



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

TRANSIT RIDERS ADVISORY COMMITTEE MINUTES
FEBRUARY 18, 2020

Committee Chairperson Duncan Kovar called the February 18, 2020 TRAC meeting to order at 4:00 pm. Members present: Kim Rankine, Duncan Kovar, Kenneth Durham, Debra Bjorkquist, Chelsea Anderson, Ed Klumpp, Teresa Dunphy, Andrea Baron, Roman Shurubalko, and Gloria Lepik-Corrigan. Members absent: Laurie Humpel, Renee Graham, Jovantee Blair, Jayson James, Fatima Aly and Mary Young. Also present: Brad Miller, CEO, and PSTA staff members.

Tampa Bay Area Regional Transit Authority (TBARTA) Regional Rapid Transit Presentation:

Scott Pringle, WSP consultant for TBARTA, presented an update on their Regional Rapid Transit (RRT) plan which is a proposed bus rapid transit (BRT) project connecting Downtown St. Petersburg, the Gateway area, Westshore, Downtown Tampa, the University of South Florida area, and Wesley Chapel along I-275. Mr. Pringle explained the RRT plan is a multi-phase project which could take up to ten years to complete, and WSP is in the stakeholder outreach phase. He reviewed the 13 proposed station sites for the RRT project and plans to conduct charettes with regional stakeholders. Mr. Pringle invited TRAC members to the March 13th charrette to review the 62nd Avenue North station, to provide feedback on location, typology and station design.

Public Comment:

There were no public comments.

Chair Report:

Committee Chairperson Kovar gave an overview of last month's Board meeting which featured a presentation on PSTA's initiative to fight human trafficking, which involved training bus operators to recognize and properly report suspected trafficking. He indicated that the Board approved the County Beach access construction project in St. Pete Beach for the proposed BRT turnaround, as well as the new Flamingo Fares

policy. Committee Chairperson Kovar also informed the Committee members that he and Ms. Lepik-Corrigan presented a TRAC STAR Award on February 11th to Mayor Kriseman at St. Petersburg City Hall for the Complete Streets roadway and pedestrian safety improvements on Dr. M.L. King Jr. Street from 30th Avenue North to 4th Avenue North. He was pleased to report that bus ridership is up on this corridor.

Forward Pinellas Report:

Ms. Lepik-Corrigan updated members on the Forward Pinellas Vision Zero initiative which focuses on eliminating traffic fatalities and severe injuries to motorists, pedestrians and bicyclists on Pinellas County roadways. She informed the Committee that the kick-off event for their initiative is the Safe Streets Summit, being held Tuesday, March 31st from 1:00-3:00 pm at the EpiCenter at St. Petersburg College. Maryanne Sobocinski, TRAC Coordinator, will email the information to RSVP to all TRAC members.

Ms. Lepik-Corrigan shared a copy of a letter of strong opposition from Whit Blanton, Executive Director of Forward Pinellas, to Representative Randy Fine (R – Palm Bay) against House Bill 1371 and Senate Bill 1000, which would require all pedestrian-only “flashing yellow” crosswalks to be converted to full-stop red-lights upon request by a pedestrian, or removed throughout the state. Mr. Blanton cited studies and statistics that show the use of Rectangular Rapid Flashing Beacons (RRFBs) are effective at reducing injuries and fatalities for pedestrians and bicyclists. Ms. Lepik-Corrigan requested and received an informal vote of unanimous consensus from the Committee to join Forward Pinellas in opposition of these bills and a letter stating so will be sent from Committee Chairperson Kovar.

Action Items:

Approve January 21, 2020 Meeting Minutes – Ms. Bjorkquist made a motion, seconded by Ms. Dunphy, to approve the minutes. Motion passed unanimously.

2020 TRAC Initiatives – Nicole Dufva, Public Engagement Planner, led the continued discussion from last month’s meeting about TRAC 2020 Initiatives. Ms. Dufva presented a consolidated list of initiatives that Committee members suggested last month. She reiterated that TRAC will continue the TRAC STAR Award and suggested the Committee consider an Ambassador 2.0 initiative with specific improvements and target goals. Ms. Dufva proposed some possible ideas for the Ambassador 2.0 initiative would be:

- Increase TRAC engagement in social media
- Promote PSTA services within our own circles – residences/work/etc.

- Improve image of riders
- Educating ourselves on key issues where we can advocate for our ideas and opinions

After a lengthy discussion, Committee Chairperson Kovar suggested a subcommittee should meet immediately before the next TRAC meeting to agree upon defined and concrete projects to enhance the Ambassador 2.0 initiative with outcomes that have measurable success, before a vote is taken.

[Brian Grant arrived at the meeting at 4:40 pm.]

Information Items:

Departure Board Display Options – Raj Singh, Principal Scheduler, explained that staff is considering a change to the departure boards in over 650 shelters. He said the change will improve trip information accuracy and allow for a more efficient production of the boards. Mr. Singh displayed two options (a route order layout, and a time-out order layout) for the Committee to provide feedback. TRAC discussed the options from staff, unanimously preferred the time-out order layout option, and made several recommendations that will be reviewed further.

Spring Season Promotional Services – Bob Lasher, External Affairs Officer, briefed the Committee on PSTA's Park and Ride service to Clearwater Beach for Spring Break, and to Dunedin's Blue Jays stadium during Spring Training. He asked for volunteers to help direct riders in Clearwater Beach to the Marina and Pier 60 Park and Ride stops. TRAC will receive an email link to Sign-Up Genius to participate from Ms. Dufva.

Sustainability Plan/Rider Recycling Program – Ms. Dufva, along with Tom Heyob, Transportation Supervisor, and Gabrielle Donaldson, Mobility Analyst, updated TRAC on PSTA's sustainability plan, with an emphasis on a pilot program at the Layby for riders to recycle. They explained that PSTA's FY 2020 goal is to get halfway to Gold level status from the American Public Transportation Association (APTA). To date, PSTA has achieved Silver level recognition from APTA for sustainability.

Adjournment:

The meeting was adjourned at 5:32 pm. The next TRAC meeting is scheduled for March 10th at 4:00 pm.