



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

TRANSIT RIDERS ADVISORY SUB-COMMITTEE MINUTES
MARCH 10, 2020

Committee Chairperson Duncan Kovar called the March 10, 2020 TRAC sub-committee meeting to order at 3:00 pm. Members present: Kim Rankine, Duncan Kovar, Debra Bjorkquist, Ed Klumpp, Roman Shurubalko, Gloria Lepik-Corrigan and Brian Grant. Also present: PSTA staff members.

Public Comment:

There were no public comments.

Discussion of 2020 TRAC Initiatives:

Nicole Dufva, Public Engagement Planner, and Committee Chairperson Kovar led the continued discussion from last month's meeting about TRAC 2020 Initiatives.

Ms. Dufva reviewed a consolidated list of initiatives that Committee members suggested last month. She reiterated that TRAC will continue the TRAC STAR Award and suggested the Sub-Committee consider these well-defined Ambassador 2.0 initiatives that require three different levels of engagement (low, medium and high commitment), with measurable and trackable outcomes.

- | | |
|---------|---|
| Level 1 | TRAC engagement on PSTA's social media sites and making suggestions for PSTA to attend events and how to ride workshops. |
| Level 2 | TRAC volunteers at PSTA events, town halls, rider surveys, service change outreach, and other external related public meetings. |
| Level 3 | TRAC members spearhead outreach opportunities/events in their communities or workplaces. |

All members agreed informally to recommend the three TRAC Initiatives and continuing the TRAC STAR Award to the full committee as an action item at the 4:00 pm TRAC meeting.

Additional Comments:

Mr. Shurubalko is interested in forming a Smart Cities Sub-Committee and will offer the opportunity to TRAC members at the April meeting. Ms. Lepik-Corrigan suggested we have a TRAC Initiatives monthly tracking sheet distributed at future TRAC meetings to record completed activities. Members requested a list of monthly public meetings be distributed with their agenda packets at future TRAC meetings.

Adjournment:

The meeting was adjourned at 3:51 pm prior to the scheduled TRAC meeting at 4:00 pm.