



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) MEETING MINUTES FEBRUARY 20, 2018

Committee Chair Gloria Lepik-Corrigan called the February 20, 2018 TRAC meeting to order at 4:01 PM. Members present: David Kovar, C. David Schneider, Teresa Dunphy, Elisabeth Olden, Richard McDaniel, Gloria Lepik-Corrigan, Kim Rankine, Mark O'Hara, Portia Smith, Debra Bjorkquist, Renee Graham, Sue Keating, Tim Parietti, Derek Shavor, John Estok and Camille Soleil. Member absent: Korri Krajicek. Also present: Brad Miller, CEO, Bill Jonson and Josh Shulman, PSTA Board members, and PSTA staff members.

PUBLIC COMMENT

There were no public comments.

CHAIR REPORT

Committee Chair Lepik-Corrigan gave a brief overview of the January 29th Board meeting, which included a report by Mande Oglesby, Marketing & Business Development Coordinator for PSTA, on the success of PSTA's C-PASS program. The C-PASS program is for hotels, restaurants and businesses whereby they pay PSTA a fee for providing their employees and guests with complimentary bus passes for work and/or leisure activities. She mentioned the action items were approving the task order for consultant services related to updating the five-year Community Bus Plan, and approving matching funds for the Autonomous Vehicle demonstration project grant opportunities in downtown St. Petersburg and North County. Mr. Miller introduced himself to the new TRAC members and thanked them for the important role they serve by representing riders to the PSTA Board of Directors and agency management.

FORWARD PINELLAS REPORT

Mr. Kovar gave a summary of the Forward Pinellas Citizen's Advisory Committee (CAC) meeting from January 18th, which included a presentation on the Clearwater Ferry which plans to expand their service to five different routes. The CAC also heard an update on the Complete Streets program started by the City of St. Petersburg, now expanding with

Forward Pinellas funding a Complete Streets study in Dunedin and mid county. Mr. Kovar also shared a map of all the locations and type of traffic fatalities (pedestrian, bicycle, motorcycle, auto-vehicle or medical related) in Pinellas County. He noted how evenly distributed the fatalities were located throughout the county, speculating that there is no quick fix in just one area to prevent traffic fatalities.

ACTION ITEMS

January 16, 2018 Meeting Minutes – Mr. O’Hara made a motion, seconded by Mr. McDaniel, to approve the minutes. Motion passed unanimously.

INFORMATION ITEMS

Spring Break Service Promotion – Cyndi Raskin-Schmitt, Director of Marketing & Communications, presented PSTA’s partnership with the Jolley Trolley, the City of Clearwater and the Clearwater Regional Chamber to provide a free Park and Ride to and from Clearwater Beach for Spring Break. She indicated that beachgoers can park for free at Clearwater City Hall or the Harborview Center to catch a bus or trolley every 15 minutes to the beach, and riders will be given a complimentary day pass for their return trip. Ms. Raskin-Schmitt added the promotion began February 19th and will last through April 29th. She described the advertisements, social media gift card giveaway, signage, and outreach efforts that will support this special service. There were questions about where to board the service on the Clearwater Beach side of the Causeway, and suggestions to increase signage for the Park and Ride locations. Ms. Raskin-Schmitt addressed all questions, and TRAC members were given Spring Break palm cards to help spread the word about this promotion.

Flamingo Fares Rider Tester Recruitment – Ms. Raskin-Schmitt gave an overview of the Flamingo Fares card and app that will be the future regional payment mode for PSTA and Hillsborough Area Regional Transit Authority (HART). She invited TRAC members to join the flock of Flamingo testers by registering at PSTA.net/flamingotesters. Testers will communicate any issues they have with the process to PSTA staff to fine-tune the process before it’s officially launched. Ms. Raskin-Schmitt asked TRAC members who register to email Maryanne Sobocinski, TRAC Coordinator, to keep track of the list of volunteer testers. Testing will begin April 1st. The Committee had questions relating to the use of Google to find the app, and if DART customers can use Flamingo Fares. Ms. Raskin-Schmitt said at this time to not use Google to find the app, and that DART customers will not be able to use Flamingo Fares to pay for service, just bus and trolleys are being outfitted with the new fare readers.

2018 TRAC Initiatives/Brainstorming Discussion – Committee Chair Lepik-Corrigan led the Committee in discussing and selecting the TRAC initiatives for the year. After a lengthy discussion, the Committee decided to develop a TRAC Safety Award program for safety innovators. A nomination and selection process will be proposed by TRAC and implemented this year. The Committee hopes this award recognition will help municipalities, businesses and transit agencies focus on rider safety for current and future projects. Committee Chair Lepik-Corrigan stated there were so many ideas from members to improve PSTA services, such as on-board and website communications, the visibility of bus stops, shelter cleanliness, and social media usage, that she proposed improving PSTA services become an initiative this year. Several members expressed interest in forming a sub-committee to clarify and prioritize proposed PSTA improvements at a future workshop.

MEMBER COMMENTS

No member comments.

OTHER BUSINESS

Mr. Jonson, PSTA Board Member whose term limit is up in March, took a moment to formally thank TRAC members for their service to PSTA. He reiterated how helpful it is for the Board and PSTA to have multiple eyes on the street reporting on transit issues.

ADJOURNMENT

The meeting was adjourned at 5:15 PM. The next TRAC meeting will be held on Tuesday, March 13th at 4:00 PM.