



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING MINUTES NOVEMBER 14, 2017

Committee Chair Gloria Lepik-Corrigan called the November 14, 2017 TRAC meeting to order at 4:00 PM. Members present: C. David Schneider, John Estok, Teresa Dunphy, Elisabeth Olden, Richard McDaniel, Gloria Lepik-Corrigan, Kim Rankine. Members absent: Dave Kovar, Mark O'Hara and Portia Smith. Also present: Brad Miller, CEO, Dave Eggers, PSTA Board Member, PSTA Staff and members of the public.

PUBLIC COMMENT

Mr. Carl Sorenson, St. Petersburg resident, provided his concerns regarding the wait times on Routes 18 and 79. After the meeting, Bonnie Epstein, Project Planner, discussed the issues with Mr. Sorenson and will forward his concerns to the Planning Department for handling.

PRESENTATIONS

Modern Transit Campaign – Cyndi Raskin-Schmitt, Director of Communications and Marketing, gave a sneak peek of the advertising campaign targeted to non-riders and tax-paying citizens of Pinellas County. Ms. Raskin-Schmitt explained the purpose of the campaign is to build awareness of PSTA products and services, and convert non-riders to riders. The advertisement will begin running on Cable TV, social media and bus advertising in January, 2018. The commercial will premiere at the December 6th Board meeting.

CHAIR REPORT

Committee Chair Lepik-Corrigan gave a brief overview of the October 25th Board meeting. Action items included approving the PSTA Performance Evaluation System and moving forward with the hybrid electric bus purchase. She reiterated to all Committee members to try to attend PSTA Board meetings where safety and regionalism are often main topics of discussion.

FORWARD PINELLAS REPORT

In Mr. Kovar's absence, Mr. Estok gave a brief summary of the Forward Pinellas Citizen's Advisory Committee (CAC) meeting, which included an overview of the Florida Department of Transportation's (FDOT) FY2018/19 - FY2022/23 Five Year Draft Tentative Work Program.

ACTION ITEMS

October 17, 2017 Meeting Minutes – Mr. McDaniel made a motion, seconded by Ms. Dunphy, to approve the minutes. Motion passed unanimously.

Election of Officers for 2018 – Maryanne Sobocinski, TRAC Coordinator, distributed ballots for the election of officers to the Committee. By a unanimous vote of 7-0, Ms. Lepik-Corrigan was re-elected Committee Chair of TRAC. Mr. McDaniel was nominated to be Committee Vice-Chair. By a unanimous vote of 7-0, Mr. McDaniel was elected to Committee Vice-Chair. Mr. Schneider made a motion, seconded by Ms. Olden, to accept the election results. Motion passed unanimously.

February 2018 Service Changes – Bob Lasher, External Affairs Officer, presented an action item to recommend approval to remove and replace service on Route 444 beginning February 4, 2018. Mr. Lasher reiterated that Route 444 has historically been the least productive and most expensive route for PSTA. He explained that through surveys, training sessions, on-board notices and a public hearing on February 28th, the few riders of Route 444 will be offered an alternative such as Direct Connect, DART, and Neighborly Care Network for their commute. After some discussion about where the Neighborly Care Network operates in Pinellas County, Mr. Schneider made a motion, seconded by Mr. McDaniel, to recommend approval of the service changes. There were no public comments. Motion passed unanimously.

Proposed Transportation Disadvantaged (TD) Late Shift Program Fare Adjustment – Bonnie Epstein, Project Planner, gave the Committee a background on the successful first year of the TD Late Shift Pilot Program. She noted that the program is now providing 4,000 trips per month to riders who work outside of regular fixed route service hours. She indicated that PSTA's innovative partnership with Uber, United Taxi, and CareRide to provide on-demand service is attracting nationwide attention in the transit industry. Ms. Epstein explained the initial funding came from a Mobility Enhancement Grant from the Florida Commission on TD in 2016. Although PSTA received an additional grant from the State FY2018 for \$507,000, staff is recommending an action item to approve a fare adjustment whereby TD customers would pay \$20.00

for a package that includes 25 late shift trips, one urgent TD trip and a monthly TD Bus pass.

The Committee had questions related to how the urgent daytime trips operate, if TD customers were surveyed about the proposed fare adjustment, and how customers qualify for the TD Late Shift program. Mr. Miller and Ms. Epstein fielded all questions, and the Committee was fully supportive of the fare increase. Ms. Epstein reiterated that this fare adjustment would ensure the future funding and continuation of this important PSTA service to its customers. Mr. Schneider made a motion, seconded by Ms. Olden, to recommend approval of the fare adjustment. There were no public comments. Motion passed unanimously.

MEMBER COMMENTS

Mr. McDaniel raised an issue that occurred in Gulfport last month, when there was an event which closed down some streets in Gulfport. He asked if there was a system in place to notify PSTA of these street closures to avoid disruption of service. Mr. Miller said there is a City/County and Police Department system that notifies municipalities and services when there are street closures due to construction and/or events. He said that PSTA stays on top of these closures and notifies its customers through the website and on board notices.

Committee Chair Lepik-Corrigan shared her first experience traveling from Pinellas County into Hillsborough County utilizing DART and the connector with HART Plus (Hillsborough Area Regional Transit Authority – Paratransit Service). She informed the Committee that HART Plus gave her a three-day credit as a DART user to make the connection. She would like to investigate a possible collaboration with DART and HART Plus to aid in the future of regional paratransit.

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 5:10 PM. The next TRAC meeting will be held on Tuesday, January 16th at 4:00 PM.