



PSTA Path Forward

PSTA/MPO/PPC Joint Meeting
January 22, 2016

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



PATH FORWARD

Mission: PSTA provides safe, convenient, accessible and affordable public transportation services for Pinellas County residents and visitors, and supports economic vitality, thriving communities, and an enhanced quality of life.

Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



Implementation of Path Forward

- Began 5-year visionary budgeting ✓
- Amenities Program ✓
 - Bus Shelter Deployment Plan
 - Amenities Partnership (Shelter Match Program)
- New fare policy and pricing ✓
- Regional coordination (Fare Collection Contract - Feb 2016)
- UPASS Program expansion ✓
- Agency-wide customer service training ✓
- Downtown St. Petersburg Redesign (Feb 2016)
- Transportation Alternatives Pilot (Feb 2016)

Implementation Plan

Sustainable Capital Program

- Bus Replacement Plan
- Diesel vs Hybrid vs Electric



Customer Oriented System Redesign



Data Driven Approach

Streamline and Improve Efficiency of Routes

- Oct 2015: Eliminate or Redesign Low Performing Routes
- Feb 2016: Downtown St. Petersburg Redesign
- 2016/2017: System-Wide Streamlining



PSTA Priority Projects

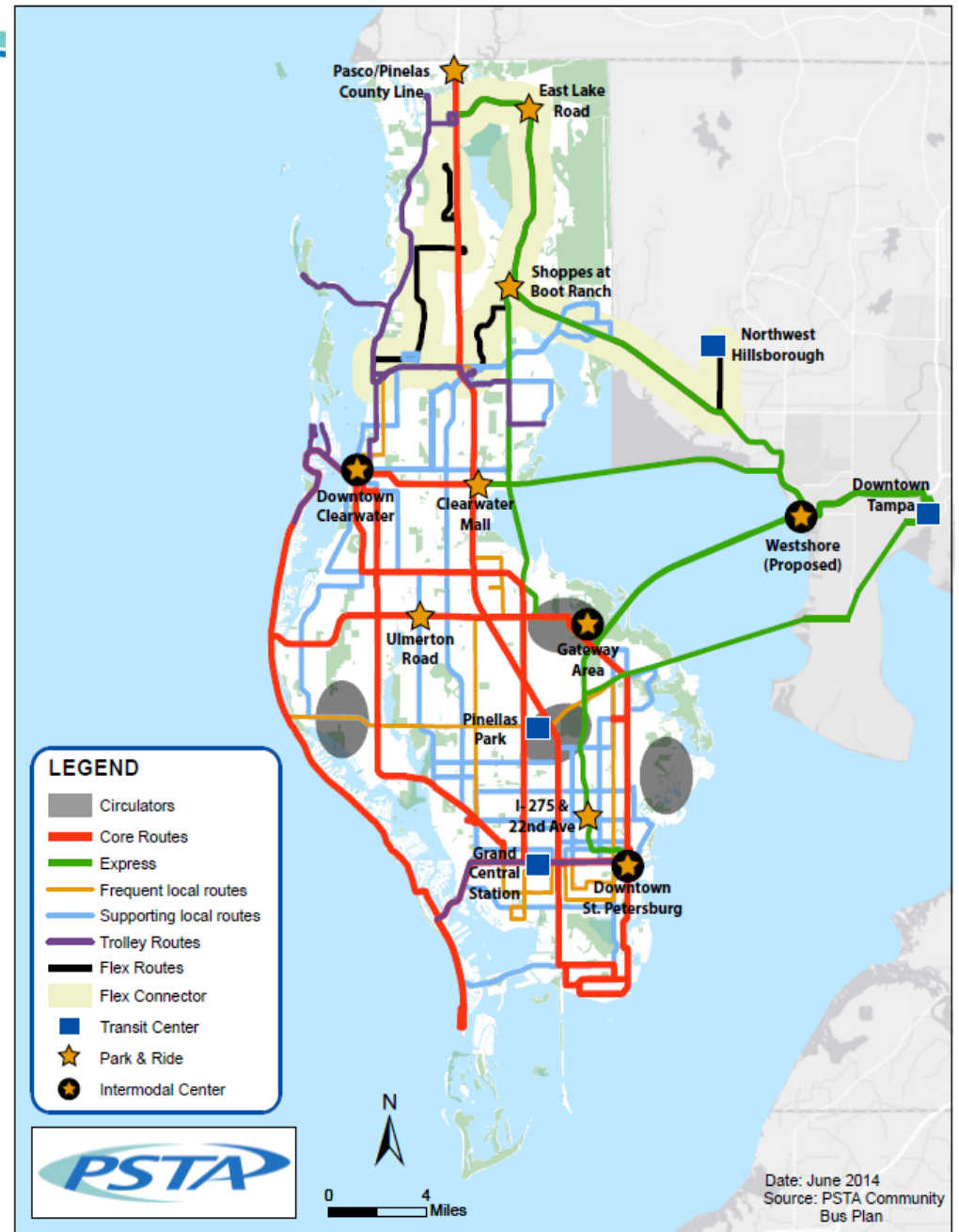


1. Central Avenue Bus Rapid Transit Pilot Project
2. Sustainable Bus Replacement
3. Clearwater Beach to Tampa International Airport Express Route Pilot
4. Tampa Bay Regional Transit Fare Collection
5. Tampa Bay Express (TBX) Bus
6. Clearwater Intermodal Center



Vision Plan

- Guiding Documents
 - Transit Development Plan (10 year horizon)
 - Community Bus Plan (Long-term Vision)
- Implementation of the 2013 Community Bus Plan
 - High frequency grid network
 - Longer hours of service
 - Community circulators



Key Issues and Projects for 2016

1. 5-year Vision Plan Decisions

- Clear Direction for Bus Fleet Technology
- Funding Bus Replacements
- System Redesign Efforts

2. Pilot Project Action

- Central Avenue BRT
- Clearwater Beach to TIA Express
- Tampa Bay Regional Transit Fare Collection

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