



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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**TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) INITIATIVE WORKSHOP  
MINUTES  
APRIL 17, 2018**

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Committee Chair Gloria Lepik-Corrigan called the April 17, 2018 TRAC Initiative Workshop to order at 5:40 PM. Subcommittee members present: Richard McDaniel, Tim Parietti, Korri Krajicek, Kim Rankine, Dave Kovar, Mark O'Hara, Sue Keating, Portia Smith, Debra Bjorkquist. Also present: PSTA staff and Josh Shulman, PSTA Board member.

**TRAC SUGGESTIONS FOR PSTA IMPROVEMENTS**

Nicole Dufva, Public Engagement Specialist, reviewed the list of PSTA improvements. The group sorted the initiatives into "like" categories. The list of initiatives, to be narrowed down at the next workshop are: cost of DART CareRide, ramps on buses, bike racks, destination signs/front marquee, "Why I ride PSTA" on website, social media improvement, social media campaign "We Are Riders," using Facebook, Twitter and Instagram, PSTA bus notices, hailing a bus, visibility of bus stops, clean shelters, improve communications to non-English speaking riders, service changes/budget deficit, Bus Rapid Transit (BRT) Update, and rider referral program.

**NEXT STEP:**

The second TRAC Initiative Workshop will take place immediately following the May 15th TRAC meeting. The Public Engagement team will facilitate and help the TRAC subcommittee prioritize the top three most important issues for TRAC to develop an implementation plan to achieve results by the year's end.

**ADJOURNMENT**

The meeting was adjourned at 6:40 PM.