



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**PLANNING COMMITTEE MEETING
MINUTES – NOVEMBER 16, 2016**

The Planning Committee of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 10:30 AM on this date. The purpose of the meeting was to approve the October 19, 2016 meeting minutes, and to receive updates on the Central Avenue Bus Rapid Transit (BRT), and the Shelter Deployment plan.

The following members were present:

Mark Deighton, Committee Chair
Samantha Fenger

Absent:

Pat Gerard, Committee Vice-Chair
Darden Rice
Patricia Johnson, Alternate

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the public

CALL TO ORDER

Committee Chair Deighton opened the meeting at 10:37 AM.

PUBLIC COMMENT

There were no public comments.

PRESENTATION (along with Finance)

Cassandra Borchers, Chief Development Officer, gave a summary of the presentation from the Leadership American Public Transportation Association (APTA) Class of 2016 entitled, “A New Playbook for Transit.” The discussion explored the question of how public transit agencies must remain relevant to their communities in light of evolving technologies and changing customer expectations. Ms. Borchers stressed that PSTA must be innovative and think outside the box. Our transit agency must push the envelope on partnerships in order to adopt new technologies and include local stakeholders in the decision making. Dave Eggers asked Ms. Borchers if she has seen any innovative transit programs come from improved communication between stakeholders around the country. She responded that there are many examples of transit agencies breaking down the barriers between cities and/or local municipalities and agreeing on what is best for the community. Ms. Borchers added that the most successful projects are collaborative efforts where there was co-funding between stakeholders.

Mr. Miller followed up Ms. Borchers’ presentation with an overview of how PSTA could possibly become a “Mobility Manager” for transit. He reported that the Agency is directing its efforts on providing many transportation options to its tech savvy customers. He gave examples of how the Authority is working with local municipalities and private partners to create easy to use Apps. These high tech options get riders where they want to go with ease of planning and payment. Mr. Miller thinks the future of PSTA and the future of transportation is working with all types of transportation entities and bringing it all together in one location on our phone in one app, such as Flamingo.

The Finance Committee was dismissed.

ACTION ITEMS

Approval of Minutes – There was no quorum, therefore the October minutes will be approved at the January 18th meeting.

INFORMATION ITEMS

Central Avenue BRT Update – Ms. Borchers revisited the proposed Central Avenue BRT alignment development plan. Staff has recommended the St. Pete Beach alignment which would have the greatest potential for success due to ridership, high population, and hotel occupancy. Ms. Borchers indicated that eliminating a connection to Madeira Beach seems inevitable given its high cost. Bill Jonson asked if PSTA would be coming back to the Planning Committee with ridership numbers for the various sub-stops. Ms. Borchers said PSTA is looking at different operating scenarios and different end points within St Pete

Beach. Brad added that staff is running a model for Treasure Island and Madeira Beach and will present the data to the Committee and Board in January. Mr. Deighton asked how tourists and locals in the Pass-a-Grille area get around, and Mr. Miller responded that the Suncoast Trolley runs all the way down to the Hurricane restaurant. Mr. Deighton suggested the CAT end at 75th Street. From there the customers can board the Beach Trolley, which serves all of the beaches. Mr. Miller said that is indeed one of the options to consider.

Shelter Deployment Plan Update – Bonnie Epstein, Transit Planner, presented an update on Phase I of the Shelter Deployment Plan, informing the Committee that 30 of the 41 shelters have been installed since February of 2016. She indicated that pending permitting and minor construction issues, the final 11 shelters will be completed. Ms. Epstein stated Phase II has already begun with the installation of 12 shelters, and 5 more built that are ready for installation. She wrapped up the discussion with reminding the Committee that PSTA has a 50/50 “Shelter Match” program available for municipalities to consider if they would like to beautify or build upon an existing architectural or artistic theme for their community. Mr. Miller mentioned to the group that there is a new Transit Riders Advisory Committee (TRAC) member, Tanya Pistillo, a local artist, who has spoken to the Mayor of Largo regarding ads on bus shelters. Ms. Pistillo proposed she could come up with a design to present to the City of Largo and PSTA for a possible Shelter Match project.

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 11:38AM. The next meeting will be held on January 18th at 10:30AM.