



PINELLAS SUNCOAST TRANSIT AUTHORITY
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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – FEBRUARY 16, 2016**

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 January 12, 2016 meeting minutes, and receive information on meeting efficiencies and etiquette, the downtown St. Petersburg service redesign, and the customer satisfaction survey. The following members were present:

Elaine Mann, Committee Chair
Gloria Lepik-Corrigan, Committee Vice-Chair
Catherine Baranowski
Julie DiPietrantonio
David Kovar
Alejandra Mesa
Elisabeth Olden
Vivian Peters
Robyn Pierce
Kimberly Rankine
G.W. Rolle
David Schneider
Chelsea Schneiter
Christian Smith
Dave Stanton
Carson Zimmer

Absent:

Kurt Hultquist

Also Present:

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

CALL TO ORDER

Committee Chair Mann opened the meeting at 4:11 PM.

PUBLIC COMMENT

There were no public comments.

CHAIR'S REPORT

There was no Chair's report for this month.

ACTION ITEMS

Approval of Minutes – Ms. Baranowski made a motion, seconded by Ms. Pierce to approve the minutes of the January 12, 2016 meeting. There were no public comments. The motion passed unanimously.

[Committee Chair Mann left the meeting at 4:16 PM and did not return.]

INFORMATION ITEMS

Meeting Efficiencies & Etiquette – Sangita Land, Chief Compliance Officer, delivered her annual speech on meeting efficiencies and etiquette for the benefit of the newly appointed TRAC members. She spoke about basic meeting etiquette and the rules of order for the meetings.

Downtown St. Petersburg Service Redesign – Cassandra Borchers, Chief Development Officer, presented background information on the downtown St. Petersburg system redesign and the Williams Park public outreach leading up to the February 14th implementation of the plan. She indicated that PSTA had been conducting extensive public outreach to customers, business owners, and community members including one-on-one conversations and distribution of detailed brochures. Ms. Borchers reported that since January 30th, PSTA staff has distributed more than 10,000 brochures to riders.

Customer Satisfaction Survey – Tamika White, Workforce Engagement Program Manager, provided background information on the customer satisfaction survey which was conducted by the TransPro Company. She indicated that over 400 PSTA employees participated in coaching and development training classes. Ms. White said that upon

completion of the customer service training session, TransPro performed a series of onboard surveys which included in-depth analysis to gauge PSTA customers' demographics, riding habits and trends, and to determine additional customer demands and needs.

Mr. Miller presented the results of the customer satisfaction survey and provided charts explaining the findings in such areas as the timeliness, frequency, fare price, customer service, comfort, cleanliness, and overall satisfaction. He also described areas of improvement that were identified in the survey and the recommended follow-up actions for those areas. Mr. Miller explained PSTA's net promoter score which assesses customer loyalty and allows for performance comparisons between organizations across different business sectors. The Committee had many comments and questions to which Mr. Miller responded.

FUTURE MEETING SUBJECTS

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

OTHER BUSINESS

A Committee member asked Mr. Miller about smoking in the bus shelters and he responded that the new Riders Code of Conduct addresses that issue. Another member asked when Phase III of the bus plan will start to be implemented and Mr. Miller responded in October.

ADJOURNMENT

The meeting was adjourned at 4:57 PM. The next meeting will be held on March 8th at 4:00 PM.