



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
JULY 21, 2020**

This meeting was conducted by means of Communications Media Technology.

Committee Chairperson Duncan Kovar called the July 21, 2020 TRAC meeting to order at 4:01 pm. Members present: Duncan Kovar, Debra Bjorkquist, Edwin Klumpp, Chelsea Anderson, Kim Rankine, Mary Young, Roman Shurubalko, Jayson James, Gloria Lepik-Corrigan, Teresa Dunphy, and Jovantee Blair. Members absent: Andrea Baron and Laurie Humpel. Also present: Brad Miller, CEO, and PSTA staff members.

Call to Order – Committee Chairperson Kovar read the required opening statement relating to the use of Communications Media Technology and how the public can view the meeting and make comments.

Public Comment:

There were no public comments.

Chair Report:

Committee Chairperson Kovar gave a brief overview of the PSTA Board meeting held virtually on June 24th which included: Board member Janet Long announcing that the Tampa Bay Area Regional Transit Authority (TBARTA) Board passed the Envision 2030 Plan, the Board unanimously passed the Care Ride Contract amendment and the new PSTA Mobility Program two-year contract with Uber Technologies, Inc., Bay Area Metro, LLC and Lyft, Inc., and PSTA Marketing and Purchasing received unanimous approval of an agreement to work with Jones Worley Design to handle the design of the Bus Rapid Transit (BRT) project connecting downtown St. Petersburg to the Beaches. Committee Chairperson Kovar shared a slide with pictures of the fantastic news conference and unveiling of the SunRunner transit bus during a news conference on Thursday, July 8th. The event was attended by many Board members, state and local public officials, and garnered local and national media attention for the first BRT system in the history of the Tampa Bay region.

Forward Pinellas Report:

There were no Citizens Advisory Committee (CAC) meetings held in June and July. Ms. Lepik-Corrigan is the CAC representative from North County for Forward Pinellas. She shared an overview of the Forward Pinellas – Vision Zero, Safe Streets Pinellas Ambassador Program.

Action Items:

Approve June 16, 2020 Meeting Minutes – Jayson James made a motion, seconded by Ms. Lepik-Corrigan, to approve the minutes. Motion passed unanimously.

Information Item:

Commute Tampa Bay – Committee Chairperson Kovar introduced Cyndi Raskin, Director of Commuter Services at TBARTA, who presented the details of Commute Tampa Bay, a one stop resource for information to help commuters in Tampa Bay improve their transit experience. She described the services offered including: Vanpool, Carpool, Transit, Biking, Teleworking, Park and Ride, Free Employer Support, Emergency Ride Home, School Pool, and Best Workplace for Commuters. Her presentation included the essential service that Commute Tampa Bay provides by supporting employers as they increasingly use teleworkers during the COVID-19 emergency, through a co-sponsorship of a Free Central Florida Telework Webinar Series that provides insight on working from home.

Action Items:

Autonomous Vehicle (AV) Operations Agreement – Jacob Labutka, Project Planner, presented details of the AV pilot/demonstration project. He said that staff is recommending approval of an Interlocal Agreement with the City of St. Petersburg for demonstration approval and improvement contributions; and recommending approval of a task work order-based operating agreement with Beep, Inc., at a cost not to exceed \$562,500, with an initial task work order of \$139,500, for the operation of the St. Petersburg AV Demonstration Project. Questions were asked about any savings with this project, the track record of Beep and their experience, the funding process, the cost, the run time for the route, and the vision for the long term of this project. After Mr. Labutka answered the Committee's questions, Jayson James made a motion, seconded by Mr. Klumpp, to recommend approval of the Interlocal Agreement and the task work order. There were no public comments. Motion passed unanimously

[Ms. Young left the virtual meeting at 5:00 pm.]

Resolution #20-05: Continue Conducting Committee Meetings by Means of Communications Media Technology – Mr. Miller outlined Resolution #20-05 regarding continuing virtual Committee meetings until the health threat of the Covid-19 pandemic is contained and allows PSTA to resume meetings on site at PSTA headquarters. Mr. Miller stated the action item is to recommend approval of a Resolution suspending PSTA’s Rules and Regulations requiring that a quorum be physically present at Board of Directors and Committee meetings and that require that Board of Directors and Committee meetings be held at any certain physical location. Mr. Shurubalko made a motion, seconded by Ms. Anderson, to recommend approval of Resolution #20-05. There were no public comments. Motion passed unanimously.

Information Item:

Social Media Tutorial – Nicole Dufva, Public Engagement Planner introduced this important information item to TRAC, presented by Courtney Grigsby, Digital Marketing Coordinator, because one of TRAC’s initiatives this year is being a PSTA Ambassador and using social media to help Public Engagement reach our riders and customers. Ms. Grigsby presented a detailed tutorial on how to use Facebook, Twitter, Instagram and LinkedIn to assist PSTA’s marketing and public outreach efforts by teaching TRAC members to engage with their fellow riders, friends and family on social media.

Ms. Grigsby demonstrated how to like/follow a PSTA page; like or reacting to posts; sharing and retweeting information; commenting on posts; posting your own transit; safe streets, or community related content; and how to tag PSTA/use the hashtags, i.e. (#movingthefrontline). TRAC members were very interested, although when Ms. Grigsby polled TRAC, only a few were avid users of social media. TRAC requested that Ms. Grigsby return either in September or October to encourage and further instruct TRAC members how to join the social media sites, and/or continue to use social media while they are quarantined to achieve some of their initiatives before the end of the year.

Other Business

Committee Chairperson Kovar informed TRAC that at the next virtual meeting in August, they will hear about TRAC member term limits, and the plans for TRAC recruitment for next year, which begins on August 31, 2020.

Adjournment

The meeting was adjourned at 5:15 pm. The next TRAC virtual meeting will be held on Tuesday, August 18, 2020 at 4:00 pm.