminole Mall

- Portion of 74 that now runs from Seminole Mall to Indian Rocks Shopping Center will be served by the new Route 65
- Portion of 74 that currently runs from Gateway Mall to downtown St. Petersburg along 16th Street will now be the new Route 16 with 60 minute service to Goodwill and 118th Loops
- Route 76 (no change)
- Route 78 (no change)

*Oldsmar/ Tampa Connector

Slight route change to serve areas with higher demand

- Moving from Countryside Blvd. to Belcher Rd.
- Will run north to Tampa Rd and connect with Hillsborough Ave.

JT North Coastal

Combining with resources of the northern portion of Route 66

- 7 day service between Tarpon Springs Sponge Docks and Clearwater Beach (no longer ending at Island Estates)
- Sunday thru Thursday service operating 10:00a.m. to 10:00p.m.
- Friday and Saturday service operating 10:00a.m. to midnight
- Friday night, all day Saturday and Sunday service to Ozona
- JT Safety Harbor (no change)