



PINELLAS SUNCOAST TRANSIT AUTHORITY
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TRAC COMMITTEE MINUTES
JANUARY 19, 2021

This meeting was conducted by means of Communications Media Technology.

Committee Chairperson Kovar called the January 19, 2021 TRAC meeting to order at 4:00 pm. Members present: Duncan Kovar, Chelsea Anderson, Roman Shurulbalko, Gloria Lepik-Corrigan, Mark O'Hara, Ed Klumpp, Andrea Baron, Mary Young, Kim Rankine, Debra Bjorkquist, Sebastian Zimmardo, Michael Davenport, Mark Boyce, and Maxwell Johnson. Members absent: Teresa Dunphy, Jayson James and Dyari Shkaki. Also present: Brad Miller, CEO; PSTA staff members; and members of the public.

Public Comment:

There were no public comments.

Chair Report:

Committee Chairperson Kovar mentioned the following items that were discussed at the PSTA Board meeting on December 2, 2020: new Board Officers and Committee appointments and a Public Transportation Agency Safety Plan. He also welcomed the five new TRAC members and mentioned that there are five new PSTA Board members and that Pinellas County Commissioner Pat Gerard is the new Chairperson for 2021.

Forward Pinellas Citizen's Advisory Committee (CAC):

Ms. Lepik-Corrigan stated that since there was no quorum for the December CAC, there were no votes taken. She gave a brief overview of the history and purpose of Forward Pinellas for the new TRAC members.

Information Items:

PSTA's Sustainable Strategic Plan – Mr. Miller introduced the history of the Sustainable Strategic Plan and thanked the Planning staff for leading the Agency's efforts to incorporate a holistic approach to sustainability using the triple bottom line framework: Workforce Training and Wellbeing, Environmental Sustainability, and Economic Vitality.

Cassandra Borchers, Chief Development Officer, explained the plan will officially establish short-, medium-, and long-term goals along with key metrics to measure

performance or progress over time. PSTA is in the process of trying to achieve Gold Level Sustainability Status, after being awarded Silver Status last year.

Nicole Dufva, Planning Manager, reviewed the Healthy Communities and Workforce projects such as: PSTA & Feeding Tampa Bay, the Fitbit/Wellness program for PSTA staff, the Diversity Business Enterprise (DBE) inclusion in our agency partnerships, the Autonomous Vehicle Advantage (AVA) pilot, and SunRunner project.

Heather Sobush, Planning Director, presented PSTA's environmental efforts by reviewing the Agency's commitment to energy saving electric buses, inductive chargers, reducing greenhouse gases and air pollutants, and proposing a solar photovoltaics (pv) power grid. She concluded that the plan will provide a basis for and guide the Agency's budget development as well as the pursuit of grant funding.

February Service Changes – Ms. Borchers explained as part of the regular February service change, Reid Power, Transit Planner, researched and prepared a detailed analysis of the nine busiest routes, which determined what route segments were likely to experience customer pass-bys under the current COVID restricted service levels. Mr. Powers said in order to alleviate the pass-bys, the February service change will include new COVID Relief Service overlaid on the regular service on Routes 19, 34, and 52. The new COVID Relief Service will go into effect February 2021. He explained the service is temporary and will be discontinued when the maximum allowed load on each bus is increased.

TRAC Initiatives Discussion with Social Media Update – Bob Lasher, External Affairs Officer, reviewed TRAC's previous years' initiatives, which were heavily focused on community engagement and an increase in TRAC social media presence. He explained that due to the pandemic, much of those efforts had to be curtailed to ensure safety of our TRAC and staff members, except for social media presence. Mr. Lasher explained as TRAC continues to meet virtually, the Committee will continue its focus on social media posts promoting PSTA services and programs, and safe transit riding practices such as wearing of masks while using the system.

He introduced Courtney Grigsby, Digital Marketing Coordinator, who provided a social media overview to discuss ways TRAC members can be proactive advocates on PSTA's social media channels, which include Instagram, Facebook, LinkedIn and Twitter. Mr. Lasher wrapped up the discussion with encouraging TRAC members to continue looking for, and nominating entities for TRAC STAR Award consideration. In addition, he added that TRAC continue support for the Forward Pinellas Vision Zero program by taking the Safe Streets Pinellas pledge through Forward Pinellas.

TRAC By-Law/Meeting Etiquette/Sunshine Law – Isabella Sobel, Bryant, Miller & Olive, provided TRAC with a presentation of the key elements of the By-Laws which guide and instruct members on various procedures related to the purpose of the Committee, organization of meetings, and Committee member responsibilities related to attendance and participation of meetings. She explained the importance of conducting

meetings for the open exchange of ideas, the fair discussion of issues, and encouragement of participation in Committee proceedings in a courteous, constructive, and respectful manner. Ms. Sobel explained TRAC is an advisory body and makes recommendations to the PSTA Board and is subject to the Florida Sunshine Law and Public Records laws.

Ms. Sobel explained the duties and requirements of TRAC Members to conduct any business pertaining to or that may come before the TRAC “in the Sunshine.” She asked TRAC members to refer to the TRAC information guide that they received from Maryanne Sobocinski, TRAC Coordinator. Any questions and issues that should arise, can be directed to Ms. Sobocinski, or other members of the Planning Department.

Member Comments:

Ms. Lepik-Corrigan gave a brief update on her and Ms. Rankine’s participation in the PSTA procurement process of selecting a new vendor for Care Ride paratransit services. She explained that the selection committee, along with the PSTA Procurement staff, have been working very hard in the selection process and they are close to announcing the company that met all criteria for handling the Care Ride services for PSTA.

Other Business:

No other business was discussed.

Adjournment:

The meeting was adjourned at 5:45 pm. The next TRAC meeting is scheduled for February 16, 2021 at 4:00 pm.