



TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
 AGENDA – JULY 19, 2016; 4:00 PM  
 PSTA AUDITORIUM

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2.	PUBLIC COMMENT		
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	• February Service Improvements		
7.	OTHER BUSINESS		
8.	ADJOURNMENT		

\*\*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 AUGUST 16, 2016 AT 4:00 PM



**ACTION ITEM**

**4A: June 14, 2016 Meeting Minutes**



**Action: Approve Meeting Minutes**

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



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

**Attachments:**

1. Minutes



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## TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES – JUNE 14, 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 May 17, 2016 meeting minutes and recommend approval of the October 2016 service improvements and the wheelchair restraint system contract. The following members were present:

Elaine Mann, Committee Chair  
Gloria Lepik-Corrigan, Committee Vice-Chair  
Richard McDaniel  
Alejandra Mesa  
Elisabeth Olden  
Kimberly Rankine  
G.W. Rolle  
David Schneider  
Dave Stanton  
Carson Zimmer

Absent:

Catherine Baranowski  
Julie DiPietrantonio  
David Kovar  
Vivian Peters  
Robyn Pierce  
Chelsea Schneiter  
William Vincent

Also Present:

Brad Miller, CEO  
PSTA Staff Members  
Members of the Public

## CALL TO ORDER

Committee Chair Mann opened the meeting at 4:10 PM.

## PUBLIC COMMENT

There were no public comments.

## CHAIR'S REPORT

Committee Chair Mann reported on the May Board meeting stating that PSTA passed its annual audit successfully. Mr. Miller said that the Board had a long discussion about the purchase of replacement buses and it is his hope that there will be a decision made at the June Board meeting.

## ACTION ITEMS

Approval of Minutes – Mr. Rolle made a motion, seconded by Ms. Olden to approve the minutes of the May 17, 2016 meeting. The motion passed unanimously.

October 2016 Service Improvements – Cassandra Borchers, Chief Development Officer, spoke about the recent service changes and the planned October service improvements in North and Mid-County. She presented maps showing the planned service changes on Routes 61, 62, the Dunedin/Palm Harbor Connector, Route 66, the Jolley Trolley, and the Oldsmar/Tampa Connector. Ms. Borchers said that Route 18 will be streamlined to reduce travel time and improve on-time efficiency and Route 19 will be split into two separate routes. She also spoke about the service changes affecting the Mid-County routes. Committee Chair Mann expressed her concern about the route changes on Douglas Avenue in Dunedin.

Ms. Borchers stated that there will be one more public hearing on the services changes, which is scheduled for June 18th. She also outlined the public outreach planned for July through October. Ms. Lepik-Corrigan asked about service to the Countryside Library and Ms. Borchers explained that route. Ms. Lepik-Corrigan made a motion, seconded by Ms. Rankine to recommend approval of the October service improvements. There were no public comments. Motion passed (9:1) with Committee Chair Mann dissenting.

Committee Chair Mann introduced and welcomed Richard McDaniel, TRAC's new member representing the alternate student position.

Wheelchair Restraint System – Debbie Leous, Chief Financial Officer, indicated that PSTA applied for and was awarded discretionary grant funding under the state-allocated Federal Section 5310 Seniors and Individuals with Disabilities Capital Assistance Program. She noted that the basis of the grant application was to upgrade 46 2006 Gillig buses wheelchair restraint systems.

Henry Lukasik, Director of Maintenance, explained the upgrades to the buses. He indicated that staff is recommending approval of a contract for seat/securement equipment upgrades for 46 buses with Gillig, LLC for a total cost not to exceed \$242,000. Mr. Lukasik stated that the Federal Transit Administration's (FTA) share would be \$193,600, the Florida Department of Transportation (FDOT) \$24,200, and PSTA local share \$24,200.

The Committee had questions relating to the latching system and the riders' mobility devices latching system. Mr. Lukasik confirmed that every latching system is different on mobility devices. There was discussion about the storage area on the bus being replaced by fold-down seats and the need for a place to store baby strollers and shopping carts. It was suggested that some type of cargo net restraint system could be used for these items. Mr. Lukasik indicated that he will speak with other transit authorities across the country on how they store items. Mr. Stanton made a motion, seconded by Ms. Olden to recommend approval of a contract with Gillig, LLC. There were no public comments. Motion passed unanimously.

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

## ACTION ITEM



### 4B: DART Paratransit Services Contract



**Action:** Recommend Approval of a Contract with Care Ride, LLC for a Total Cost Not to Exceed \$36 Million Over the Maximum Five year period.

Staff Resource: Debbie Leous, Chief Financial Officer  
James Bradford, Chief Operating Officer  
Ross Silvers, Mobility Manager



### **Brief DART Recap:**

- PSTA operates Americans with Disabilities Act (ADA) paratransit door-to-door service called DART or Demand Response Transportation. DART meets PSTA's federal obligation for people who cannot safely utilize PSTA's accessible bus system.
- Eligible individuals receive door-to-door transportation service via either a lift-equipped van or standard passenger vehicle. This service operates in the same areas and hours as PSTA's fixed route bus service.

### **Current Paratransit Contract:**

- Currently the DART service is operated by two contractors, Care Ride and TransDev/Yellow Cab. Care Ride primarily operates accessible or wheelchair service with lift-equipped vans and TransDev/Yellow Cab operates ambulatory service primarily with taxi sedans and/or passenger vans.
- Annually, PSTA provides 319K rides between ambulatory (sedan) and accessible (lift equipped vans).

### **2016 Paratransit RFP**

- The current contract for PSTA paratransit operations is set to expire on September 30, 2016. In April 2016, PSTA released a Request for Proposal (RFP) soliciting competitive proposals from experienced, qualified, and capable vendors to provide the requested service.
- In the April 2016 RFP release, PSTA detailed a higher standard of performance expectations in regards to the future operation of PSTA's paratransit services. Emphasis was placed on customer service, performance, accountability, reliability, and operating efficiency.
- It is also important to note that PSTA redefined its Key Performance Indicators (KPIs) and increased accountability measures through an expanded liquidated

damage section in the new contract should a service provider not meet certain performance criteria. Conversely, PSTA has also expanded incentives for exceeding its already high, performance expectations.

- The RFP was posted on PSTA’s website via DemandStar and sent directly to local, state-wide, and national service providers.
- As a result of the solicitation in April, three (3) national and two (2) local companies responded to the RFP proposing to operate either accessible paratransit service, ambulatory paratransit service, or both. The following chart depicts the proposing service providers including the specific service of which each proposed.

ACCESSIBLE/WHEELCHAIR	AMBULATORY
Care Ride	Care Ride
MV Transportation	TransDev
First Transit	1 <sup>st</sup> Choice
1 <sup>st</sup> Choice	

- A Selection Evaluation Committee comprised of PSTA staff evaluated each of the proposals through consensus scoring throughout two (2) rounds of evaluations. All proposers except First Choice were selected to advance to the in-person company presentation phase (second round).

**Staff Evaluation**

- After a careful evaluation of the written proposals and company presentations, the Selection Evaluation Committee recommends awarding Care Ride, LLC as the sole service provider for both Accessible and Ambulatory services. Care Ride was the highest ranked provider in both service categories following final evaluation, scoring, and rankings.

### Accessible

SERVICE PROVIDERS	RANKING
Care Ride	98
MV Transportation	95
First Transit	92

### Ambulatory

SERVICE PROVIDERS	RANKING
Care Ride	92
TransDev	90

- Care Ride demonstrated a high propensity to provide excellent service for both accessible and ambulatory paratransit demands from now into the future. As the incumbent for accessible (wheelchair) service, Care Ride has provided 97% or better on-time-performance rate during its nearly eight-year service run for DART with an extremely low incident and complaint rate.
- Care Ride provided detailed information on its standard operating procedures and future plans for expansion to accommodate all services within DART's requirements and client needs. All of Care Ride's stated procedures and operational methods involve the common theme of ensuring both contract compliance and customers' care are paramount among all things performed daily in the Care Ride operation.
- PSTA is additionally confident that with Care Ride operating both services it shall increase the quality of DART's paratransit service to also include increasing the effectiveness, efficiency, and reliability of paratransit services as shall be ultimately measured by high customer satisfaction.

#### **Fiscal Impact:**

- \$36 million is funded partially by Grants and the Transportation Department operating budget.

#### **Recommendation:**

- Recommend approval of a contract with Care Ride, LLC for a total cost not to exceed \$36 million over the maximum five year period.



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**Attachments:**

1. PowerPoint



# Paratransit Contract



## for DART Services

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



## Contract History

- PSTA's largest single contract: \$6.3M for 319K Rides/Year
- Comparison: HART – 148K Rides for \$5.3M.
- 2011: Two (2) contracts replaced “DART Choice.”
  - **Care Ride** - wheelchair passengers utilizing lift-equipped vans (accessible).
  - **Yellow Cab (now under TransDev management)** shared-taxi rides for ambulatory passengers.
- 2016: Contract(s) End 9/30/16.



# Proposers

Accessible/Wheelchair	Ambulatory
Care Ride *Recommended	Care Ride *Recommended
MV Transportation	TransDev
First Transit	1 <sup>st</sup> Choice
1 <sup>st</sup> Choice	



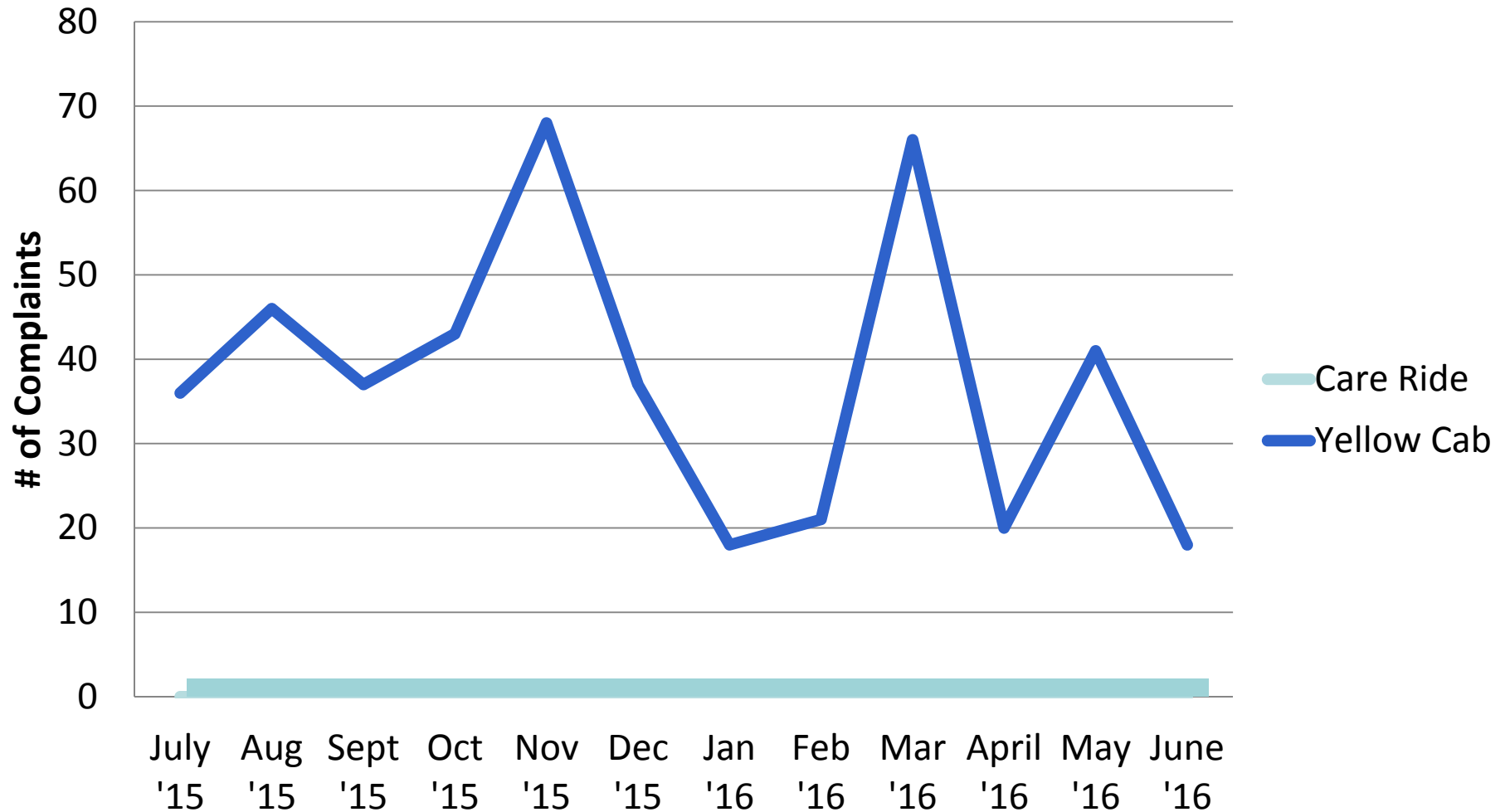
## Care Ride Proposal Within Budget

- Care Ride Price Proposal:
  - Comparable to MV Transportation for Wheelchair Van Service.
- New paratransit contract will not exceed \$36 million over a maximum five (5) year(s) period.
- Estimated to be within PSTA's 5-Year Forecasted Budget.



# Complaint Reflection – Looking Back

## DART Complaints - Previous 12 Months



# Enhanced Performance Requirements

<b>Safety Program</b>	<b>On-Time Performance</b>	<b>Service Efficiency</b>
<b>Drivers/Training</b>	<b>Reservations</b>	<b>Scheduling/Dispatching</b>
<b>Missed Trips</b>	<b>Vehicle Maintenance</b>	<b>Travel Time</b>
<b>Call Performance</b>	<b>Emergency/Security Protocol</b>	<b>Comments, Compliments, and Complaints</b>
<b>Shared Rides</b>	<b>No-Stranding/Fares</b>	<b>Reporting Requirements</b>





# Penalties & Incentives

Standard = Not exceeding 1 complaint per 600 trips performed.

Service Attribute	Performance Standard	Liquidated Damages	Incentives
On-time Performance	98% On Time.	1 – 5% of invoice for OTP. 50 -\$200 trips > 30 min.	\$1,000 for 98 to 98.5% \$500/mo per .5% higher
Missed Trips	No Missed Trips.	\$250 per missed trip.	-----
Travel Time	100% of trips within PSTA stated travel times.	\$200 and up exceeding expected travel times.	-----
Call Performance	95% of calls answered within hold maximum.	% invoice if average hold times exceed one minute.	-----
Service Efficiency	Minimum 2.4 VRH measured monthly.	Incentivized to achieve higher monthly VRH.	\$500/mo for over 2.75
Ineligible Driver	Svc is performed w/ eligible driver 100% of the time.	\$100 for each trip performed.	-----
Erroneous Reporting	100% Accuracy in Reporting.	\$500 per occurrence.	-----
Smoking in Vehicles	Zero Tolerance.	\$100 per occurrence.	-----





## Staff Recommends Care Ride

- Care Ride to provide operations for both DART's accessible (wheelchair) and ambulatory services beginning October 1<sup>st</sup>, 2016.
- Board approval for a contract with Care Ride, LLC for a total cost **not-to-exceed \$36 million** over a maximum five (5) year(s) period.



## ACTION ITEM

**4C: FY 2017 Millage Rate/Proposed Service Improvements**



**Action: Recommend Approval of the Proposed Millage Rate of 0.7500 to be Transmitted to the Property Appraiser and Recommend Approval of the Proposed Service Improvements.**

Staff Resource: Debbie Leous, CFO  
Cassandra Borchers, CDO

**TRAC**

### **Millage Rate Increase Recommended:**

- In early August 2016, PSTA must submit its proposed property tax millage rate for the FY 2017 budget.
- The proposed millage rate, which is the rate which will appear on the TRIM Notice, is the maximum rate that PSTA will levy for next year, and it is not necessarily the final rate. Subject to public hearings, the millage rate can be reduced from this proposed rate.
- PSTA Current Millage Rate – The current PSTA millage rate is 0.7305.
- PSTA Millage Rate Cap – By State Statute, PSTA’s millage rate is capped at 0.7500.

### **Fiscal Impact:**

- Revenue Impact – It is estimated that maintaining the property tax rate at the current 0.7305 will result in a \$2,912,330 increase in property tax revenue budgeted in FY 2017 over FY 2016 budgeted property tax revenue. Increasing the property tax rate to 0.7500 will result in an estimated \$1,087,000 additional increase that will be dedicated to service enhancements.
- Rolled-Back Rate – Since property valuations have increased in PSTA’s communities, the property tax rate (known as the “Rolled-Back Rate”) that would generate the same revenue as the current fiscal year is .6838. The proposed millage rate of 0.7500 exceeds the rolled-back rate by 9.68%. As a result, we are required to report at the public hearings that the rate charged is greater than the rolled-back rate.

### **Recommended Service Improvements:**

- The recommended service improvements described below were based on a set of goals consistent with the 2013 Community Bus Plan and PSTA Path Forward Strategic Plan.
  - Goal: 60 minute or better service on all operating days

- Route 73 will be brought to 60 minute service on Saturday
- Routes 11, 14 and 23 will be brought to 60 minute service on Sunday
- Goal: Improved frequencies on high performing routes
  - Routes 52, 59 and 78 will be increased to 30 minute service on Saturday
  - Route 78 will be increased to 30 minute service on Sunday
- Goal: Consistent span for similar routes (Core, Frequent Local, Supporting)
  - Routes 14, 59 and 78 will be brought closer to the end time of other routes in their groupings on Weekdays
  - Routes 7, 14, 52, 59 and 78 will be brought closer to the end time of other routes in their groupings on Saturday
  - Routes 4, 7, 14, 18, 19, 23 and 78 will be brought closer to the end time of other routes in their groupings on Sunday

**Recommendations:**

- Recommend approval of the proposed millage rate of 0.7500 to be transmitted to the property appraiser and recommend approval of the proposed service improvements.
- 

**Attachments: None**

## ACTION ITEM

**4D: Dunedin Service Changes**



**Action: Recommend Approval of the Proposed Dunedin Area Service Changes**

**Staff Resource:** Cassandra Borchers, CDO  
Heather Sobush, Planning Manager

**TRAC**

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### **Background:**

- In June 2016, PSTA presented the proposed October 2016 service changes to the Planning Committee.
- The Committee approved the recommendations with the exception of service changes to routes serving Dunedin. Staff was asked to re-review the proposed changes to specifically identify how fixed route service to the following areas would be maintained:
  - Dunedin High School
  - Douglas Avenue
  - The marina area on Alternate 19
  - Main Street Dunedin between Milwaukee and Alternate 19

### **Summary:**

- Staff re-reviewed the proposed service changes and worked with the Jolley Trolley to identify routing options in the downtown Dunedin area.
- As a result, the current proposed service changes (as shown in the attached maps) for the Dunedin area include:
  - Combining the Route 66 and Jolley Trolley to create seven day/week trolley service from Clearwater Beach to Tarpon Springs, with service along Alternate 19, Douglas Avenue, and Main Street Dunedin.
  - Maintain loop serving Dunedin High School (Pinehurst Road, Michigan Avenue, and County Road 1).
- Further discussions with Mayor Bujalski will occur prior to Planning Committee meeting. Final recommendation will be presented at the Planning Committee meeting.

**Recommendation:**

- Recommend approval of the proposed Dunedin area service changes.
- 

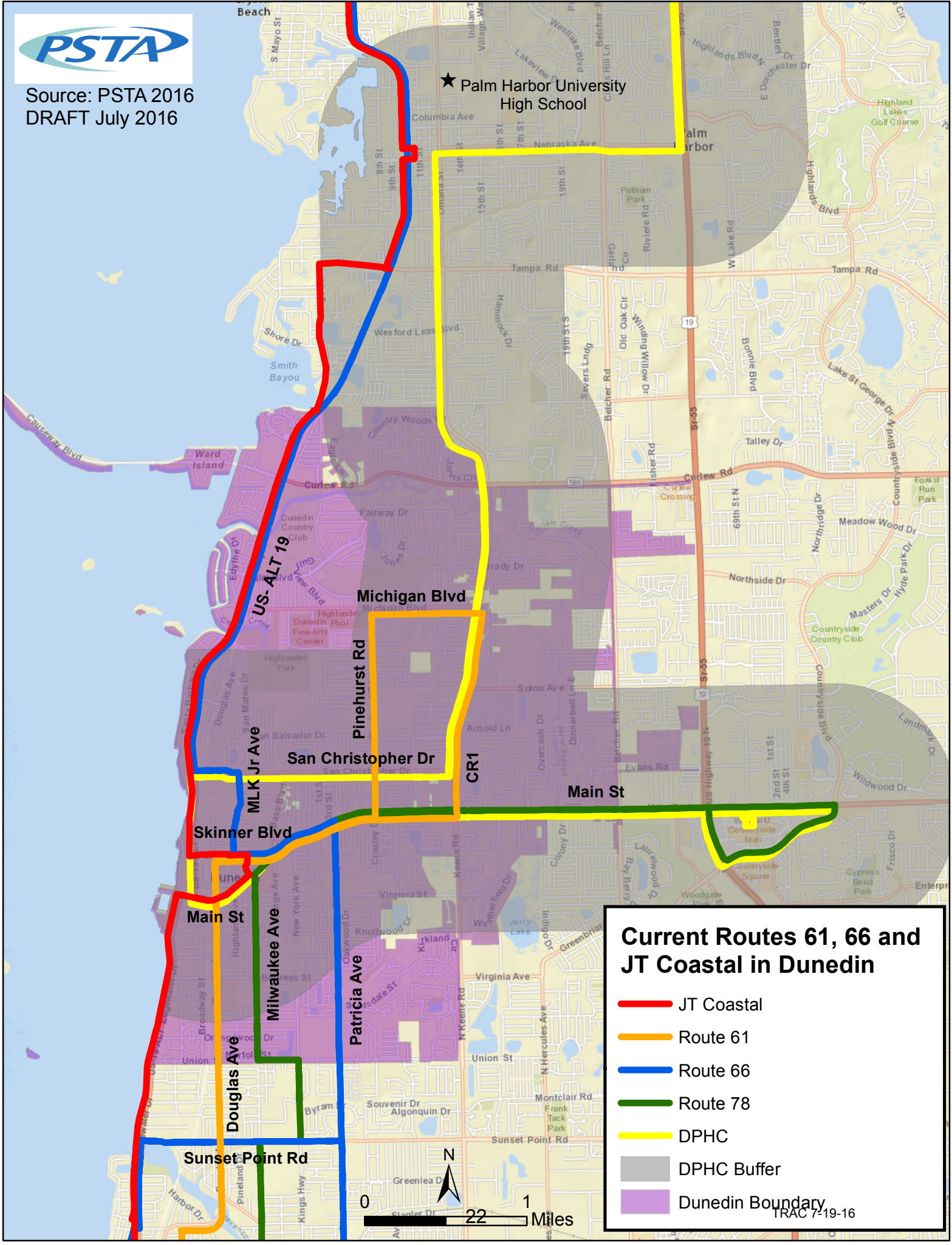
**Attachments:**

1. Dunedin Area Route Maps





Source: PSTA 2016  
DRAFT July 2016



**Current Routes 61, 66 and JT Coastal in Dunedin**

- JT Coastal
- Route 61
- Route 66
- Route 78
- DPHC
- DPHC Buffer
- Dunedin Boundary

TRAC 7-19-16





Source: PSTA 2016  
DRAFT July 2016

★ Palm Harbor University High School

1

2

1

3

2

3

4

4

The proposed JT Coastal route serves the Downtown Palm Harbor leg the same as the current JT Coastal does; coming north on Alt-19, the bus makes a right on Florida Ave, a left on 11th St, a left on Nebraska Ave, and a right onto Alt-19.

The proposed Dunedin Palm Harbor Connector will run south on Alt-19 instead of Omaha St in order to provide an east-west connection between Route 19 and the JT Coastal. There will be no change in walking distance between the JT Coastal or the DPHC and Palm Harbor University High School. The school will remain in the DPHC flex service area.

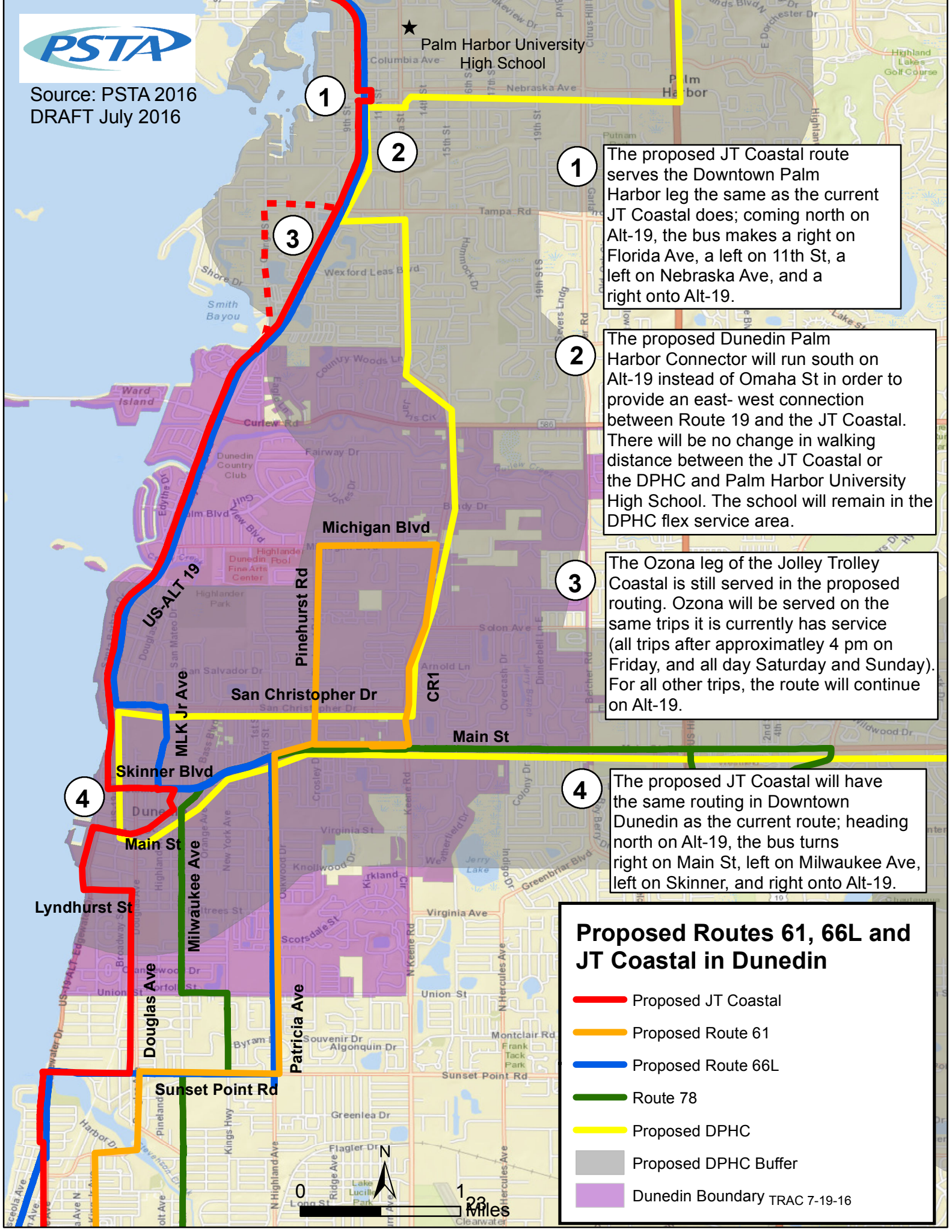
The Ozona leg of the Jolley Trolley Coastal is still served in the proposed routing. Ozona will be served on the same trips it is currently has service (all trips after approximately 4 pm on Friday, and all day Saturday and Sunday). For all other trips, the route will continue on Alt-19.

The proposed JT Coastal will have the same routing in Downtown Dunedin as the current route; heading north on Alt-19, the bus turns right on Main St, left on Milwaukee Ave, left on Skinner, and right onto Alt-19.

### Proposed Routes 61, 66L and JT Coastal in Dunedin

- Proposed JT Coastal
- Proposed Route 61
- Proposed Route 66L
- Route 78
- Proposed DPHC

- Proposed DPHC Buffer
- Dunedin Boundary TRAC 7-19-16



## INFORMATION ITEMS



**5A: Forward Pinellas: PSTA Transfer Area Analysis**



**Action: Information Item**

**Staff Resource:** Heather Sobush, Planning Manager

**TRAC**

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### Summary:

- As part of a larger strategy to better integrate land use and transportation, Forward Pinellas is working to identify and realize opportunities to improve multimodal accessibility throughout the County.
- One component of this includes PSTA's major transfer points where the current land uses are not particularly compact or walkable.
- In partnership with PSTA, Forward Pinellas will evaluate opportunities for redevelopment, as well as improved non-auto accessibility and enhanced safety, at PSTA transfer points and their surrounding areas, and will develop site-specific strategies for the enhancement or relocation of transfer areas for selected opportunity sites.
- The analysis is expected to take about a year and will include a screening phase, site analysis and coordination, and the development of priority projects.

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### **Attachments:**

1. PowerPoint





**FORWARD  
PINELLAS**  
Integrating Land Use & Transportation

# Transfer Access Analysis

Transit Riders Advisory Committee

July 19, 2015

# Bus Transfer Access Analysis

## *A Strategic Plan for the Pinellas Suncoast Transit Authority's Bus Transfer Locations*

- Transfer Access Analysis main objectives:
  - Improve accessibility.
  - Support redevelopment in Pinellas County.
  - Provide multimodal options for residents.
  - Increase the overall safety of transfer areas.



# Phased Approach

*Slated to be about a 1 year project.*



In May of 2016, a study management team was established, and screening criteria set. The Phase I GIS analysis is currently underway.

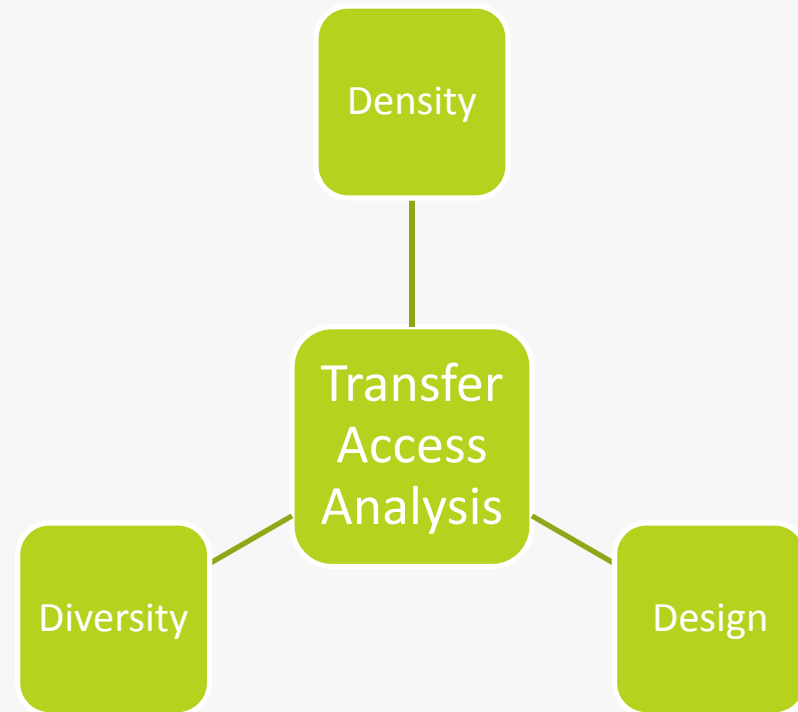


# Phase I

## *The Process...*

The Phase I analysis process collects inputs from:

- Diversity of land use types
- Density of population and employment
- Design of the physical environment





**FORWARD  
PINELLAS**  
Integrating Land Use & Transportation

# Discussion/ Questions

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