



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

**TRAC MEETING MINUTES**  
**APRIL 18, 2017**

---

Committee Chair Gloria Lepik-Corrigan called the April 18th, 2017 TRAC meeting to order at 4:03 PM. Members present: Gloria Lepik-Corrigan, Carson Zimmer, John Estok, C. David Schneider, Dave Kovar, Dave Stanton, Teresa Dunphy, Portia Smith, Kim Rankine, Elisabeth Olden, Richard McDaniels, Mark O'Hara, and Tanya Pistillo. Members absent: Alexandra Mesa, Christopher Talley, Gregory Hackley. Also present was: Brad Miller, CEO, and Bill Jonson, PSTA Board Member.

**PUBLIC COMMENT**

There were no public comments.

**CHAIR REPORT** – Committee Chair Lepik-Corrigan gave a brief Chair Report of last month's PSTA Board meeting, which featured an opening segment featuring Ross Silvers, Mobility Manager, with Mr. Stanton and Ms. Olden praising the success of PSTA's Care Ride and DART programs.

**FORWARD PINELLAS REPORT** – Mr. Zimmer reported that the Forward Pinellas Board heard a Walk Wise presentation, as well as an update of the Central Avenue Bus Rapid Transit (BRT) PSTA project by Bonnie Epstein, Transit Planner.

**ACTION ITEMS**

**March 21, 2017 Meeting Minutes** – Mr. Stanton made a motion, seconded by Mr. Zimmer to approve the minutes. Motion passed unanimously to approve the amended minutes.

**Two Year Strategic Marketing Plan & Task Order** – Ashlie Handy, Media Liaison, introduced a new mass media campaign targeting adults aged 25-54. The purpose of the awareness campaign is to inform the public of the innovative programs, projects and vision of PSTA. Ms. Handy was joined by two FKQ ad agency representatives who provided details of the campaign, which includes a pre- and post- survey to measure

impressions and impact; creative and production of a thirty-second cable spot; and a three month ad buy at the not-for-profit rate beginning in January 2018 at a cost of \$230,000.

The Committee members made the following suggestions: target people who don't use buses; include radio in the ad buy; focus on PSTA brand/icon, include Flamingo Fares; and improve the stigmatized image of the PSTA rider. A few Committee members expressed concern in using funds for a program that doesn't directly increase ridership. The presenters clarified the Committee's concerns by explaining that this is the first step in a two year campaign that will feature a ridership push, as well as a future ad buy to promote PSTA's products and programs. Mr. Carson made a motion, seconded by Mr. O'Hara to recommend approval of the marketing campaign task order. There were no public comments. The motion passed unanimously.

### **INFORMATION ITEMS**

Central Avenue BRT – Bob Lasher, External Affairs Officer, presented an update of the Central Avenue BRT project which included improved maps clarifying the route connecting St. Pete Beach to downtown St. Petersburg. Mr. Lasher explained the proposed improvements include construction of Business Access and Transit (BAT) lanes that feature left side of the road bus stops and compatibility for 60 foot buses.

### **FUTURE MEETING SUBJECTS**

The Committee was provided with a list of upcoming meeting subjects.

### **MEMBER COMMENTS**

Mr. McDaniel raised an issue that his six-year old daughter had to pay full fare for her bus ride because she did not have an I.D. Students in middle school and up have a student I.D., but there is a fare policy gap for children age 6 through 12. Mr. Miller informed the Committee that he would ensure that the fare issue would be addressed and corrected by PSTA. Ms. Tanya Pistillo raised the issue of the seven PSTA bus shelters slated for removal by vote of the City of Largo Commissioners. Mr. Miller reported that he sent a letter to the Mayor of Largo informing them that PSTA would remove the advertisements from the shelters and would not be removing them.

### **OTHER BUSINESS**

No other business was discussed.

**ADJOURNMENT**

The meeting was adjourned at 5:15PM. The next TRAC meeting will be held on Tuesday, May 16th at 4:00 PM.