



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

PLANNING COMMITTEE MEETING MINUTES MAY 16, 2018

Committee Chair Gerard called the May 16, 2018 Planning Committee meeting to order at 10:42 AM. Members present: Pat Gerard, Joe Barkley, Joshua Shulman, and Samantha Fenger. Members absent: Patricia Johnson and John Tornga. Also present were: Brad Miller, CEO, and PSTA staff members, and members of the public.

PUBLIC COMMENT

Bill Jonson, a Clearwater resident, expressed his concerns about Forward Pinellas approved plans of two Land Use and Economic Analysis Reports on the Largo and Tarpon Springs segments of U.S. 19 and the Florida Department of Transportation's (FDOT) proposed expansion of U.S. 19 north of 580. Mr. Jonson provided handouts of the Forward Pinellas Action Sheet dated May 9, 2018. His main concern was safe access for pedestrians and transit riders who will have no safe way to cross a divided highway to access the McCormick Drive Office Complex.

[Samantha Fenger entered the meeting at 10:49 AM.]

ACTION ITEMS

March 14, 2018 Meeting Minutes – Mr. Shulman made a motion, seconded by Mr. Barkley, to approve the minutes. Motion passed unanimously.

INFORMATION ITEMS

Funding for Transit Investments - Mr. Miller gave a brief overview of PSTA's key improvement projects for rapid bus, Bus Rapid Transit (BRT) and regional services, along with potential funding sources. He explained the draft Pinellas Rapid Transit Candidate Projects (such as the Central Avenue BRT, East Bay/49th St. BRT, 34th St. BRT and the U.S. 19 Rapid projects) and Tourism Focused Transit Projects handouts and maps (based on the Florida Legislature recently approved CB/HB 7087 bill), which were handed out to all Committee members. Mr. Miller then introduced Cassandra Borchers, Chief Development Officer, who explained that PSTA could begin a new program of projects for implementation, including the pursuit of matching funds

through State and Federal programs, depending on the projects selected by local funding source agencies for advancement. She explained that through the CB/HB 7087 bill, counties and sub-county special taxing districts can use Tourist Development Council (TDC) revenues to develop and operate public facilities (including transit) that are needed to increase tourist-related business activities and are recommended by the TDC.

There was much discussion and comment among Committee members, and all questions were addressed. Committee Chair Gerard indicated a recommended change to the Pinellas Rapid Transit Candidate Projects draft to change “should” to “could” under the “Other Notes” section.

Modern Transit Campaign Results – Cyndi Raskin-Schmitt, Director of Marketing and Communications, updated the Committee on the results of the Modern Transit Campaign that ran in Pinellas County in the first quarter of 2018. She reminded the Committee that the goal of the campaign was to introduce non-riders to PSTA’s innovative services and programs, and played a video of the commercial. Ms. Raskin-Schmitt and Joshua Tahan, the survey consultant, fielded all questions, comments and suggestions from the Committee. Ms. Raskin-Schmitt thanked the Committee members for their comments and ideas. She reiterated that the Marketing Department, PSTA’s ad agency FKQ, and the survey consultant, will take the suggestions from the Committee members under advisement for future campaigns and follow-up surveys.

ADJOURNMENT

The meeting was adjourned at 11:50 AM. The next Planning Committee meeting will be held on June 20th at 10:30 AM.