



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) MEETING MINUTES MARCH 13, 2018

Committee Chair Gloria Lepik-Corrigan called the March 13, 2018 TRAC meeting to order at 4:00 PM. Members present: David Kovar, Teresa Dunphy, Elisabeth Olden, Richard McDaniel, Gloria Lepik-Corrigan, Kim Rankine, Debra Bjorkquist, Renee Graham, Sue Keating, Tim Parietti, Derek Shavor, Camille Soleil and Korri Krajicek. Members absent: John Estok, Mark O'Hara, C. David Schneider and Portia Smith. Also present: Brad Miller, CEO, Bill Jonson, PSTA Board member, and PSTA staff members.

PUBLIC COMMENT

There were no public comments.

CHAIR REPORT

Committee Chair Lepik-Corrigan began the meeting by informing the Committee that both she and Ms. Krajicek attended the Gulf Coast Safe Streets Summit in Tampa on February 27th. Ms. Krajicek gave a brief summary of the meeting that focused on the Complete Streets program from the perspective of pedestrians, bicyclists, transit riders and executives from all walks of life. Ms. Krajicek stated that seven of the most dangerous places to walk, bike or ride a car are in Florida. She said much of the day was spent listening to suggestions on how to improve transportation safety conditions for the citizens of Tampa Bay.

Chair Lepik-Corrigan then gave a quick overview of last month's Board meeting, which featured an action item related to the Regional Transit Feasibility Project (RTFP). Scott Pringle of Jacobs Engineering presented an update on the RTFP, concluding with a recommendation to advance bus service on express lanes connecting downtown Tampa to downtown St. Petersburg as the first regional catalyst project. The Board approved the Resolution of Support for the catalyst project and approved a Memorandum of Understanding (MOU) naming Tampa Bay Area Regional Transit Authority (TBARTA) as the implementer of the recommended catalyst project. Chair Lepik-Corrigan reminded

Committee members if they are interested to register as Flamingo Fare testers and volunteer for the PSTA Improvements Workshop if they have not done so.

FORWARD PINELLAS REPORT

Mr. Kovar gave a summary of the Forward Pinellas Citizen's Advisory Committee (CAC) meeting from February 22nd, which included the results of the Forward Pinellas Complete Streets contest for grant money. He informed the Committee that the City of Oldsmar won a grant to upgrade Old St. Petersburg Road, and another grant was awarded to Dunedin for an analysis of their downtown improvement project. Mr. Kovar said that the Forward Pinellas CAC will be implementing some of the same initiatives that TRAC did last year. The CAC is preparing a Charter statement, sending letters to the Board of Forward Pinellas and putting together position papers.

ACTION ITEMS

February 20, 2018 Meeting Minutes – Mr. McDaniel made a motion, seconded by Ms. Olden, to approve the minutes. Motion passed unanimously.

PSTA's Incremental Regional Transit Improvements - Cassandra Borchers, Chief Development Officer, summarized the plans for the regional expansion of both the 100X, which goes from Gateway Mall across the Gandy bridge through Britton Plaza, and on to downtown Tampa; and the 300X that currently goes from the Ulmerton Road Park and Ride, across the Howard Frankland bridge to downtown Tampa. During the June service change, PSTA is proposing to add a stop at the Tampa International Airport (TIA) on the 300X. The other change is extending the 100X from Gateway Mall to downtown St. Petersburg. She explained the future plan includes the Bus on Shoulders project to relieve the traffic congestion on I-275. Ms. Borchers shared a video produced in conjunction with the Florida Department of Transportation (FDOT) showing a re-creation of the Bus on Shoulders plan. The Committee had several questions, including the possible negative effect on regular riders of the 300X who may experience delays with the additional stop at TIA. Ms. Borchers said there would be surveys taken and additional buses added to make a smooth transition for the 300X. Mr. Kovar made a motion, seconded by Ms. Olden, to recommend approval of Resolution #18-02 which includes PSTA accepting FDOT funds to extend route 100X. The motion passed unanimously. There were no public comments.

INFORMATION ITEMS

Gold Star Award for Transit Access - Cyndi Raskin-Schmitt, Director of Communications & Marketing, was pleased to present TRAC's idea to develop an award for businesses and municipalities that design and build pedestrian and rider-safe access to transit stops. Ms. Raskin-Schmitt presented the concept and timeline for a "Gold Star Award for Transit Access." Developers, municipalities and others who make a specific effort that improves the safety of transit riders to and from bus stops will receive the Gold Star Award and designation. Committee members were very pleased with the plans and will finalize a nomination form and selection process at the next TRAC meeting. She estimated the Awards program would launch in July, perhaps in conjunction with awarding the first Gold Star Award designation to a deserving entity.

Direct Connect Expansion – Ms. Borchers presented the plans to launch an expansion of the Direct Connect service. Based on the success of the program and requests from riders for additional Direct Connect stops, the expansion will add 16 additional stops beginning April 2, 2018. Ms. Borchers explained the new plan eliminates the current Direct Connect zone restrictions, allowing users to travel to and from their desired Direct Connect stop from anywhere in the PSTA service area. She added that the PSTA Marketing and Outreach staffs are developing comprehensive plans to promote the service to potential and existing riders. PSTA will continue to pay the first \$5.00 for any Direct Connect qualifying ride and \$25.00 for Direct Connect wheelchair transportation.

American Bus Benchmarking Group (ABBG) Update – Mr. Miller presented a summary of the Benchmarking Update & Ridership Analysis Report from ABBG. He said PSTA is in a group along with 19 other transit agencies across the nation as members of ABBG. The members share all their data to help improve their performance. Mr. Miller explained how PSTA counts ridership, the research findings on the national trend of declining ridership and recommendations, and the 2017 Benchmarking Report.

MEMBER COMMENTS

No member comments.

ADJOURNMENT

The meeting was adjourned at 5:20 PM. The next TRAC meeting will be held on Tuesday, April 17th at 4:00 PM.