



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING
MINUTES – JANUARY 17, 2017

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 November 15, 2016 minutes, approve the Election Results from the November 15th TRAC meeting and discuss possible goals and initiatives for TRAC to focus on in 2017.

The following members were present:

Gloria Lepik-Corrigan, Committee Chair
Carson Zimmer, Committee Vice-Chair
Julie DiPietrantonio
David Kovar
Alejandra Mesa
Elizabeth Olden
Kimberly Rankine
David Schneider
David Stanton
Richard McDaniel
Teresa Dunphy
Tanya Pistillo
Mark O'Hara
Portia Smith
John Estok

Absent:

Christopher Talley
Gregory Hackley

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Lepik-Corrigan opened the meeting at 4:02 PM.

PUBLIC COMMENT

There were no public comments.

CHAIR'S REPORT

Committee Chair Lepik-Corrigan briefed TRAC on the following topics discussed at the December 7, 2016 PSTA Board meeting: Awards and recognition, Board Officers/Committee Appointments, Clearwater Intermodal Facility Resolution of Intent, 2017 Federal and State Priorities, and Regional Council of Governments presentation.

ACTION ITEMS

Accept Election Results – Ms. DiPietrantonio made a motion, seconded by Ms. Rankine to approve the election results from the November 15th TRAC meeting, naming Gloria Lepik-Corrigan Committee Chair, and Carson Zimmer, Committee Vice-Chair. Motion passed unanimously.

November Meeting Minutes – Mr. Stanton made a motion, seconded by Mr. Kovar to approve the meeting minutes. Motion passed unanimously.

INFORMATION ITEMS

Customer Feedback and Resolution Process – The Committee received a joint presentation from James Bradford, Chief Operating Officer, and Nancy Ferrantella, Manager of Coaching and Development, on how customer comments are collected and resolved. He described in detail how PSTA staff received comments (1,300/day) and what types of complaints are received. He also explained how complaints are processed with an emphasis of communicating with the customer about how their complaint is or will be resolved.

The majority of complaints are categorized as courtesy issues. These are most frequently resolved through Ms. Ferrantella who counsels Bus Operators about how to be sensitive to difficult passengers and reframes their own reactions to difficult situations.

The Committee was quite engaged in the presentation and asked many questions and provided suggestions to staff. In response to a question regarding anonymous complaints, Terri Evard, PSTA Manager of the Customer Service Representatives (CSRs), said that calls can be anonymous by giving a false name when you report the complaint. Mr. O'Hara suggested riders be encouraged to take pictures of their commuter experience and post to PSTA. Mr. Bradford said to send the pictures to the #@RidePSTA. Committee Chair Lepik-Corrigan asked why Bus Operators do not wear nametags. Mr. Bradford explained it is to protect their identity. The Committee was quite pleased to hear of a new initiative by PSTA called Breathe Easy Zones in response to outcry and complaints from upset riders about second-hand smoke at Grand Central and Park Street terminals. Mr. Stanton asked why PSTA cannot legally stop smoking at public bus stops. Mr. Bradford explained that the bus shelters are in open air and by State of Florida Law the public is allowed to smoke.

Direct Connect Expansion – Chris Cochran, Senior Planner, gave an update on Direct Connect. PSTA's first-in-the-nation partnership with Uber is expanding to provide coverage throughout Pinellas. He shared a map of Pinellas County with the designated zones of coverage. He demonstrated how to easily hail a ride from your tablet or cell phone. PSTA's current partners are: Uber, United Taxi, Wheelchair Transport, and Lyft.

Committee members asked many questions related to the zones, new ridership goals and why the Pinellas Park Transit Center was chosen for the Direct Connect pilot program. Mr. Cochran invited all TRAC members to the Direct Connect launch on January 19th at 11:00 AM at PSTA Headquarters bus transfer center.

2017 Agenda Topics Discussion - Cassandra Borchers, CDO and Committee Chair Lepik-Corrigan reviewed a preliminary list of topics and initiatives that TRAC members may want to undertake over the coming year. Staff will use this list and any priorities set by the Committee in creating future agendas. The Committee provided some suggestions and was asked to email Maryanne Sobocinski, Administrative Assistant, with additional ideas and suggestions no later than February 2nd. Staff will present the TRAC ideas for ranking by the Committee at the February 14th TRAC meeting.

REPORTS

"How to Ride" Outreach Material Critique – Juan Luvian, Community Engagement Liaison, presented a background to the Committee of the Show Me program. It is a teaching tool for the general public to learn how to use the transit system. The outreach

team in Planning is looking to revamp the Show Me program and call it the "How to Ride Guide."

FUTURE MEETING SUBJECTS

- 2017 Initiatives
- How to Ride Guide

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The regular meeting was adjourned at 5:15 PM. Several members left at that time, while a few members went on a Tour of the Facility which ended at approximately 6:15 PM.

The next meeting will be held on February 14th at 4:00 PM.