



PINELLAS SUNCOAST TRANSIT AUTHORITY
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PLANNING COMMITTEE MEETING MINUTES MARCH 14, 2018

Committee Vice Chair Barkley called the March 14, 2018 Planning Committee meeting to order at 10:45 AM. Members present: Joe Barkley, Bill Jonson, Joshua Shulman, and John Tornga. Absent was: Pat Gerard. Also present were: Brad Miller, CEO, and PSTA staff members.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

February 21 Meeting Minutes – Mr. Jonson made a motion, seconded by Mr. Tornga, 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. She informed the Committee that 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. Many questions were raised and answered about current ridership on the routes, technology to communicate traffic issues with bus drivers, and if new buses are needed for the proposed Bus on Shoulders project. Mr. Shulman made a comment that there might be a negative impact of public perception when the 300X stops at TIA first. He suggested we reiterate this is just a first step in the regional transit improvement plan. After discussion, Mr. Tornga made a motion, seconded by Mr. Shulman, 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. Mr. Tornga made a motion, seconded by Mr. Shulman, to recommend PSTA communicate to FDOT the vital importance of moving as quickly as possible to implement these incremental regional improvements. Motion passed unanimously. There were no public comments.

INFORMATION ITEMS

Direct Connect Expansion – Ms. Borchers presented the plan 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 to the original eight stops for a total of 24 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 PSTA Marketing and Outreach staff are developing comprehensive plans to promote the service to potential and existing riders. She played a video produced in-house by the Marketing department to promote the new Direct Connect service. PSTA will continue to pay the first \$5.00 for any Direct Connect qualifying ride and \$25.00 for Direct Connect wheelchair transportation. The Committee had questions relating to procedures to deal with scammers using Uber, getting a \$5.00 discount, and then not completing their trip using PSTA transit. Ms. Borchers said PSTA is going to ask the Federal Transportation Authority (FTA) to count Uber rides into our ridership numbers, and this will help PSTA increase ridership. She also said we are planning to use technology, such as the Transit App to fold in more modes into the information portal, which would allow Flamingo fares to include Direct Connect fares into a consolidated fare.

FY 2019 Budget Assumptions – Debbie Leous, Chief Financial Officer, provided an overview of the FY 2019 key budget assumptions. She explained the revenue sources and major expenditure assumptions. There was a lengthy discussion about the many factors that can affect PSTA's five-year budget projection. Ms. Leous estimates there will be a net increase of \$5.4 million over the next four years. She informed the Committee that staff is working on fare capping on a regional basis with the Flamingo fare project, which might have a negative impact on passenger revenue in the short-term. However, in the long term it will result in ease of paying for transit service and eventually increasing ridership. She stressed that the goal is to have a five-year balanced budget.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects.

ADJOURNMENT

The meeting was adjourned at 12:10 PM. The next Planning Committee meeting will be held on April 18th at 10:30 AM.