



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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## TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) MEETING MINUTES JUNE 19, 2018

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Committee Chair Lepik-Corrigan called the June 19, 2018 TRAC meeting to order at 4:02 PM. Members present: Richard McDaniel, Gloria Lepik-Corrigan, Kim Rankine, Debra Bjorkquist, Elisabeth Olden, Sue Keating, Tim Parietti, Derek Shavor, Korri Krajicek, Mark O'Hara, Renee Graham, Teresa Dunphy, Dave Kovar, Camille Soleil and Portia Smith. Members absent: C. David Schneider. Also present: Brad Miller, CEO, Josh Shulman, PSTA Board Member, PSTA staff members, and members of the public.

### PUBLIC COMMENT

There were no public comments.

### CHAIR REPORT

Committee Chair Lepik-Corrigan began her report by encouraging Committee members to watch the live stream video of the Board meetings. She stressed Committee members need to know the important issues on regional transit initiatives and future funding projects that PSTA and their transit partners and municipalities are undertaking. She reported on the Forward Pinellas Local Coordinating Board (LCB), PSTA's Performance scorecard, Tampa Bay Area Transit Authority (TBARTA), and funding transit improvements.

### FORWARD PINELLAS REPORT

Mr. Kovar stated that he attended the Conference for New Urbanism in Savannah, Georgia. He also gave a detailed report on the May 24th Citizen's Advisory Committee (CAC) meeting.

**[Ms. Smith entered the meeting at 4:25 PM]**

### ACTION ITEMS

May 15, 2018 Meeting Minutes – Mr. McDaniel made a motion, seconded by Ms. Olden, to approve the minutes. Motion passed unanimously.

## INFORMATION ITEMS

Detour Communications – Jeff Thompson, Director of Transportation, Cyndi Raskin-Schmitt, Director of Communications & Marketing, and Raj Singh, Principal Scheduler, discussed different types of detours and how they are communicated to riders. Committee members were very pleased that future detour communications improvements may be implemented by PSTA, which will be a direct result of TRAC's initiative to improve communications. Committee members and Mr. Shulman had questions and feedback related to the detour signs on bus stop poles, as well as the how the Real Time updates will interface with Transit App for future improvements. Ms. Raskin-Schmitt informed the Committee that TRAC will receive an update of how PSTA is moving forward with detour communication improvements at a future meeting.

Strategic Public Engagement Plan - Bob Lasher, External Affairs Officer, presented an overview of the Strategic Outreach Plan. Mr. Lasher explained how he and the Public Engagement team of Juan Luvian, Community Engagement Liaison, and Nicole Dufva, Public Engagement Specialist, interfaces with the Planning and Marketing departments to implement outreach campaigns to generate awareness of special programs and promotions, or gather community and rider input through extensive surveys. The outreach target markets for 2018 include seniors, students, PSTA riders, stakeholders, government partners, local businesses, chambers of commerce, community and civic Groups and non-riders. Discussion took place about the plan, and all questions and suggestions were noted. Mr. Lasher concluded his presentation by informing the Committee that the major projects they are focusing on are the Central Avenue Bus Rapid Transit (BRT), the Community Bus Plan and the Spring Break service enhancements.

Community Bus Plan Update – Heather Sobush, Planning Director, presented a summary of the update to the 2013 Community Bus Plan. Ms. Sobush explained that PSTA staff and WSP (formerly Parsons Brinkhoff) consultants utilize on-board surveys, ridership, on-time performance, farebox data, and information collected from public outreach to make specific recommendations to develop the 2018 Community Bus Plan. Committee members had a few questions and suggestions for Ms. Sobush, which she noted and said would be incorporated into the future surveying and public outreach planned for this project. She explained the goal of the plan is to improve the efficiency and performance of PSTA's fixed route network, with a focus on streamlining routes and incrementally improving the fixed route network within multiple funding scenarios. Ms. Sobush emphasized the bus plan recommendations will be incorporated in PSTA's Transit Development Plan (TDP) and Forward Pinellas' 2045 Long Range Transportation Plan (LRTP).

Superior Transit Access Recognition (STAR) Award – Ms. Borchers, and Committee Chair Lepik-Corrigan provided an update of the nomination form and guidelines for the award. There was discussion and questions from Committee members about the criteria and review process. Ms. Borchers and Committee Chair Lepik-Corrigan addressed all questions. The Committee was very excited that members were asked to begin submitting nomination forms beginning June 25th through the deadline of July 6th. Ms. Borchers announced there will be an action item at the July 17th TRAC meeting for voting members to select the first TRAC STAR Award winner(s) and that Marketing will provide a preview of the TRAC STAR Award creative and collateral materials at the meeting. Committee Chair Lepik-Corrigan and Committee members were very excited to learn from Ms. Borchers that the program launch will be featured at the July Board Meeting on July 25th with a PSTA Marketing press event.

### **MEMBER COMMENTS**

There were no member comments.

### **OTHER BUSINESS**

Maryanne Sobocinski, TRAC Coordinator, invited Committee members, who have not already RSVP'd, to volunteer for the Pride Parade in St. Petersburg on June 23rd, as well as attend the PSTA – Tampa International Airport (TIA) 300X Airport Express Grand Opening Launch event on June 25th.

### **ADJOURNMENT**

The meeting was adjourned at 5:22 PM. The next TRAC meeting will be held on Tuesday, July 17th.