



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

TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 AGENDA – MARCH 17, 2015; 4:00 PM
 PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER (Following group photo)		4:00	
2.	PUBLIC COMMENT		4:05	
3.	ACTION ITEMS		4:10	
	A. February 17, 2015 Meeting Minutes	5 min		2
4.	INFORMATION ITEMS		4:15	
	A. Welcome New Members	5 min	CASSANDRA BORCHERS	8
	B. Re-alignment Scenario Work Plan	20 min	HEATHER SOBUSH	9
	C. Route Performance Monitoring System	20 min	CHRIS COCHRAN	10
5.	FUTURE MEETING SUBJECTS		5:00	
	• Rider Code of Conduct			
	• Customer Service Training			
	• Live Streaming of Committee Meetings			
6.	OTHER BUSINESS		5:05	
7.	ADJOURNMENT		5:10	

THE NEXT MEETING IS APRIL 14, 2015 AT 4:00 PM.



ACTION ITEM

3A: February 17, 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 February 17, 2015 TRAC Committee meeting.
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Attachments:

1. Minutes



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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – FEBRUARY 17, 2015**

The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 4:00 PM on this date. The following members were present:

Present:

Lugene Blancher, Mid County
Susan Dargusch, Beaches
Stephanie Lieshman, South County, Vice-Chair
Elaine Mann, North County, Chair
Lee Ann McIlravey, Mid County
Vivian Peters, Mid County
Jaksa Petrovic, Professional
Kimberly Rankine, DART
G. W. Rolle, South County
Demetrius Sullivan, Student
Lori Thomas, South County
David Winchell, North County

Also Present:

PSTA Staff Members

CALL TO ORDER

The meeting was called to order at 4:06 PM by Committee Chair, Elaine Mann.

PUBLIC COMMENT

No public comment.

APPROVAL OF MINUTES

Ms. Thomas made a motion, seconded by Ms. Dargusch to approve the minutes of the

January 20, 2015 meeting. The motion passed unanimously.

INFORMATION ITEMS

Recognition of TRAC Member, Susan Dargusch – Ms. Cassandra Borchers, Chief Development Officer, thanked Ms. Dargusch, who is moving out of the state, for her service on the TRAC Committee for the past year. Ms. Dargusch was presented with a framed certificate and given an opportunity to share some of her thoughts on how to improve ridership.

Welcome to New Members – Ms. Borchers told the Committee that the move from alternate positions to permanent positions by some of our TRAC members created new open positions to be filled. In addition, the positions of alternate professional and alternate student were created. After an open enrollment period, the nominating Committee approved five new alternate members and one permanent member to replace Ms. Dargusch. These new members are expected to attend beginning in March.

Binder Overview - At the beginning of each year, staff will update the member Welcome Binder. Committee members were given a packet of new pages to insert into their binder in place of last year's pages which can be discarded.

PSTA Financial Forecast – Mr. Brad Miller, Chief Executive Officer, told the Committee that over the next six months, he is looking to the TRAC Committee to be “the voice of the rider” as the Board makes decisions. Prior to the facilitated PSTA Board Workshop scheduled to take place on February 18th, PSTA staff is working to develop revised long-term financial projections for providing its existing transit service levels, reduced service levels, and costs of incrementally improving PSTA transit services.

A draft of the financial forecast was presented to PSTA Finance, Planning, Legislative and Board meetings and is being presented to TRAC so that all committee members will have an opportunity to understand the financial assumptions and policy implications in the PSTA's long-term forecasts.

During the development of the Greenlight Plan, the PSTA Board adopted a “Plan B” option in case Greenlight did not pass. This is called the No New Revenue Scenario. The No New Revenue Scenario includes two options, each requiring a service reduction of over 25%.

The first option is the Core Scenario which concentrates service on the highest ridership routes including the 4, 18,19, 52, 59, 60, and Central Avenue. The bus routes would be much faster and include 15 minute frequencies on these routes. There would also be a

reduction in the total number of lower demand, neighborhood routes. Although some people may be affected by this change, the plan is expected to maximize ridership and fare revenue.

The second option is to keep the current service to to neighborhoods but decrease the frequency and span of the bus service, meaning buses will not come as frequently or run as late in the evening and weekends. This is called the Coverage Scenario.

Regardless, current revenues will not be able to keep up with projected expenses. One problem PSTA is facing is that the federal government has greatly diminished discretionary funding (earmarks) for buses and bus replacements. PSTA's need for bus replacements is approximately \$40M over the next five years. Staff is recommending the following policy changes to begin to address the problem

- Distribute bus replacements to a consistent annual quantity until all buses are replaced.
- Extend the useful life on some buses to 15 years.
- Contract out express services and do not replace coaches.
- Discontinue hybrid-electric bus purchases.
- Use 100% of the Capital Grant Contingencies for buses.

Even with these changes, PSTA will still need to increase revenue in order to maintain the base service. Options for this include:

- Maximize the PSTA property tax to the statutory cap.
- Contract out and increase bus advertising.
- Initiate a fare increase plan.
- Initiate administration cost reductions.
- Seek Metro Planning Organization (MPO) allocated Federal Surface Transportation (STP) funds or other funds for bus replacements.
- Advocate for bus funding at the federal level.

FDOT Bus in Express Lanes – Scott Pringle of Jacobs Engineering Group gave a presentation on behalf of the FDOT. FDOT is currently looking at implementing tolled express lanes and options to accommodate public transportation in these planned express lanes.

Mr. Pringle told the Committee that FDOT is looking for ways to optimize the express lanes for multi-modal transit service and has conducted a feasibility study to identify various factors.

The feasibility study outlined three major objectives:

- Where are the stations?
- What is the most feasible way to operate the express service across the region?
- What are the specific plans for operation (costs, etc.)

Generally, the express service will follow the I-275 corridor from Pasco, to Hillsborough, to Pinellas County. Station locations identified for the express bus in express lanes service include:

- Wesley Chapel
- University of South Florida (USF) area
- Downtown Tampa
- Westshore
- Gateway area in St. Petersburg

Several possibilities were identified to operate the service:

- Hours of operation (5:30 am until 10:30 pm on weekdays) with 15 minute frequency in peak hours
- Hours of operation (5:30 am until 10:30 pm on weekdays) with 30 minute frequency in peak hours
- High frequency service only available during peak hours

Some options for facilitating express lanes are as follows:

- Bus Only Lanes
- Queue Jumps
- Signal Priority

FDOT is planning on engaging the public by holding a series of workshops, distributing materials and reaching out to Boards and Committees, agencies, and the community. Some of these agencies include:

- Greater Tampa Chamber
- New North Transportation Alliance
- St. Petersburg Chamber
- Tampa Bay Partnership
- Tampa Bay Regional Planning Council (TBRPC)
- Tampa Downtown Partnership
- Tampa International Airport (TIA)
- Westshore Alliance

FUTURE MEETING SUBJECTS

- Rider Code of Conduct
- Live Streaming of Committee Meetings

OTHER BUSINESS

Ms. Mann reminded the TRAC committee that we will take a group photo at the next meeting which will be posted on the PSTA web site.

ADJOURNMENT

The meeting was adjourned at 5:25 PM.

The next meeting of the TRAC will take place on March 17, 2015 at 4:00 PM.



INFORMATION ITEM

4A: Welcome New Members

Action: Information Item

Staff Resource: Cassandra Borchers, Chief Development Officer



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- Staff will welcome six new members to the TRAC.

Dennis Davis representing Alternate North County
Maranda Douglas representing Alternate Mid County
Catherine Baranowski representing Alternate South County
Carson Zimmer representing Alternate Professional
Christian Smith representing Alternate Student
Sonny Flynn representing Beaches

Attachments: None



INFORMATION ITEM

4B: Realignment Scenario Work Plan

Action: Information Item

Staff Resource: Heather Sobush, Planning Manager



Summary

- Following the November 4, 2014 loss of the referendum to increase PSTA's revenues and greatly expand the transit system in Pinellas County, PSTA staff is now developing various scenarios to reduce expenditures and/or increase revenues to maintain a balanced budget for the upcoming five-year period.
- These scenarios may include reductions in service, a system realignment that could operate within today's budget, and/or a realignment scenario that includes a few premium transit pilot projects.
- The final scenario will be included in PSTA's Transit Development Plan, which includes a five-year implementation program and a ten-year vision plan.
- Development and approval of a realigned transit network will require a series of discussions and decisions. To illustrate the key decision points, staff has developed a work schedule that will be presented to the TRAC for information and discussion.

Attachments: PowerPoint to follow



INFORMATION ITEM

4C: Route Performance Monitoring System

Action: Information Item

Staff Resource: Chris Cochran, Senior Planner



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- At the February 18, 2015 Board Workshop, staff presented a series of maps illustrating a variety of revenue and realignment scenarios. These maps included route modifications based on a data-driven performance criteria model.
 - From this Staff presentation, Board members asked that Staff give a more detailed presentation that outlines the data and metrics used in the scenario development and performance model.
 - The performance model, or Route Performance Monitoring System, uses the latest full fiscal year ridership, revenue, and cost data collected and distributed by departments throughout the agency to score route performance based on a balanced evaluation of ridership and revenue metrics.
 - The model is the first in two proposed screens that will highlight lower performing routes within the system. These lower performing routes will be examined in a second screen in which a more qualitative analysis will take into account demographics, employment, zero vehicle households, and low income transit dependent populations.
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Attachments: PowerPoint to follow