



TRANSIT RIDERS ADVISORY COMMITTEE MEETING
 AGENDA – MARCH 8, 2016; 4:00 PM
 PSTA AUDITORIUM

			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:00	
3.	CHAIR’S REPORT		4:05	
4.	ACTION ITEMS		4:10	
	A. February 16, 2016 Meeting Minutes	CHAIR MANN		2
5.	INFORMATION ITEMS		4:15	
	A. Central Ave BRT Project Schedule	15 min CASSANDRA BORCHERS		6
	B. Day in the Life of a Bus Operator	15 min TAMIKA WHITE		16
	C. 2016 Service Planning Initiatives	15 min CASSANDRA BORCHERS		17
6.	FUTURE MEETING SUBJECTS		5:00	
	• Rules of the Road Video			
	• Central Ave BRT Public Engagement			
	• DART Presentation			
7.	OTHER BUSINESS		5:00	
8.	ADJOURNMENT		5:00	

**Prior to asking a question of a presenter or committee member, raise your hand indicating you wish to speak. A member must be recognized by the Chair before speaking. The Chair will recognize committee members in the order their hands are raised.

THE NEXT MEETING IS APRIL 19, 2016 AT 4:00 PM

ACTION ITEM

4A: February 16, 2016 Meeting Minutes



Action: Approve Meeting Minutes

Staff Resource: Clarissa Affeld, Admin Assistant



-
- Staff recommends approval of the minutes of the February TRAC Committee meeting.
-

Attachments:

1. Minutes



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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.

INFORMATION ITEMS



5A: Central Ave BRT Project Schedule



Action: Information Item

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



Background:

- In December, the PSTA Board approved the Central Avenue Bus Rapid Transit (BRT) project to apply for entry into Project Development (PD) under the Federal Transit Administration (FTA) Small Starts Program.

Summary:

- PSTA staff met with FTA Region IV to review the request to enter the PD process and will update the PSTA submittal to address any comments.
- A scope including corridor analysis, environmental clearance, design, and documentation has been developed by the consultant team including Jacobs Engineering and Parsons Brinkerhoff.
- Project Development phase will be approximately \$700,000 to complete. FDOT will be providing \$500,000 and PSTA will contribute the remaining \$200,000, as planned in the FY16 Adopted Budget. The task work order expenditure has been reviewed and approved by the PSTA Board.
- PSTA staff will review the project, including the schedule for technical work and public engagement with the TRAC.

Attachments:

1. PowerPoint
2. Implementation Schedule



Central Avenue Bus Rapid Transit Project Schedule

Transit Riders Advisory Committee

March 8, 2016

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

Implementation Schedule

Early 2016 - Apply to FTA for Entry into FTA's Capital Investment Grant/Small Starts Project Development (SSPD)

Spring 2016 – Receive FTA Concurrence to Begin SSPD

Summer 2017 – Anticipated Completion of SSPD and Request inclusion in FY19 Federal Budget

Fall 2018 – Request Small Starts Construction Grant Agreement

Fall 2019 – Construction of Station Shelters, Order Buses

2020/21 - Anticipated Start of Revenue Service



Accomplishments

- MPO LRTP amended to include project in Cost Feasible Plan
- Positive meeting with the Federal Transit Administration - February 4, 2016
 - Received FTA comments on request letter
 - PSTA will address comments and send request to FTA Headquarters
 - FTA to make a NEPA Class of Action Determination



Project Development Scope of Services

- Task Work Order through General Services Contract
 - Jacobs Engineering and Parsons Brinkerhoff
- Project Partners include
 - FDOT (funding partner, technical review)
 - Local jurisdictions along corridor (local transportation and land use coordination)
 - Pinellas County MPO (technical review)
 - TBARTA (regional coordination)

Project Development Scope of Services

Project Guidance

- Study Management Team
- Stakeholder Working Groups
 - Downtown
 - Beaches
 - Central Ave
- General Public Outreach
 - Workshops/forums
 - Social media and website communications
 - Community events/meetings



Project Development Schedule

Task	Description	Schedule
Task One Project Initiation and Corridor Analysis	Complete corridor analyses, guided by community input, culminating with the identification of alternative(s) for environmental review/NEPA.	Spring/ Summer 2016
Task Two Conceptual Design and Environmental Effects	Complete preliminary design and service plan guided by community consensus and complete the required efforts to satisfy NEPA requirements.	Fall 2016 to Spring 2017
Task Three Documentation and FTA Small Starts Submittal	Submit Evaluation and Justification Package for FTA Small Starts Program (before 7/1/17).	Summer 2017
*Public engagement activities will be held during all three tasks.		

Project Development Budget

Task	Subtask	Approximate Cost
Task One	Project Initiation and Management	\$40,000
	Corridor Analysis	\$80,000
	Public Involvement	\$60,000
Task Two	Conceptual Design	\$250,000
	Environmental Analysis	\$140,000
	Public Involvement	\$65,000
Task Three	Reports and Documentation	\$50,000
	Public Involvement	\$15,000
TOTAL		\$700,000

Project Funding

FDOT - \$500,000 in FY2017 Work Program

PSTA - \$200,000 in current budget

CABRT Corridor and Alternatives

- Connects downtown St. Pete to beaches
- 15 minute frequency
- 5AM-Midnight
- 10-14 miles
- 12-16 station/stops



Date: March 2015
 Author: PSTA
 Source: PSTA, 10/2014 Booking

DRAFT - MARCH 2015



LEGEND	
	Central Avenue Corridor
	Madeira Beach Alternative
	Treasure Island Alternative
	St. Petersburg Beach Alternative
	Central Avenue Trolley
	Suncoast Beach Trolley
	Airport Express Routes
	PSTA Routes
	Proposed Stop/Station Locations

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CENTRAL AVENUE BUS RAPID TRANSIT IMPLEMENTATION SCHEDULE

- Early 2016** **Apply to FTA for Entry into FTA's Capital Investment Grant/Small Starts Project Development (SSPD)**
- Develop Draft Letter requesting entry into Project Development
 - Gather local letters of support
 - Work with FTA staff to submit formal request
- Spring 2016/
Summer 2016** **Receive FTA Concurrence to Begin SSPD/ Begin Corridor Analysis**
- Begin agency coordination and public engagement
 - Early definition of project elements/concepts (logical termini, vehicle boarding)
 - Select alternative for environmental review
- Late 2016/
Early 2017** **Conceptual Design and Environmental Effects (NEPA)**
- Continue agency coordination and public engagement
 - Refinement of project elements
 - Preliminary Design
 - Service Plan
 - Select Locally Preferred Alternative (LPA)
 - Conduct environmental impact analysis
 - Update 2040 LRTP Cost Feasible Plan to include LPA
- Summer 2017** **Finalize Project Development**
- Refine Financial Plan
 - Complete Small Starts Evaluation and Justification Package
 - Request inclusion in FY19 Budget Submission
- Fall 2018
Summer 2019
Fall 2019
2020/21** **Request Construction Grant Agreement
Anticipated Receipt of Construction Grant Agreement
Begin Construction, Order Buses
Start of Revenue Service**

INFORMATION ITEMS



5B: Day in the Life of a Bus Operator



Action: Information Item

Staff Resource: Tamika White, Workforce Engagement Manager

TRAC

Background:

- PSTA employs over 370 Bus Operators who drive a combined nine million miles annually, while providing over 45,000 trips daily on 40 bus routes at 5,000+ bus stops!
- Bus Operators start their career with PSTA by undertaking an intense eight-week classroom training and bus maneuvers course before hitting the road and going into revenue service.
- Bus Operators may elect to join the bargaining unit (Union) after graduation which is currently organized and run by the Service Employees International Union (SEIU). SEIU encompasses Bus Operators, maintenance personnel, and Customer Service Representatives (CSRs).
- The daily life of a Bus Operator is a busy one involving dispatch check-ins, pre-trip inspections, preparing for detours, radio checks, time-point checks, fare collections, maneuvering through traffic & congestion and of course -- interacting with customers and the public while delivering a safe, smooth, and efficient ride!

Summary:

- A PowerPoint displaying photo visuals of Bus Operators both at PSTA and also while in service on the road will run in the background while a few PSTA Bus Operators **speak live** before the Transit Riders Advisory Committee (TRAC) meeting.
- They will share their experiences as Bus Operators at PSTA while also answering questions from TRAC members.

Attachments: None

INFORMATION ITEMS



5C: 2016 Service Planning Initiatives



Action: Information Item

Staff Resource: Cassandra Borchers, PSTA

TRAC

Background:

- PSTA Planning staff has begun early planning activities related to possible improvements to several services throughout Pinellas County including:
 1. Expanding the Direct Connect First Mile/Last Mile Program to Clearwater Beach and St. Petersburg.
 2. Streamlining and improving Northern Pinellas Routes in Dunedin, Oldsmar, Safety Harbor and other areas.
 3. Coordinating Trolley, Ferryboat, and Express bus services to Clearwater Beach.
 4. Modifying Routes to serve major transit-dependent employment centers in the Gateway area.
 5. Reviewing Beach destinations for the Central Avenue Bus Rapid Transit (BRT) line – St. Pete Beach, Treasure Island, and Madeira Beach.
 6. Working with the City of Pinellas Park to improve transit services to areas currently served by Route 444.
 7. Beginning discussions with City of St. Petersburg staff and stakeholders on Downtown Circulation and better coordination of Looper and PSTA services with proposed bikeshare, parking, and BRT initiatives.
 8. Examination of new, high-frequency trolley services to the Skyway Marina District in south St. Petersburg.
 9. Working with the Pinellas Metropolitan Planning Organization (MPO) to prioritize funding to launch the Clearwater Beach Express bus to the airport.
 10. Launching an innovative transit procurement for new DART service contractors.
 11. Launching an innovative procurement for new North Pinellas Trolley services including options for significant expansion of trolley services.
- Staff will be available to get TRAC feedback on all these initiatives.