



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

PLANNING COMMITTEE MEETING
 AGENDA – SEPTEMBER 16, 2015; 10:30 AM
 PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		10:30	
2.	PUBLIC COMMENT		10:30	
3.	ACTION ITEMS		10:35	
	A. August 19, 2015 Meeting Minutes	5 min		2
	B. Transit Development Plan	15 min	HEATHER SOBUSH	7
	C. Draft Final Budget Five Year Plan	20 min	BRAD MILLER	9
4.	INFORMATION ITEMS		11:15	
	A. DART Customer Service Update	20 min	ROSS SILVERS	13
5.	FUTURE MEETING SUBJECTS		11:45	
	• Phase II Service Redesign-October			
	• Shelter Distribution Plan-October			
	• 2016 Meeting Schedule-October			
	• Ride Share Alternatives Program-October			
	• Strategic Communication Plan-November			
6.	OTHER BUSINESS		11:55	
	A. Phase II Service Redesign Public Outreach			
7.	ADJOURNMENT		12:00	

THE NEXT MEETING IS OCTOBER 21, 2015 AT 10:30 AM



ACTION ITEM

3A: August 19, 2015 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Terri Rick, Administrative Assistant



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- Staff recommends approval of the minutes of the August Planning Committee meeting.
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Attachments:

1. Minutes



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PLANNING COMMITTEE MEETING MINUTES – AUGUST 19, 2015

The Planning Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors 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 minutes of the July 15, 2015 Planning Committee Meeting, approve the Phase I Service Redesign, and present information Fare Structure Recommendations and the Municipal Planning Open House. The following members were present:

Members Present:

Julie Bujalski, Committee Chair
Darden Rice, Committee Vice-Chair
Mark Deighton
Janet Long
Ken Welch

Members Absent:

Patricia Johnson (Alternate)

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Bujalski opened the meeting at 10:55 AM.

PUBLIC COMMENT

There was no public comment.

ACTION ITEMS

August 19, 2015 Meeting Minutes – Ms. Long made a motion, seconded by Mr. Welch to approve the minutes of the August 19, 2015 meeting. The motion passed unanimously.

Phase I Service Redesign –Brad Miller, Chief Executive Officer, introduced the Phase I Service Redesign calling attention to the FY 2016 Budget and reminding the Committee of the Board’s strategic direction to have a sustainable bus capital program and secure financial future. He listed the decisions to be brought forth for board discussion in order to create a 5-year balanced budget inclusive of operating and capital needs.

Heather Sobush, Planning Manager, presented information on the Phase I Redesign as it affects route changes. Per the Committee’s request, a history of Phase I routes and the changes made in past years was presented. Phase I examines the lowest performing routes in the system and includes the following recommendations to be implemented in October upon approval by the Board: 1) discontinue Routes 30, 58, 444, and East Lake Connector, 2) realign Route 18 to replace Route 58 service to St. Petersburg College (Seminole Campus), and 3) redesign Route 1.

The approval of these adjustments will save \$930,000 in the FY 2016 budget. Ms. Sobush also discussed a wheelchair-use analysis which showed that out of 6,000 monthly users only 22 would be affected by these changes. PSTA is working with these riders to find alternative routes.

The technical analysis for these recommendations was presented to the Planning Committee and the Board in July and the proposed changes were communicated to the public through newspaper advertisements, on-board notices, and web/social media. In addition, PSTA provided an opportunity for public comment through several workshops and public meetings throughout the county and also provided information on alternative options. Ms. Sobush gave a brief review of each of these workshops, including the number of participants as well as their comments and concerns.

The Committee asked questions about the number of people affected by various route changes, in particular those employees who use the bus to get to businesses using the Route 58. They were also concerned about the riders living at Crystal Lakes Manor, St. Giles Manor, and other senior low-income housing areas using Route 444. Mr. Miller informed the Committee that Neighborly Care is currently providing transportation to these groups and is willing to increase their service to help accommodate the needs of these residents.

Mr. Deighton introduced the subject of fares (as an upcoming board decision) as well as the use of additional Ad Valorem. After much discussion among the Committee members, Ms. Bujalski recommended focusing on the Phase I Route redesign decision now and waiting to discuss the Ad Valorem and fares during the Fare Structure Recommendations presentation.

Ms. Rice made a motion, seconded by Ms. Long to approve the Phase I Service Redesign recommendations for final consideration by the Board. The motion passed unanimously.

INFORMATION ITEMS

Fare Structure Recommendations/Upcoming Public Meetings – Cassandra Borchers, Chief Development Officer, presented information on recommended fare structure changes. PSTA is projecting long-term budget shortfalls related to rising costs, slow growth in traditional revenues, and needed bus replacements. In order to meet these shortfalls and to utilize policies and plans in accordance with the Path Forward Strategic Plan, PSTA is examining revenue streams from passenger fares, recommending two decisions be made; simplifying the fare products and increasing fares overall.

In simplifying fares, PSTA would consider three categories of fare types: Regular, Reduced, and Regional. The change would include five duration periods: 1-ride, 3-day, 7-day, and 31-day.

Fare increases would affect the base one-ride fare and the multi-ride fares. The current 87% discount currently offered on Transportation Disadvantaged (TD) would be reduced to an 84% discount. Therefore, low-income passengers would see an increase from \$8.25 per month to \$11.00 per month. Low-income passengers would still be able to purchase a 7-day pass for \$5.00.

PSTA is providing opportunities for public comment through newspaper advertisements, on-board notices, web/social media, and public workshops.

Staff relayed comments received to date from the Metropolitan Planning Organization (MPO) Local Coordinating Board (LCB) and the Transit Riders Advisory Committee (TRAC). Both groups expressed concern about changing the TD 10-day non-consecutive day pass to a 7-day consecutive pass. Mr. Miller committed to conducting a survey of the ~80 people who now utilize the 7-day pass to assess their needs and potential

impacts of a change to a 7-day consecutive pass. The elimination of the Haul-Pass for students was also of concern of the TRAC.

Mr. Miller reminded the Committee of upcoming hearings, meetings, and workshops and thanked the members of the Committee who have attended meetings regarding route changes.

Municipal Planning Open House – Ms. Sobush told the Committee about PSTA’s Municipal Open House which took place on July 22, 2015. As part of the public outreach for the System Redesign Work Plan, PSTA reached out to engage local jurisdictions and other planning partners. More than 25 participants attended, including such agencies as Pinellas County Health and Human Services, Pinellas County Community Development, Pinellas County Planning, Pinellas County MPO/Pinellas Planning Council (PPC), Pinellas Park, Largo, St. Petersburg, St. Pete Beach, the Florida Department of Transportation (FDOT), and the Tampa Bay Area Regional Transportation Authority (TBARTA).

Staff plans additional Open Houses as the next phases of the route redesign occur.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

Mr. Miller told the Committee that staff is working on a presentation for Demand Response Service (DART) Updates and also a Marketing Plan, both of which will be presented at upcoming meetings.

ADJOURNMENT

The meeting was adjourned at 12:07 PM. The next Planning Committee meeting will be held on September 16, 2015 at 10:30 AM.

ACTION ITEM



3B: Transit Development Plan



Action: Approve Transit Development Plan Priorities

Staff Resource: Cassandra Borchers, CDO
Heather Sobush, Planning Manager



Background

- **Requirement** – Florida Department of Transportation (FDOT) requires all transit systems in Florida to adopt a 10-year Transit Development Plan (TDP) to be eligible State Block Grant Funding. A major update is required every five years and an annual update/progress report is required for all other years.
- **Coordinated Planning** – All levels of transportation planning and project decisions are designed to work together:
 - PSTA’s TDP includes Pinellas’ public transportation planning, development, and operational guidance document.
 - The PSTA TDP is used to develop the mass transit element for the Pinellas County Metropolitan Planning Organization (MPO) Transportation Improvement Program (TIP).
 - PSTA’s TDP is therefore included in the MPO’s Long Range Transportation Plan (LRTP) and Tampa Bay Area Regional Transit Authority’s (TBARTA) Master Plan.
 - And ultimately, PSTA’s TDP elements are included in FDOT’s Five-Year Work Program which identifies specific funding for all transportation projects.
- **Path Forward Strategic Plan** – PSTA’s last update to its TDP incorporated the Greenlight Pinellas Plan for transit services. Without the necessary funding, to implement that plan, PSTA’s recommended FY 2016-FY 2025 TDP now incorporates the elements of PSTA’s adopted Path Forward Strategic Plan:
 - The Community Bus Plan
 - System Redesign
 - Revised Bus Fleet Replacement Plan

- PSTA projects consistent with the Path Forward Strategic Plan
- **Public Input** - In addition to marketing the proposed changes and opportunities for public comment through newspaper advertisements, on-board notices and web/social media, the TDP Priorities public engagement opportunities included on board surveys on select routes, presentations to the TRAC and MPO committees, and public workshops in August and September 2015.

Fiscal Impact:

- This report will have a significant impact on our future budget as it will allow PSTA to request funding from the State for a variety of transit programs.

Recommendation:

- Recommend approval of the TDP including a final financial plan consistent with the approved FY 2016 budget and long term outlook.
-

Attachments:

1. PowerPoint (to follow)

ACTION ITEM

3C: Draft Final Budget Five-Year Plan



Action: Recommend Approval of the FY2016 PSTA Budget

Staff Resource: Brad Miller

PLANNING

Background:

- On June 19th Staff presented the draft FY2016 budget, reflective of the Path Forward Strategic Plan, to the Planning Committee that demonstrated a balanced capital and operating budget for 5 years through FY 2020.
- This was based on assuming implementation of:
 - All route reductions
 - Fare increase
 - Ad Valorem increase
 - Outsourcing bus advertising
 - Cost control measures
 - Streamline of Capital Plan including Diesel replacement buses.

Late Summer Changes

- In August, staff was able to lock in fuel prices and reduce the amount budgeted in the proposed FY 2016 budget by \$1,249,210.
- At the August Board meeting half of the proposed route changes were adopted reducing the proposed cost savings from \$930,000 to \$518,000, representing a savings decrease of \$412,000.
- At the August Board meeting, the Board continued the discussion of the type of replacement buses to purchase.
- On September 9, 2015 the PSTA Board voted to maintain the current ad valorem tax rate.
- Based on these adjustments, a revised five year operating and capital plan was presented to the Board at the September 9th Public Hearing.

Fiscal Impact:

- PSTA still has a long-term balanced budget but as of this date is for four years through 2019 instead of 2020.
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Attachments:

1. Original multi- year budget presented in June
2. Revised multi-year budget based on September 9th Public Hearing

**Pinellas Suncoast Transit Authority
Operating Budget Projections
FY 2015 - 2023**

**With All Route Reductions, Fare Increase, Ad Valorem Increase, Advertising Revenue, Diesel (not Hybrid) Buses and Cost Control
DOES NOT INCLUDE FUEL SAVINGS IDENTIFIED ON 8/5/2015**

Line	FY 2015 Revised	FY 2016 Revised	FY 2017 Revised	FY 2018 Revised	FY 2019 Revised	FY 2020 Revised	FY 2021 Revised	FY 2022 Revised	FY 2023 Revised
1 Operating Reserves - Beginning Year	\$ 16,972,411	\$ 12,897,881	\$ 15,794,880	\$ 16,684,066	\$ 16,460,609	\$ 13,659,754	\$ 4,631,309	\$ (168,599)	\$ (6,664,868)
Operating Revenues									
2 Operating Revenue	\$ 14,887,864	\$ 17,087,076	\$ 17,166,578	\$ 17,239,677	\$ 17,315,371	\$ 17,393,755	\$ 17,474,927	\$ 17,558,991	\$ 17,646,053
3 Property Tax	\$ 35,355,160	\$ 38,817,700	\$ 40,292,773	\$ 41,823,898	\$ 43,204,087	\$ 44,629,822	\$ 46,102,606	\$ 47,623,992	\$ 49,195,584
4 State Operating Grants	\$ 7,367,460	\$ 7,418,284	\$ 7,545,878	\$ 7,675,667	\$ 7,807,688	\$ 7,941,980	\$ 8,078,582	\$ 8,217,534	\$ 8,358,876
5 Federal Operating Grants	\$ 5,573,950	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491
6 Total Operating Revenues	\$ 63,184,434	\$ 68,884,551	\$ 70,566,720	\$ 72,300,733	\$ 73,888,637	\$ 75,527,048	\$ 77,217,606	\$ 78,962,008	\$ 80,762,004
Operating Expenses									
7 Operating Expenses	\$ 62,697,574	\$ 66,084,055	\$ 69,164,180	\$ 72,044,188	\$ 75,057,277	\$ 78,210,316	\$ 81,473,629	\$ 84,889,041	\$ 88,464,497
8 Non-Federal/State Capital Expenses									
9 Total Operating Expenses	\$ 62,697,574	\$ 66,084,055	\$ 69,164,180	\$ 72,044,188	\$ 75,057,277	\$ 78,210,316	\$ 81,473,629	\$ 84,889,041	\$ 88,464,497
10 Revenues Over / (Under) Expenses	\$ 486,860	\$ 2,800,496	\$ 1,402,540	\$ 256,545	\$ (1,168,640)	\$ (2,683,268)	\$ (4,256,023)	\$ (5,927,033)	\$ (7,702,493)
11 Transfer To/(From) Reserves	\$ 486,860	\$ 2,800,496	\$ 1,402,540	\$ 256,545	\$ (1,168,640)	\$ (2,683,268)	\$ (4,256,023)	\$ (5,927,033)	\$ (7,702,493)
12 Capital Reserve Decrease	\$ (4,000,000)				\$ (1,130,034)	\$ (5,819,670)			
13 Increase in 2 Month Operating Reserve	\$ (561,390)	\$ 96,503	\$ (513,354)	\$ (480,002)	\$ (502,181)	\$ (525,507)	\$ (543,885)	\$ (569,236)	\$ (595,909)
14 Decrease in Insurance Reserve									
15 Operating Reserves - End of Fiscal Year	\$ 12,897,881	\$ 15,794,880	\$ 16,684,066	\$ 16,460,609	\$ 13,659,754	\$ 4,631,309	\$ (168,599)	\$ (6,664,868)	\$ (14,963,270)

Note: Updated 06/19/2015

Pinellas Suncoast Transit Authority

Operating Budget Projections with No Millage or Service Increases. Only Half of Route Changes Proposed Adopted

FY 2015 - 2023

Line	FY 2015 Revised	FY 2016 Revised	FY 2017 Revised	FY 2018 Revised	FY 2019 Revised	FY 2020 Revised	FY 2021 Revised	FY 2022 Revised	FY 2023 Revised
1 Operating Reserves - Beginning Year	\$ 16,972,411	\$ 12,897,881	\$ 15,762,365	\$ 16,475,334	\$ 13,035,005	\$ 4,149,192	\$ (8,097,703)	\$ (24,614,981)	\$ (45,554,657)
Operating Revenues									
2 Operating Revenue	\$ 14,887,864	\$ 17,087,076	\$ 17,166,578	\$ 17,239,677	\$ 17,315,371	\$ 17,393,755	\$ 17,474,927	\$ 17,558,991	\$ 17,646,053
3 Property Tax	\$ 35,355,160	\$ 37,808,440	\$ 39,245,161	\$ 40,736,477	\$ 42,080,781	\$ 43,469,447	\$ 44,903,939	\$ 46,385,769	\$ 47,916,499
4 State Operating Grants	\$ 7,367,460	\$ 7,418,284	\$ 7,545,878	\$ 7,675,667	\$ 7,807,688	\$ 7,941,980	\$ 8,078,582	\$ 8,217,534	\$ 8,358,876
5 Federal Operating Grants	\$ 5,573,950	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491	\$ 5,561,491
6 Total Operating Revenues	\$ 63,184,434	\$ 67,875,291	\$ 69,519,108	\$ 71,213,312	\$ 72,765,331	\$ 74,366,673	\$ 76,018,939	\$ 77,723,785	\$ 79,482,919
Operating Expenses									
7 Operating Expenses	\$ 62,697,574	\$ 65,246,845	\$ 68,297,668	\$ 71,147,347	\$ 74,129,046	\$ 77,249,597	\$ 80,479,285	\$ 83,859,895	\$ 87,399,331
8 Non-Federal/State Capital Expenses									
9 Total Operating Expenses	\$ 62,697,574	\$ 65,246,845	\$ 68,297,668	\$ 71,147,347	\$ 74,129,046	\$ 77,249,597	\$ 80,479,285	\$ 83,859,895	\$ 87,399,331
10 Revenues Over / (Under) Expenses	\$ 486,860	\$ 2,628,446	\$ 1,221,440	\$ 65,965	\$ (1,363,715)	\$ (2,882,924)	\$ (4,460,346)	\$ (6,136,110)	\$ (7,916,412)
11 Transfer To/(From) Reserves	\$ 486,860	\$ 2,628,446	\$ 1,221,440	\$ 65,965	\$ (1,363,715)	\$ (2,882,924)	\$ (4,460,346)	\$ (6,136,110)	\$ (7,916,412)
12 Capital Reserve Decrease	\$ (4,000,000)			\$ (3,031,348)	\$ (7,025,148)	\$ (8,843,879)	\$ (11,518,651)	\$ (14,240,131)	\$ (7,033,096)
13 Increase in 2 Month Operating Reserve	\$ (561,390)	\$ 236,038	\$ (508,471)	\$ (474,946)	\$ (496,950)	\$ (520,092)	\$ (538,281)	\$ (563,435)	\$ (589,906)
14 Decrease in Insurance Reserve									
15 Operating Reserves - End of Fiscal Year	\$ 12,897,881	\$ 15,762,365	\$ 16,475,334	\$ 13,035,005	\$ 4,149,192	\$ (8,097,703)	\$ (24,614,981)	\$ (45,554,657)	\$ (61,094,072)

Note: Updated 09/08/2015 assuming hybrid buses

Assumes in 2021 no STP funding and \$1.5 million of FTA funds. The limit on FTA at this time is based on the projects that were delayed in the first 5 years of the CIP.

INFORMATION ITEMS



4A: DART Customer Service Update



Action: Information Item

Staff Resource: Ross Silvers, Mobility Manager

PLANNING

In June, following several concerned citizen comments, Commissioner Ken Welch requested an update on steps PSTA was taking to improve customer service on its DART paratransit.

Background/Recap:

- PSTA's Demand Response Service (DART) provides paratransit service in accordance with the Americans with Disabilities Act (ADA).
- Paratransit service is offered for Pinellas County riders whose disability prevents the safe utilization of PSTA's accessible bus system.
- The DART service currently provides upwards of 1,000 trips each day.
- PSTA Mobility staff oversees paratransit service as follows:
 - Provides contractor oversight for Yellow Cab and Care Ride;
 - Determines and processes applications for rider eligibility;
 - Ensures ADA compliance;
 - Records statistical data for reporting;
 - Reconciles payment information for accounts payable;
 - Leads the response and investigation efforts in the handling of complaints.
- Last Fall of 2014, DART's primary paratransit provider of ambulatory services (Yellow Cab) was taken over by a new company named TransDev.
- Since then, PSTA has worked with TransDev/Yellow Cab to improve the following problem areas of paratransit service:
 - Very Late Trips;
 - Long customer call hold times;
 - Complaint response;
 - Adequate staffing and training of Yellow Cab personnel.

- PSTA Staff designed and implemented an innovative incentive program to allow the new contractor to earn back assessed contract penalties with evidence of improved performance. This program has been successful in rewarding better customer service efforts at no net cost to PSTA.

Performance Update:

- Since complaints spiked back in June, marked improvements have been made to the ambulatory service have been achieved through concerted efforts between DART and Yellow Cab.
- The hiring of more Yellow Cab customer service and management personnel by TransDev has added to service efficiency.
- TransDev’s introduction of a new customer phone system to include recorded calls for a quality control has led to a reduction of call hold time and improved dispatching.
- TransDev has invested in new equipment and technology to include better vehicles; additionally improvements have been made in vehicle preventative maintenance. Both initiatives help to mitigate mechanical related delays in service.
- On-time performance remains steady at 95% or better as required by the contract.
- No “missed” trips are allowed, and Extremely Late trips (>1 hour past on-time window) are rare.
- DART staff continues to make frequent site visits and meet with Yellow Cab staff to review performance and ensure compliance.
- Monitoring of the service through ride checks and complaint investigation also ensures thorough oversight.
- DART is conducting a comprehensive contract review in anticipation of issuing a new Request for Proposals for paratransit services in early 2016

Category	June 2015	Most Recently
Customer call Hold-Time	Up to 18 minutes	Up to 2 minutes
Complaints	Averaged 8/day	Averaging 8/week
On-Time Performance	95.3%	95.6%
Compliments	2 per month	1 per week
Driver Pool	55	60

Attachments:

1. Letter of commitment to service to PSTA from Clearwater Yellow Cab



MEMORANDUM

To: Ross Silvers, Mobility Manager and PSTA

From: Ross Steinberg, General Manager (writing on behalf of Yellow Cab)

Date: September 9, 2015

RE: Commitment to Service Excellence for PSTA's DART Customers

Yellow Cab is committed to providing safe & reliable service to PSTA's customers through the following actions and positive steps towards excellent service:

- Non-stop efforts to improve the process of reducing long wait times for DART customers.
- Continuous improvements to the routing service for increased efficiencies.
- Improved programs and incentives to aid in the recruiting and hiring of top-notch and qualified drivers.
- Better processes to improve both the quality and reliability of long cross-county trips.
- Working to maintain a full stable of DART drivers through added bonuses or incentives.
- A total commitment for ensuring constant and transparent communication between Yellow Cab and PSTA.

In conclusion, we are striving for the increased satisfaction of you, the client, and know that these proactive steps and actions shall reflect our earnest and sincere efforts to optimally perform and make great improvements to the service.