



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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## TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) MEETING MINUTES OCTOBER 16, 2018

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Committee Chair Lepik-Corrigan called the October 16, 2018 TRAC meeting to order at 4:01 PM. Members present: Richard McDaniel, Gloria Lepik-Corrigan, Kim Rankine, Debra Bjorkquist, Camille Soleil, Elisabeth Olden, Sue Keating, Teresa Dunphy, Mark O'Hara, Dave Kovar, Tim Parietti and Derek Shavor. Members absent: Renee Graham and C. David Schneider. Also present were: PSTA staff members and members of the public.

### PRESENTATION

Rodney Chatman, Planning Division Manager of Forward Pinellas, presented a comprehensive summary of what is involved in site development planning, adaptive reuse, and re-development of land in Pinellas County. He explained that over the past decade, land development codes have been amended as community needs for safe access and circulation are being recognized. Mr. Chatman highlighted recent redevelopment projects that were examples of how builders and developers can work together with regulating agencies to ensure the needs of pedestrians, cyclists, transit riders and the disabled are taken into consideration when permitting site plans. Member comments included the relevance to TRAC for future TRAC STAR Award recipients, and support safer and better planned access for pedestrians, bicyclists and transit riders when retail, commercial and industrial projects are built.

### PUBLIC COMMENT

There were no public comments.

### CHAIR REPORT

Committee Chair Lepik-Corrigan briefly reported on the topics that were discussed at the September 26th Board meeting, including the announcement that the Tampa Bay Area Regional Transit Authority (TBARTA) Board had selected David Green as their new Executive Director. He will begin on October 26, 2018.

## **FORWARD PINELLAS REPORT**

Mr. Kovar gave a brief overview of the new programs, initiatives and projects that the agency oversees. He mentioned the Citizen Advisory Committee (CAC) meetings are livestreamed and re-broadcast on community cable stations, and that there are openings on the committee if any TRAC members were interested in applying.

## **ACTION ITEMS**

September 18, 2018 Meeting Minutes – Mr. O'Hara made a motion, seconded by Ms. Keating, to approve the minutes. Motion passed unanimously.

Automatic Passenger Counters (APC's) – Cassandra Borchers, Chief Development Officer gave an overview of the purpose of APC's on PSTA's fleet of buses. She explained that accurate counts of all passengers boarding and alighting are needed for required reporting to the National Transit Database (NTD), and sharing data with our community and technical project partners. Ms. Olden made a motion, seconded by Ms. Dunphy to recommend approval of the purchase of 75 APC's from Urban Transportation Associates in an amount not to exceed \$568,355 for a five year contract. There were no public comments. The motion passed unanimously.

Flamingo Fare Services Agreement – Shpresa Zenku, Manager of Revenue and Capital Projects, and Michael Hanson, Director of Finance, presented the action item of the staff recommendation to approve a two-year contract with three one-year options with Ready Credit Corporation (RCC) not to exceed five years or \$473,000. RCC would provide retail network services to sell Flamingo Smart Cards for the Regional Working Group (RWG) of Hillsborough Area Rapid Transit (HART), PSTA, Pasco County Public Transportation (PCPT), Sarasota County Area Transit (SCAT) and The Hernando Express (THE Bus). Ms. Zenku explained that when the Flamingo Smart Card is ready for implementation, it will be sold at Ready Credit retail partners including Publix, Winn Dixie, 7-Eleven, Amscot, and CVS.

Mr. Hanson explained to Committee members who are beta testers for the Flamingo Smart Card, to continue providing feedback while using the card in the test phase. He said it's been a challenging project, working with four regional partners and resolving technical issues. The launch of the Flamingo Card is tentatively set for mid-2019. Ms. Keating made a motion, seconded by Mr. Kovar, to recommend approval of the staff recommendation to contract with RCC for a two-year base term contract with three one-year options not to exceed five years or \$473,000. There were no public comments. The motion passed unanimously.

TRAC Star Award Nominations – Bob Lasher, Public Engagement Officer, led the discussion with members to review and rank the four TRAC STAR Award nominations that were received by the Committee. A majority of the members present ranked the nominees in the following order based on meeting the criteria as going above and beyond to design and construct pedestrian safe and accessible entry into its establishment: PNC Bank at Countryside, Walmart at Gulf to Bay (joint project with the City of Clearwater), Pinellas Park Public Works; and Publix at Gulf to Bay (joint project with the City of Clearwater). Members agreed to recognize all four nominees. Ms. Olden made a motion, seconded by Ms. Dunphy to award PNC, Walmart, Pinellas Park Public Works and Publix with TRAC STAR Awards. There were no public comments. Motion passed unanimously.

### **MEMBER COMMENTS**

Mr. O'Hara pointed out the need for safer transfer points between PSTA transit centers, such as Manatee County Area Transit (MCAT) riders. Ms. Borchers asked Public Engagement staff to reach out to MCAT staff to discuss and look for a solution. He also shared the news of the re-launch of the Cross Bay Ferry beginning November 1st, operating between the North Yacht – Vinoy Basin in downtown St. Petersburg, and the Florida Aquarium dock in Tampa. Ms. Keating inquired if PSTA will be offering free fares on Election Day. Craig Daniels, Superintendent of Transportation, confirmed there will be free fares on November 6th throughout Pinellas County. Once again, Mr. Kovar suggested he would like to work with PSTA to design a TRAC logo and requested business cards for TRAC members to use in the community.

### **ADJOURNMENT**

The meeting was adjourned at 5:25 PM. The last TRAC meeting of the year will be held on November 13th at 4:00 PM.