



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – JULY 14, 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 purpose of the meeting was to approve the June 16, 2015 minutes, recommend approval of the proposed changes to the TRAC By-Laws, and receive a presentation on the Phase I Service Redesign Plan. The following members were present:

Present:

Elaine Mann, Committee Chair
Stephanie Leishman, Committee Vice-Chair
Catherine Baranowski, Alt. South
Lugene Blancher, Mid County
Gloria Lepik-Corrigan, North County
LeAnn McClravey, Mid County
Jaksa Petrovic, Professional
G.W. Rolle, South County
Christian Smith, Alt. Student
Demetrius Sullivan, South County
Lori Thomas, South County
Carson Zimmer, Alt. Professional

Absent:

Sonny Flynn, Beaches
Vivian Peters, Mid County
Kimberly Rankine, DART

Also Present:

Bill Jonson, PSTA Board Chair
Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Mann opened the meeting at 4:04 PM. She told the Committee she will do everything possible to keep the meeting on schedule and asked members to assist by keeping comments and questions relevant to the presentations.

Committee Chair Mann also reminded the Committee that at the beginning of the August meeting, she will be asking each member to take a moment and introduce themselves and talk about what they hope to bring to the TRAC and what they hope to learn.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes - Mr. Blancher made a motion, seconded by Ms. Baranowski to approve the minutes of the June 16, 2015 meeting. The motion passed unanimously.

TRAC By-Laws Attendance – Committee Chair Mann explained the proposed change in the TRAC By-Laws regarding attendance. The proposed amendment states that TRAC members shall maintain an 80% attendance rate. This allows a member with a good attendance record to spread absences over a longer time period. According to the amendment, members can have no more than four absences over the tenure (two-year term) of their membership.

Ms. Baranowski made a motion, seconded by Ms. Lepik-Corrigan to recommend the amendment to the PSTA Board of Directors. The motion passed unanimously.

INFORMATION ITEMS

Phase I Route Redesign - Cassandra Borchers, Chief Development Officer, along with Heather Sobush, Planning Manager and Bob Lasher, External Affairs Officer, presented an overview of the Phase 1 Route Redesign plan, which is based on the 2013 Community Bus Plan. The goal is to attract riders and build transit constituency and financial sustainability. The Community Bus Plan considered three scenarios: optimal plan, new revenue, and no new revenue; taking into consideration analysis of ridership and other data, extensive public outreach, and a redesigned route network.

Collected data revealed that riders want more frequency, a longer span of service, and faster travel time from destination to destination. The data points to changing to a grid-like system to streamline the routes and improve service. The Board will be considering additional budget decisions in combination with service changes to ensure a long-term balanced budget.

The Route Redesign Work Plan includes 10 phases of system review from years 2015 to 2017. Over this time, every route in the system will be examined for efficiencies and changes. Phase I will begin by examining the lowest performing routes and recommending elimination, realignment, or redesign. After collecting data through a system performance evaluation by route, PSTA plans to eliminate Routes 30, 58, 444 and the East Lake Connector, realign the Route 18 to serve St. Petersburg College Seminole Campus, and redesign Route 1, which will become a new Route 22.

Staff reviewed each of the routes and discussed performance evaluation, demographic analysis, ridership analysis, financial implications, and transportation alternatives. They also presented planned public engagement activities. Staff has met with stakeholder groups along the routes being changed to gather information about how these changes might affect businesses and employees. In addition, on-board surveys were conducted with riders to find out what their concerns are and what options they have if routes are changed.

A series of public workshops will be offered in different areas of the community, in proximity to the route changes, so that the public can provide input and ask questions.

August 10, 2015 – East Lake Library 10:00 AM – 12:00 PM

August 11, 2015 – Seminole Library 2:30 PM – 4:30 PM

August 17, 2015 – Pinellas Park Library 10:00 AM – 12:00 PM

August 18, 2015 – PSTA Administrative Offices 5:30 PM – 7:30 PM

A Public Hearing will take place August 26, 2015 at 9:00 AM prior to the regularly scheduled Board meeting. After Board decisions are finalized, staff will inform riders to ensure they are prepared for the adjustments. Outreach efforts such as Ambassadors on buses, posting various signs and notices, and social media notifications will be implemented.

At the conclusion of the presentation, Committee Chair Mann entertained questions from the Committee who asked about frequency of routes and the timing of changes to take place. In response to Committee Chair Mann's call for public comment, Rosa Zapata, Shirley Goasalres, Mildred Powell, and Faye Patterson, residents of Crystal

Lakes Manor in Pinellas Park, expressed their concerns about eliminating Route 444. The residents stated that the elimination of this route would prevent most of them from getting to the grocery store and doctor appointments, as they had no other means of transportation. The residents urged PSTA to keep the route, or at the least, to provide an option.

Pat Dahl of Think Direct Marketing told the Committee that he is concerned the elimination of Route 58 would prevent some of his employees from getting to work. He also informed the Committee that Matrix Medical is planning to open a call center in the same area. Mr. Miller told Mr. Dahl that the ridership from that area was not sufficient enough to continue the route and that Think Direct has not been willing to help fund the route.

Warren Davis, Chair of the Transportation Committee for the Pinellas Council for the Blind, asked several questions. He suggested that Route 100X could go to St. Petersburg via 1st Street, covering the elimination of Route 1.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 5:08 PM. The next meeting will be held on August 18, 2015 at 4:00 PM.