



PINELLAS SUNCOAST TRANSIT AUTHORITY
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PLANNING COMMITTEE MINUTES
OCTOBER 20, 2021

Committee Chairperson Shulman called the October 20, 2021 Planning Committee meeting to order at 10:30 am. Members present: Joshua Shulman, David Allbritton, Vince Cocks, Rene Flowers, and Deborah Figgs-Sanders. Member absent: Michael Fridovich. Also present: Brad Miller, CEO, and PSTA staff members.

Public Comment:

There were no public comments.

Information Item:

PSTA Brand Refresh – Whitney Fox, Director of Marketing and Communications, provided a presentation on the Agency’s new branding refresh. Questions were asked about the business card style, the email style, and the branding on bus shelters.

Grant Applications and Successes – Cassandra Borchers, Chief Development Officer, gave a presentation outlining the recent grant successes as well as the plan for grant application submittals this coming year. The Committee had questions relating to the frequency of the buses, carbon credits of the Agency’s buses, and electric PSTA cars and vans.

PSTA Benchmarking Update – Heather Sobush, Director of Planning, provided a presentation on the American Bus Benchmarking Group (ABBG) findings for the year. Questions were asked about the Flamingo tap cards and the key performance indicators.

Solar Project Update – B.J. Gavin, Project Engineer, gave a presentation on PSTA’s solar energy effort. He said the Agency is exploring opportunities to partner with Duke Energy to consider solar panels at the Authority’s headquarters. He explained that a solar energy system has the potential to support the facility as well as the electric bus fleet, both current and in the future, while reducing the Agency’s carbon footprint. Mr. Allbritton commented on the steps that the City of Clearwater is also doing with solar.

Other Business:

No other business was discussed.

Adjournment:

The meeting was adjourned at 11:52 am. The next Planning Committee meeting date is to be determined.