



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 OCTOBER 12, 2018

Committee Chair Gerard called the October 12th, 2018 Planning Committee meeting to order at 10:40 AM. Members present: Pat Gerard, Joe Barkley, Joshua Shulman, Charlie Justice and John Tornga. Member absent: Samantha Fenger. Also present were: Brad Miller, CEO, and PSTA staff members.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

August 15, 2018 Meeting Minutes – Mr. Justice made a motion, seconded by Mr. Shulman, to approve the minutes. Motion passed unanimously.

Direct Connect Contract – Bonnie Epstein, Senior Planner, presented an overview of the successful Direct Connect program, and its expansion from 8 stops to 16 additional stops in April of 2018. The service has a total of 24 stops in Pinellas County without zone boundaries. She informed the Committee that ridership has more than tripled since April, bringing the total cost to PSTA for the more than two years' worth of Uber trips close to the original contract limit of \$75,000. Ms. Epstein explained that in order to continue the Direct Connect service with Uber as a partner, and accommodate growing demand for the program, PSTA will need to increase the contract limit with Uber to \$600,000 for a period up to three years. She added that contracts with United Taxi and Wheelchair Transport will remain separate. PSTA will continue to pay the first \$5 for any Direct Connect qualifying ride on Uber, and expected monthly expenses are between \$20,000 and \$25,000. Ms. Epstein said PSTA is in negotiations to bring on Lyft as an additional Direct Connect partner. There were a few questions and suggestions from the Committee, such as mandating the minimum qualifications for, and standardizing the contract used for future program partners. Mr. Barkley made a motion, seconded by Mr. Justice, to recommend approval of the staff recommendation to increase the contract limit with Uber to \$600,000 for a period up to three years.

There were no public comments. The motion passed unanimously.

INFORMATION ITEM

Tarpon Springs Senior Micro Transit – Cassandra Borchers, Chief Development Officer, presented an overview of a new partnership between PSTA, the City of Tarpon Springs and Florida Hospital of North Pinellas (soon to be Advent Health). She explained that PSTA will assist with providing transportation for low-income seniors to medical appointments and trips to the pharmacy, using the Mobility on Demand partners Lyft, United Taxi and Wheelchair Transport. Ms. Borchers said qualified riders who apply to the PSTA Mobility department, will be offered two round-trips (or 4 one way rides) per calendar month for the health related transit service, which will be funded by the City of Tarpon Springs who may receive sponsorship funding from Florida Hospital (Advent Health). She said PSTA's cash contribution to the partnership is \$20,000., plus Marketing support and coordination of the reservation in-take with a software consultant. Committee members were very supportive of the program, and anticipate interest from other medical facilities and municipalities Ms. Borchers also informed the Committee that the Federal government recently announced the availability of grant funds for transit agencies that provide travel for seniors to medical facilities.

ADJOURNMENT

The meeting was adjourned at 11:46 AM. The next Planning Committee meeting will be held on November 14th at 10:30 AM.