

Transit Development Plan

2026 - 2035

SunRunner



Pinellas Suncoast Transit Authority

February 2026

Table of Contents

1.0	Introduction	1
1.1	10-Year TDP Objectives & Requirements	2
1.2	TDP Checklist	2
2.0	Public Outreach	4
2.1	Public Involvement Plan.....	4
2.2	Public Involvement Techniques.....	4
2.3	Public Outreach Activities	5
3.0	Operating Context Evaluation	19
3.1	Situation Appraisal.....	19
3.2	Baseline Conditions.....	21
3.3	PSTA Service Area	21
3.4	Existing Service Overview	54
3.5	Transit Demand Estimation.....	85
3.6	Connectivity and First/Last-Mile Gaps	90
3.7	Coordination and Consistency with Plans.....	136
4.0	Land Use and Priority Transit Corridor Assessment	145
4.1	Land Use Policy and Growth Patterns	145
4.2	Land Use and Transit Supportive Development.....	146
4.3	Special Studies Encouraging Transit-Supportive Development	149
4.4	Priority Transit Corridor Assessment	150
5.0	Ten-Year Operating and Capital Program	156
5.1	Schedule of Projects.....	156
5.2	Financial Plan.....	165
5.3	10-Year Cost/Revenue Summary.....	168
5.4	List of Priority Projects	168

Appendices

- Appendix A: Performance Monitoring System
- Appendix B: Community Bus Plan Public Engagement Plan
- Appendix C: Forward Pinellas Public Participation Plan
- Appendix D: Community Bus Plan Phase 1 Public Engagement Summary Report

Tables

Table 1: TDP Checklist	3
Table 2: Incorporated vs. Unincorporated Population Growth, 2010–2024	24
Table 3: PSTA CCBN Route Changes	56
Table 4: PSTA Fixed-Route Fare Structure	67
Table 5: PSTA Route Classification (Pre-CCBN Network).....	69
Table 6: PSTA Route Classification (CCBN Network)	70
Table 7: PSTA Total Annual Ridership by Route Classification (2023–2024)	71

Table 8: PSTA Ridership by Route (2024).....	71
Table 9: Passengers per Revenue Hour by Route Classification (2024).....	73
Table 10: Passengers per Revenue Hour by Route (2024).....	74
Table 11: Passengers per Revenue Mile by Route Classification (2024).....	75
Table 12: Passengers per Revenue Mile by Route (2019).....	76
Table 13: Farebox Recovery	79
Table 14: Community Bus Plan Scenario Summary of Improvements by Route Classification	127
Table 15: Route-level Ridership Validation	129
Table 16: Annual Ridership and Growth Rates with CCBN Scenario, 2024-2035.....	131
Table 17: Annual Ridership and Growth Rates with Vision Plan Scenario, 2024–2035	133
Table 17: Step A Evaluation Criteria	152
Table 18: Step A Evaluation Results	153
Table 19: Step B Evaluation Criteria	154
Table 20: Step B Evaluation Results	154
Table 21: 10-Year Schedule of Projects Services	161
Table 22: 10-Year Schedule of Projects Capital	162
Table 23: Cost Inflation Assumptions by Category.....	165
Table 24: Premium Transit Service Annual Operations & Maintenance Costs	166
Table 25: Revenue Inflation Assumptions by Category.....	167
Table 26: 10-Year Finance Plan	169
Table 27: Evaluation Categories and Criteria	172
Table 28: Priority Projects	172
Table 29: Supporting Capital Priorities.....	173

Figures

Figure 1: Survey Results—"Please rate your level of agreement with each of the following statements."	7
Figure 2: Survey Results—"I would be more likely to take public transportation if..."	8
Figure 3: Survey Results—"Please indicate how important it is for counties in the Tampa Bay area to work together to address each of the following."	8
Figure 4: Survey Results—"Do you believe having frequent, reliable, & convenient transit services nearby improves the economic value of the surrounding area?"	9
Figure 5: Survey Results—"What do you think should be done to deal with increasing traffic?"	9
Figure 6: Survey Results—"What are the most pressing challenges facing Pinellas County?"	10
Figure 7: Survey Results—"Select 'Yes,' 'No,' or 'Unsure' to the following statements."	10
Figure 8: Survey Results—"How often do you ride transit?"	12
Figure 9: Survey Results—"Please identify your top priority for transit."	12
Figure 10: Survey Results—"Would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?"	13
Figure 11: Survey Results—"Which scenario comes closer to how you would prioritize PSTA bus service?"	13
Figure 12: Survey Results—"How far apart should bus stops on local routes be in the future?"	14
Figure 13: Survey Results—"If PSTA had additional money for bus service, what would you spend it on first?" ..	14
Figure 14: Survey Results—Distribution of Responses by Zip Code.....	15

Figure 15: Municipalities and Unincorporated Areas of Pinellas County.....	22
Figure 16: Overall Population Growth in Pinellas County	23
Figure 17: 2023 Population Density	25
Figure 18: 2050 Population Density Forecasts	26
Figure 19: Number of Visitors and Tourism Impact in Pinellas County (2021 Q3 – 2023 Q4)	27
Figure 20: Pinellas County Visitor Arrival/Departure Mode.....	28
Figure 21: Estimated 2025 Tourist/Visitor Impact by Census Tract	29
Figure 22: Estimated 2035 Tourist/Visitor Impact by Census Tract	30
Figure 23: 2022 Employment Density	32
Figure 24: 2050 Employment Density	33
Figure 25: 2022/2023 Combined Population and Employment Density.....	34
Figure 26: 2050 Combined Population and Employment Density Forecasts	35
Figure 27: Occupations by Industry (2022)	36
Figure 28: Population with Disabilities (2023)	38
Figure 29: Older Adult Population (2023)	39
Figure 30: Youth Population (2023)	41
Figure 31: Households below Poverty Threshold (2023)	42
Figure 32: Zero-Vehicle Households (2023).....	43
Figure 33: Distribution of Population by Race and Ethnicity (2023).....	44
Figure 34: Percent of Trips by Trip Purpose (All Transportation Modes).....	45
Figure 35: Percent of Trips by Trip Purpose (Public Transit)	46
Figure 36: How Commuters in Pinellas County Travel to Work	47
Figure 37: Pinellas County Commuter Patterns (2020)	48
Figure 38: Level of Service on Major Pinellas County Roads.....	50
Figure 39: Volume-to-Capacity on Pinellas County Major Roads.....	51
Figure 40: Assisted Housing Units in Pinellas County.....	52
Figure 41: PSTA System Map	55
Figure 42: PSTA Direct Connect Locations.....	63
Figure 43: Snapper On-Demand – Clearwater Zone	64
Figure 44: Snapper On-Demand – Safety Harbor Zone	65
Figure 45: PSTA Access ADA Service Area (CCBN Network)	66
Figure 46: Grand Central Station	68
Figure 47: PSTA System Ridership (FY 2020–2024), NTD.....	70
Figure 48: PSTA Fixed-Route Annual Total Ridership (2015–2024), NTD	71
Figure 49: Transportation Disadvantaged Trips by Mode (2022–2024)	78
Figure 50: Transportation Disadvantaged Trips by Trip Purpose (2022–2024).....	78
Figure 51: Fixed Route Service Hours per Capita, 2021	81
Figure 52: Fixed Route Service Boardings per Capita, 2021.....	81
Figure 53: Fixed Route Boardings per Service Hour, 2021	83
Figure 54: Fixed Route Operating Costs per Service Hour, 2021	84
Figure 55: Population Compared to PSTA Coverage	86
Figure 56: DTA Density Thresholds.....	87

Figure 57: DTA Analysis of PSTA Services, 2023	88
Figure 58: DTA Analysis of PSTA Services, 2050	89
Figure 59: PSTA Route Frequency, Weekdays 8:00AM	91
Figure 60: PSTA Route Frequency, Weekdays 1:00PM	92
Figure 61: PSTA Route Frequency, Weekdays 5:00PM	93
Figure 62: PSTA Route Frequency, Monday-Thursday 9:00PM	94
Figure 64: PSTA Route Frequency, Monday-Thursday 11:00PM	96
Figure 65: PSTA Route Frequency, Friday 11:00PM	97
Figure 66: PSTA Route Frequency, Monday-Thursday 12:00AM	98
Figure 67: PSTA Route Frequency, Friday 12:00AM	99
Figure 68: PSTA Route Frequency, Saturdays 8:00AM	100
Figure 69: PSTA Route Frequency, Saturdays 1:00PM	101
Figure 70: PSTA Route Frequency, Saturdays 5:00PM	102
Figure 71: PSTA Route Frequency, Saturdays 9:00PM	103
Figure 72: PSTA Route Frequency, Saturdays 11:00PM	104
Figure 73: PSTA Route Frequency, Saturdays 12:00AM	105
Figure 74: PSTA Route Frequency, Sundays 8:00AM	106
Figure 75: PSTA Route Frequency, Sundays 1:00PM	107
Figure 76: PSTA Route Frequency, Sundays 5:00PM	108
Figure 77: PSTA Route Frequency, Sundays 9:00PM	109
Figure 78: PSTA Route Frequency, Sundays 11:00PM	110
Figure 79: PSTA Route Frequency, Sundays Midnight	111
Figure 80: Distance Traveled within 60 Minutes from 34 th Street S & 18 th Avenue S	112
Figure 81: Distance Traveled within 60 Minutes from 34 th Street N & 22 nd Avenue N	113
Figure 82: Distance Traveled within 60 Minutes from Child’s Park	114
Figure 83: Distance Traveled within 60 Minutes from Disston Plaza	115
Figure 84: Distance Traveled within 60 Minutes from Downtown Clearwater	116
Figure 85: Distance Traveled within 60 Minutes from Downtown St. Petersburg	117
Figure 86: Distance Traveled within 60 Minutes from Dunedin	118
Figure 87: Distance Traveled within 60 Minutes from Indian Rocks Road & Walsingham Road	119
Figure 88: Distance Traveled within 60 Minutes from Gateway Mall	120
Figure 89: Distance Traveled within 60 Minutes from Largo Transit Center	121
Figure 90: Distance Traveled within 60 Minutes from Madeira Beach	122
Figure 91: Distance Traveled within 60 Minutes from 34 th Street Terminal	123
Figure 92: Distance Traveled within 60 Minutes from St. Pete Beach	124
Figure 93: Distance Traveled within 60 Minutes from Walmart St. Petersburg	125
Figure 94: Direct Connect Coverage Isochrone Analysis	126
Figure 95: Key Destinations in Pinellas County	147
Figure 96: Countywide Plan Map	148
Figure 97: Future Transit Corridors, Advantage Pinellas 2050	151
Figure 98: 10-Year Schedule of Projects	164
Figure 99: 10-Year Vehicle Acquisition Plan	167

Identification of Submitting Agency

Agency: Pinellas Suncoast Transit Authority, (727) 540-1800

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1.0 Introduction

This Transit Development Plan (TDP) is Pinellas Suncoast Transit Authority's (PSTA's) statutorily required, 10-year planning document to guide service, capital investments, and funding strategies covering the years 2026-2035. The plan documents current conditions, identifies needs, and presents a phased program of projects that advances regional mobility, efficiency and innovation. This major update aligns with the Florida Department of Transportation (FDOT) TDP Rule and integrates priorities from regional transportation plans and local comprehensive plans.

PSTA is the main transit operator in St. Petersburg, Clearwater, and throughout Pinellas County, Florida. Transit service in Pinellas County began in 1903, when the St. Petersburg Municipal Transit System (SPMTS) inaugurated streetcar service between St. Petersburg and Gulfport. One bus was introduced to the system in 1919, and the system quickly grew to eight buses by 1926, which allowed SPMTS to exceed four million annual trips by the late 1920s. After more than 45 years of service, streetcar operations were shut down in 1949, transforming SPMTS into a bus-only system.

The early 1970s brought the introduction of another transit system to the county. Central Pinellas Transit Authority (CPTA) served Clearwater and central and northern Pinellas County, and SPMTS continued to serve St. Petersburg and southern Pinellas County. CPTA was granted local taxing authority, providing an important funding source for transit operations that allowed implementation of a new transit system comprising nine routes serving eight cities and towns in the county. CPTA carried approximately 900,000 trips in 1973, its first year of service.

The 1970s also saw the formation of the Pinellas County Metropolitan Planning Organization (MPO), now referred to as Forward Pinellas, which was responsible for creating and regularly updating the countywide transportation plan. MPO transit initiatives included a route connecting Clearwater and St. Petersburg via Tyrone Mall, jointly operated by CPTA and SPMTS, as well as an agreement for intra- agency transfers, a common fare system, and a joint customer service call center. Increasing cooperation combined with reductions in Federal transit operating cost assistance in the early 1980s led to the merger of CPTA and SPMTS to form PSTA in 1984.

Since beginning operations in 1984, PSTA has grown and implemented many initiatives to improve and expand transit services in Pinellas County. Recent initiatives include:

- Constructed SunRunner Bus Rapid Transit (BRT) connecting downtown St. Petersburg to St. Pete Beach
- Launched the Grouper Airport Express, a new on-demand shuttle service connecting St. Pete-Clearwater International Airport directly to any location on Clearwater Beach
- Introduced "Spark," a limited-stop, high-frequency bus route along 34th Street South in St. Petersburg, connecting Eckerd College to Grand Central Station. Spark operates from 5 a.m. to midnight and is designed to offer SunRunner-like service without dedicated lanes.
- Secured the largest discretionary grant in PSTA history (\$27.8 million) to expand the electric and hybrid bus fleet, including the purchase of at least 16 new all-electric and hybrid-electric buses and charging infrastructure.

Today, PSTA directly operates 29 local routes, one BRT, two trolleys, and three express routes. PSTA's intra-county bus routes mostly operate local, all-stops service, with only 7 routes operating with branching variants. PSTA also contracts with the Jolley Trolley and Looper Group, Inc. to operate three trolley routes in Clearwater and one in downtown St. Petersburg. Together, there are 39 fixed routes in operation. In addition to buses, PSTA also operates two waterborne transportation routes -- the Red Line Clearwater Ferry serving Clearwater and Clearwater Beach and the Blue Line serving Dunedin to Clearwater Beach.

In 2024, PSTA carried approximately 9.8 million unlinked passenger trips on its fixed routes with a fleet of 222 buses. When including demand-response and vanpool trips, the PSTA system carried nearly 10.4 million riders, as reported to National Transit Database (NTD) in 2024. Additionally, PSTA's partnered programs, such as Direct Connect and TD Late Shift, also recorded around 350 thousand trips that aren't required to be reported to NTD.

1.1 10-Year TDP Objectives & Requirements

This major TDP update will guide PSTA's services over the next 10 years, as currently required by Florida law. Current TDP requirements were incorporated by rulemaking into Chapter 14-73 of the Florida Administrative Code (F.A.C.) on July 9, 2024. Major requirements of the rule include:

- Major updates must be completed every 5 years, covering a 10-year planning horizon.
- A Public Involvement Plan must be developed and approved by FDOT or consistent with the approved MPO Public Involvement Plan.
- FDOT, the county's MPO, and relevant stakeholders must be advised of all public meetings at which the TDP is presented and discussed and must also be given the opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and 10-year implementation program.
- Estimation of the community's demand for transit service (10-year annual projections) must use the planning tools provided by FDOT or a demand estimation technique approved by FDOT.
- The TDP must be consistent with the approved local government comprehensive plans and Long Range Transportation Plan (LRTP).

Table 1 summarizes the Florida TDP requirements and references where in this report each requirement is documented and how it was met.

1.2 TDP Checklist

This TDP fulfills the criteria for a five-year update as outlined in Rule Chapter 14-73, F.A.C. **Table 1** provides a summary of the TDP requirements from Rule 14-73.001 and shows their locations within this 10-year plan.

Table 1: TDP Checklist

	TDP Rule Requirement	TDP Component Section
✓	Approved PIP for public involvement (TDP-specific PIP approved by FDOT, or MPO-adopted PIP approved by FTA and FHWA)	Public Involvement Section 2
✓	Opportunities for public involvement outlined in PIP	Public Involvement Section 2
✓	Summaries of outreach process and activities included in TDP	Public Involvement Section 2
✓	Solicitation of comments from local/regional workforce board	Public Involvement Section 2
✓	Notifications on public meetings to FDOT, local/regional workforce board, local government comprehensive planning departments, and MPO	Public Involvement Section 2
✓	Review opportunities for FDOT, local/regional workforce board, local government comprehensive planning departments, and MPO	Public Involvement Section 2
✓	Relationship reviews of plans/studies as identified by TDP Rule	Context Evaluation Section 3
✓	Coordination with MPO on LRTP data, outreach, and goals	Context Evaluation Section 3
✓	Consistency review with UPWP, TIP, and Corridor Development Studies	Context Evaluation Section 3
✓	Assessment of land use and urban design patterns	Land Use & Corridor Development Section 4
✓	Identification, evaluation, and ranking of priority transit corridors	Land Use & Corridor Development Section 4
✓	Annual projections of transit ridership using FDOT-approved software tool or other FDOT-approved method	Operating & Capital Program Section 5
✓	10-year Schedule of Projects with descriptions, maps, timelines, costs, and the types and levels of service and capital improvements	Operating & Capital Program Section 5
✓	10-year Financial Plan with operating and capital costs for the Schedule of Projects	Operating & Capital Program Section 5
✓	Ranked List of Priority Projects based on the Schedule of Projects, with descriptions, types, locations, and funding availability	Operating & Capital Program Section 5
✓	Submitted to FDOT by March 1	N/A
✓	Presented to the MPO Board	N/A
✓	Approved by transit agency governing board	N/A

2.0 Public Outreach

Public outreach was conducted to solicit information from Pinellas County residents and other stakeholders to help guide the planning process for the major update of PSTA's TDP. As the foundation for this TDP is PSTA's 2025 Community Bus Plan, co-branded with the Forward Pinellas *Advantage Pinellas* plan, much of the public outreach associated with the TDP was conducted as a part of one of these two plans. The data gathered encompassed what aspects the public most desires from the transit system, such as greater bus frequency, more coverage, more weekend service, etc. and what the public desires in terms of a future vision for the transit network.

2.1 Public Involvement Plan

PSTA strives to safely connect people to places and intentionally made inclusion a priority throughout the development of the Community Bus Plan and LRTP, ultimately making a meaningful difference in the community. As such, the Public Engagement Plan for the Community Bus Plan (included in **Appendix B**) and the Public Participation Plan for the LRTP update (included in **Appendix C**), served as community engagement strategies designed to ensure meaningful public engagement.

2.2 Public Involvement Techniques

Through the LRTP update, Forward Pinellas conducted extensive public outreach using several strategies to lay the foundation for Advantage Pinellas 2050:

- Presentations and discussions with the Citizens Advisory Committee (CAC)
- Focus groups
- In-person outreach events
- Participation in community events to engage with residents and visitors
- Speaking engagements with business leaders
- Online surveys
- Statistically valid survey of public preferences
- An interactive webpage to capture public opinions on land use and transportation topics.

As part of the Community Bus Plan, the project team asked the public and community stakeholders about their values and priorities for transit, and how they might balance certain trade-offs related to transit service in Pinellas County.

During this first of three phases of engagement, the study team held:

- 1 stakeholder workshop
- 3 public meetings
- 15 community pop-up events across the county
- Employee in-reach focus groups
- Extensive social media outreach
- Digital outreach via the project website

2.3 Public Outreach Activities

The following activities were conducted as part of the LRTP and Community Bus Plan efforts. The information gathered through the outreach and discussions with the community was used to shape the recommendations of the TDP. **Appendix D** includes the Community Bus Plan Public Engagement Summary Report.

2.3.1 Focus Groups

Forward Pinellas conducted three focus groups over 12 months, directly engaging county residents to gather input on the long range transportation and land use plan. Participants in the focus groups were selected from survey respondents to provide feedback and prioritize themes, such as fostering a safe transportation system, strengthening communities, and using technology to achieve goals. The focus groups confirmed many of the priorities identified in the survey.

2.3.2 Digital Outreach

To reach residents who might not have participated in surveys or public meetings, Forward Pinellas staff engaged with the community at over 15 public events and civic group meetings, including the Indian Shores St. Patrick's Day and the Dunedin Downtown Market. To help visualize public opinions on transportation funding priorities staff hosted an interactive game using colorful balls and canisters.

Additionally, the "Advantage Pinellas Participation Challenge" online tool helped to increase public engagement. The website featured an interactive crowdsourcing map to identify specific locations for improvements and a spotlight wall for participants to share their ideas. Bicycle and pedestrian projects and public transit modes were identified as the strongest preferences resulting from these activities.

Public comments received as part of the online tool include:

- **Funding & Legislation:**
 - Many suggest the Florida Legislature should pass laws enabling municipalities to hold sales tax referendums or use Tourist Development Taxes for transit. This would provide a stable local funding source for transit projects.
- **Transit Services & Routes:**
 - There are strong calls for more frequent and direct bus services, especially between major hubs like St. Petersburg, Clearwater, and Tampa, and for expanded service on evenings and weekends.
 - Specific route suggestions include upgrading Routes 18, 52, 60, and 74 into BRT for faster and more efficient service, and utilizing underused CSX railroad tracks for a commuter rail system.
 - People also call for integrating services like Amtrak, Brightline, and other regional transit systems to better connect Pinellas County with Tampa and the state.
- **Infrastructure & Cleanliness:**
 - Complaints about the cleanliness of buses, with calls for more frequent cleaning, especially at terminals.
 - Bus shelters are often criticized for being too small, offering little protection in rain, and being uncomfortable. There are suggestions to improve shelter size, seating, and accessibility, with solar-powered lighting and fans.

- Calls for more benches and covers at all bus stops to protect riders from harsh weather, especially for elderly and disabled individuals.
- **Innovative Solutions:**
 - Suggestions include a "Health & Wellness Commuter Carpool" service using smaller buses to cater directly to commuters with a booking system.
 - Expanding services like "Direct Connect" to more locations for greater convenience.
 - Introducing a bike or scooter-share program to help people reach SunRunner stations and proposing dedicated bus lanes in downtown St. Petersburg and along busy corridors.
- **Regional Transit Planning:**
 - Multiple comments suggest extending the SunRunner, introducing rapid bus services between downtown areas, and enhancing regional connections, especially between St. Petersburg and Tampa.
 - Building intermodal centers (e.g., Gateway Intermodal Center) to serve various transportation services is seen as key to future regional transit expansion.
- **Other Issues:**
 - Many comments stress the importance of access to public restrooms, especially at terminals. Suggestions include partnering with law enforcement for safety.
 - Additional requests include making transportation disadvantaged (TD) passes available online and extending bus services to under-served areas, especially those with high populations of seniors.

In conclusion, the comments reflect a widespread desire for better funding, expanded transit services, improved infrastructure, and greater cleanliness, with specific suggestions to modernize and regionalize the transit network in the area.

2.3.3 Statistically Valid Survey

In 2023, a statistically valid survey was conducted of 1,146 county residents as a part of the Advantage Pinellas 2050 LRTP development. The survey reinforced the results of the in-person and digital outreach conducted, showing significant support for improving safety, enhancing transit services, optimizing traffic signal timing, and leveraging technology to reduce congestion. The findings of this survey were used to develop the recommendations within the LRTP as well as the Community Bus Plan.

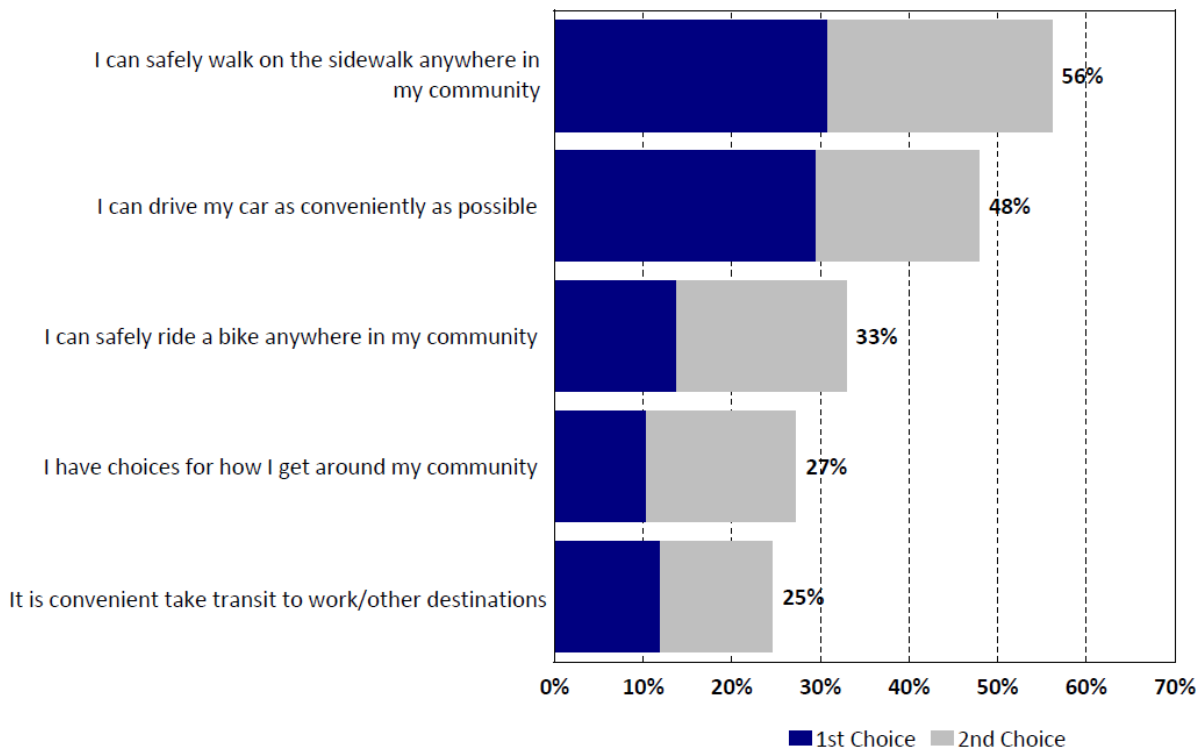
The survey questions covered five topics:

- Community Priorities and Ideals
- Transportation Options
- Planning Priorities
- Investment Opportunities
- Collaboration

Key takeaways from the survey regarding transit included:

- Respondents least agreed with the following statement: “It is convenient to take transit to work or other destinations” (34%) (see **Figure 1**)
- 37% of respondents indicated they would be more likely to take public transportation if transit could get them where they were going more quickly; 12% of respondents indicated they would be more likely to take public transportation if they lived and/or worked closer to a transit stop, and 24% of respondents indicated they would not take public transportation (see **Figure 2**)
- Respondents believe it is either “very important” or “important” for counties to work together to address building highways (83%) and expanding transit service (79%) in the Tampa Bay area (see **Figure 3**)
- 84% of respondents believe having frequent, reliable, and convenient transit services nearby improves the economic value of the surrounding area (**Figure 4**)
- 42% of respondents think the County should invest in expanding public transportation services to deal with increasing traffic (**Figure 5**)
- The three most pressing challenges facing Pinellas County over the next 5-10 years are: traffic congestion and travel delays (66%), lack of affordable housing options (58%), and lack of transportation alternatives (33%) (**Figure 6**)
- 43% of respondents indicated they are willing to pay more for more frequent and reliable transit service (**Figure 7**)

Figure 1: Survey Results—“Please rate your level of agreement with each of the following statements.”



Note: Shown by percentage of respondents who selected the item as one of their top two choices

Figure 2: Survey Results—“I would be more likely to take public transportation if...”

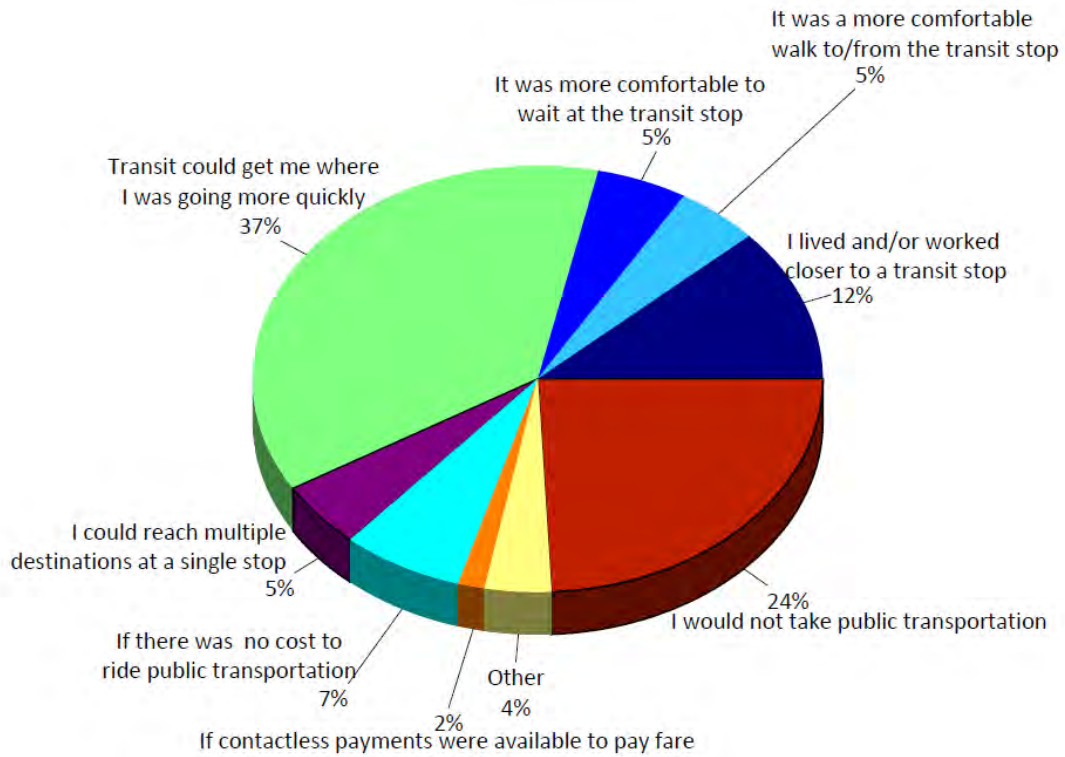


Figure 3: Survey Results—“Please indicate how important it is for counties in the Tampa Bay area to work together to address each of the following.”

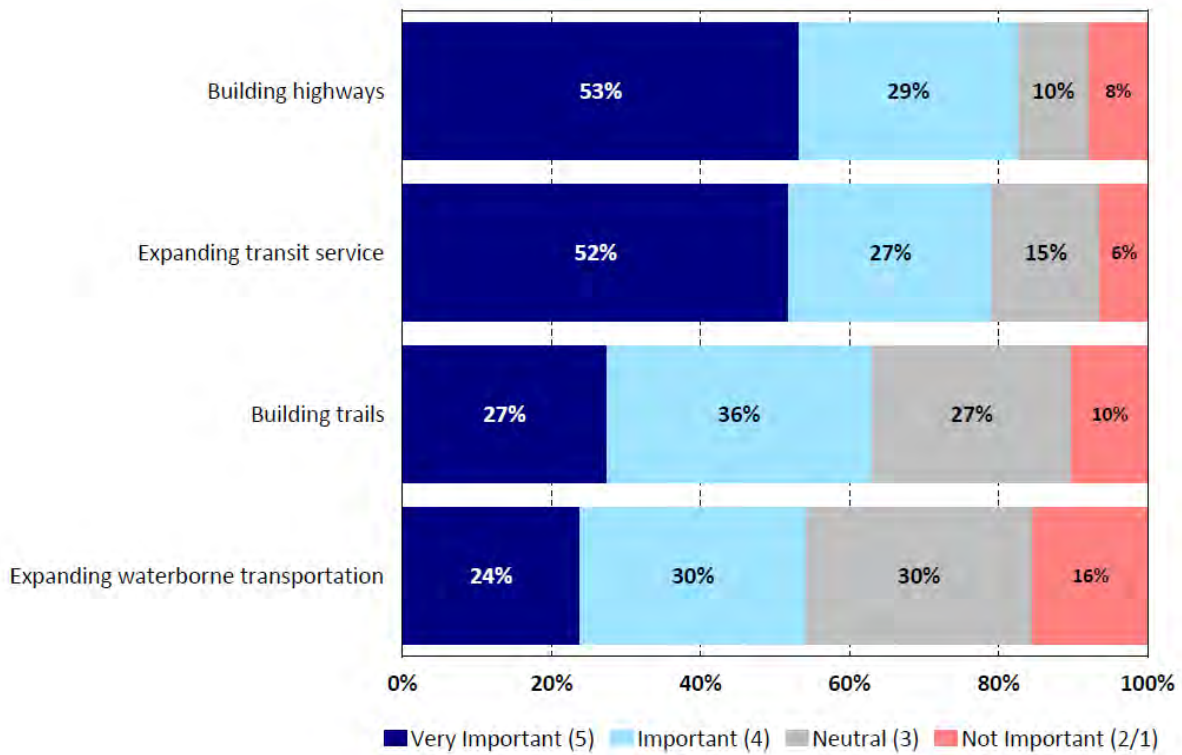


Figure 4: Survey Results—"Do you believe having frequent, reliable, & convenient transit services nearby improves the economic value of the surrounding area?"

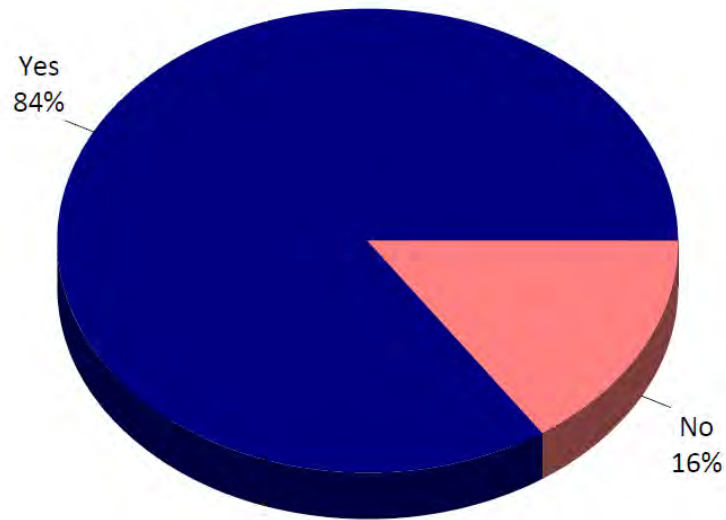


Figure 5: Survey Results—"What do you think should be done to deal with increasing traffic?"

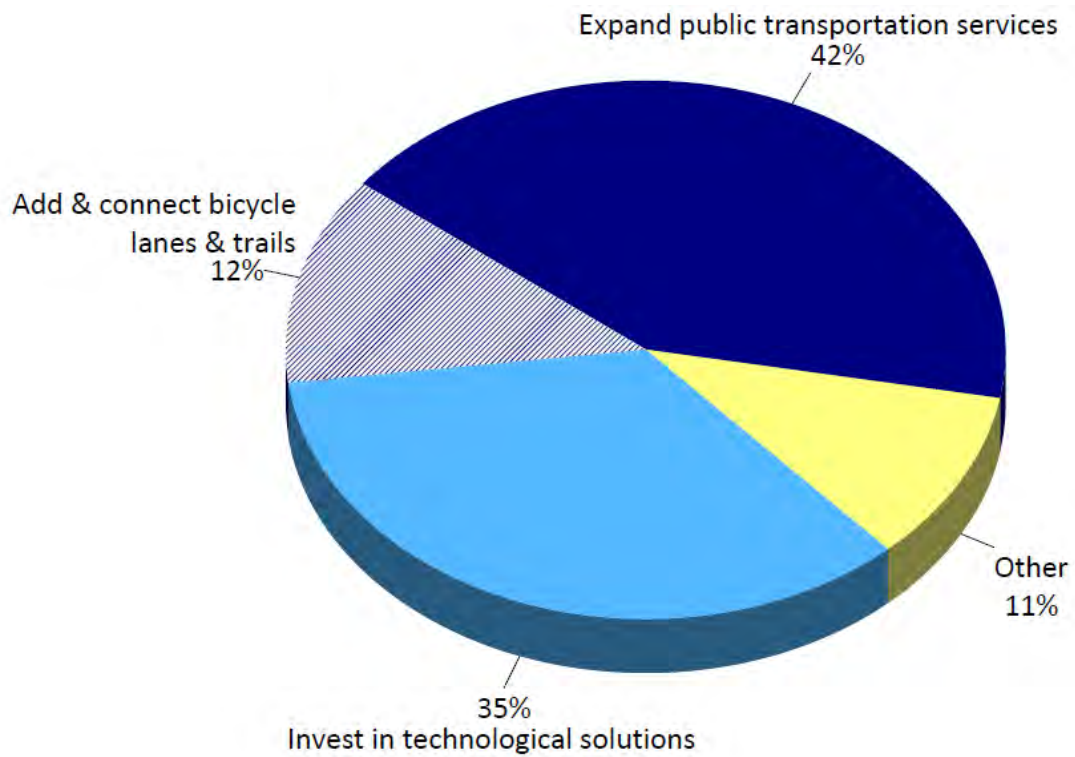


Figure 6: Survey Results—"What are the most pressing challenges facing Pinellas County?"

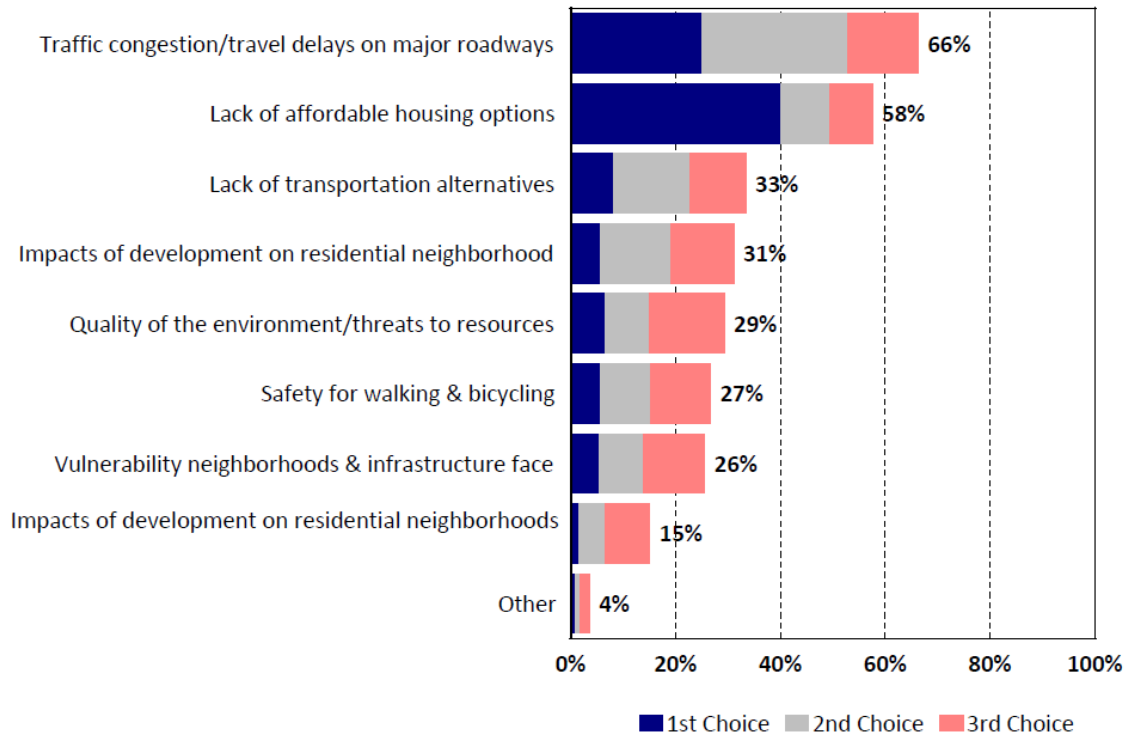
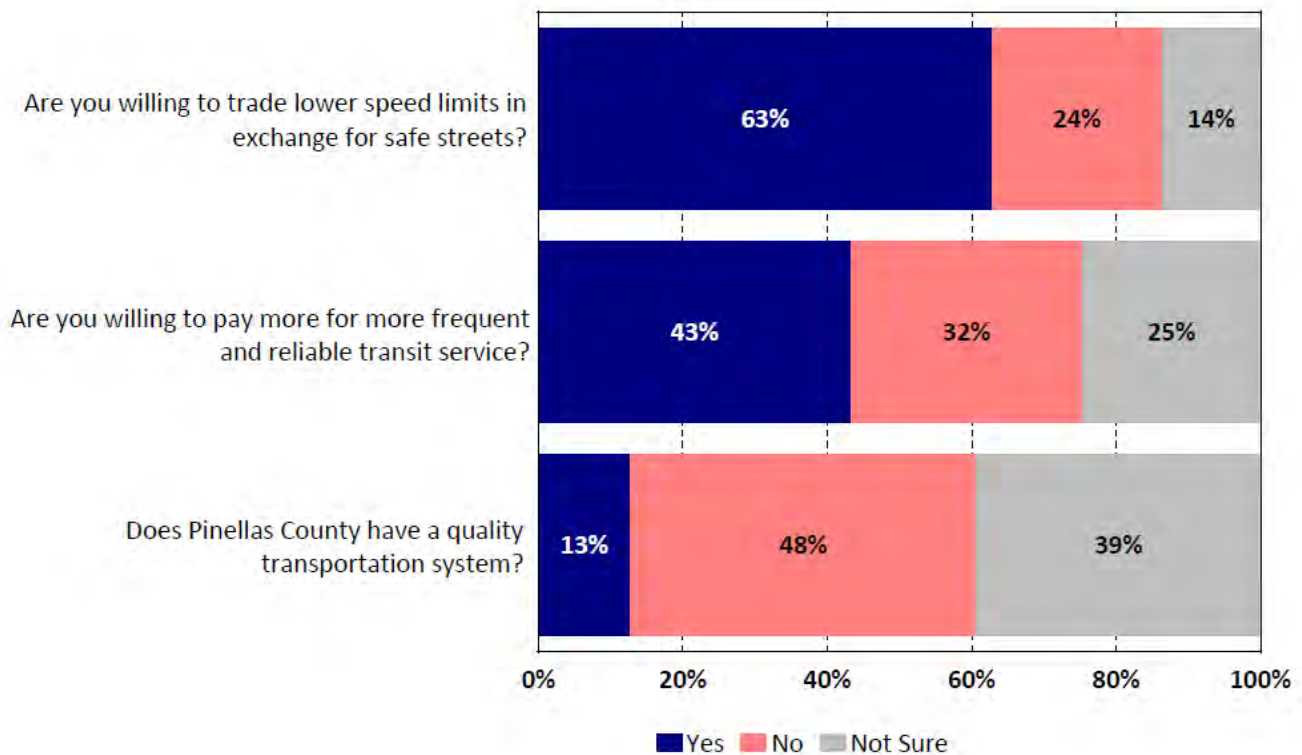


Figure 7: Survey Results—"Select 'Yes,' 'No,' or 'Unsure' to the following statements."



2.3.4 Community Bus Plan Survey

PSTA administered a public survey from October 1, 2023, through January 31, 2024. Respondents were prompted to share their opinions and suggestions in response to the following key questions:

- Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit.
- Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?
- Please think about which above [ridership vs. coverage] scenario comes closer to how you would prioritize PSTA bus service.
- How far apart should bus stops on local routes be in the future?
- If PSTA had additional money for bus service, what would you spend it on first?

The results helped to identify key issues and form targeted strategies to address them effectively. With a diverse range of participants providing their perspectives, this survey encapsulated the multifaceted nature of transportation planning, highlighting the importance of collaborative efforts in fostering sustainable and accessible mobility solutions.

Key takeaways from the survey regarding transit included:

- When asked how often they use transit, 77% of respondents indicated that they use transit at least a few times per year, with 31% indicating that they use transit everyday (see **Figure 8**)
- When asked to prioritize seven goal statements, 75% of respondents indicated their most important priorities for transit to be: reducing automobile congestion, providing basic transportation services, and providing access to jobs and services for those with low incomes (see **Figure 9**)
- When asked if they would rather walk a short distance, but wait longer for the bus versus walk further but have a shorter wait for the bus, 66% of respondents indicated their preference for shorter waits while 34% indicated a desire for shorter walks (see **Figure 10**)
- When asked about the scenarios, the preference for coverage versus ridership was almost even, while 70% of respondents indicated that they preferred some balance between ridership and coverage (see **Figure 11**)
- When asked how far apart bus stops on local routes should be, 70% of respondents indicated a preference for stops between 900 and 2,000 feet, which were the medium options presented as potential answers (see **Figure 12**)
- When asked how PSTA should spend any additional money, 73% of responses included increasing coverage, weekend services, and weekday frequencies and adding amenities to bus stops (see **Figure 13**)

The complete distribution of survey responses by zip code is shown in **Figure 14**.

Figure 8: Survey Results—"How often do you ride transit?"

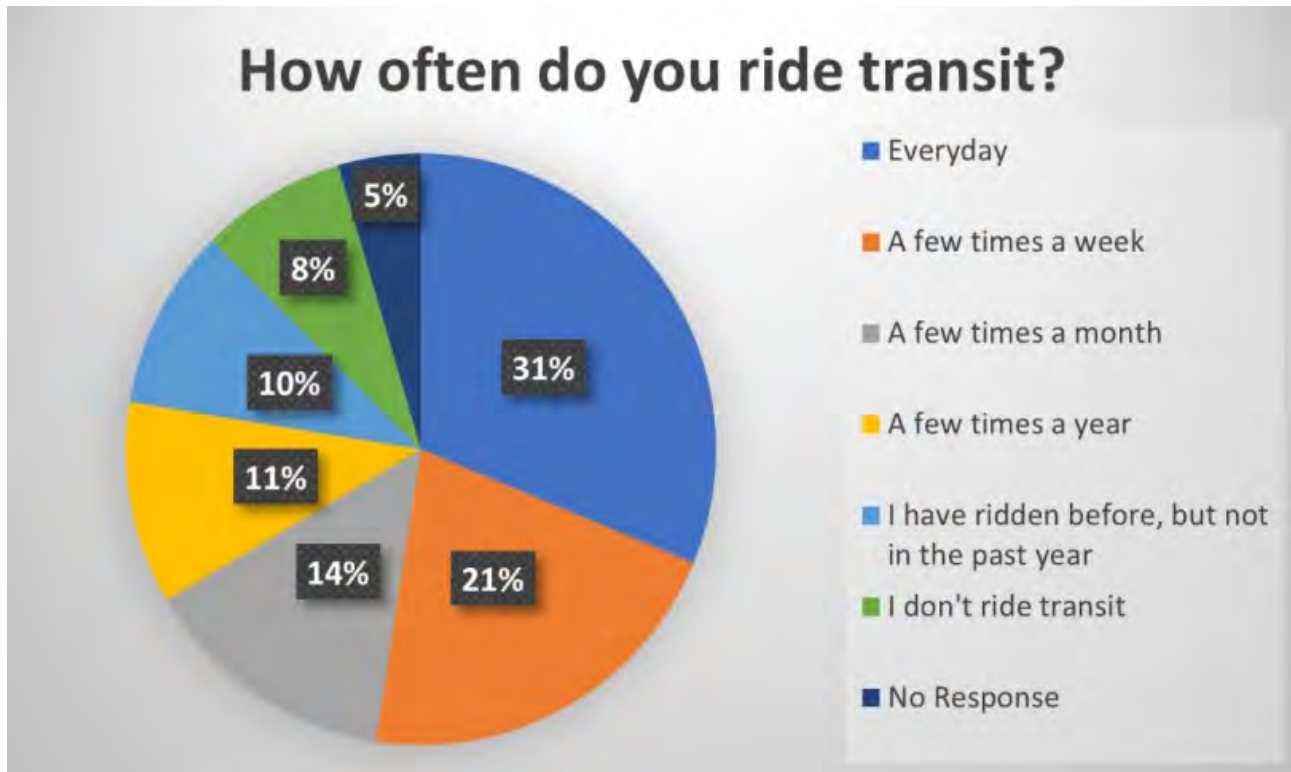


Figure 9: Survey Results—"Please identify your top priority for transit."

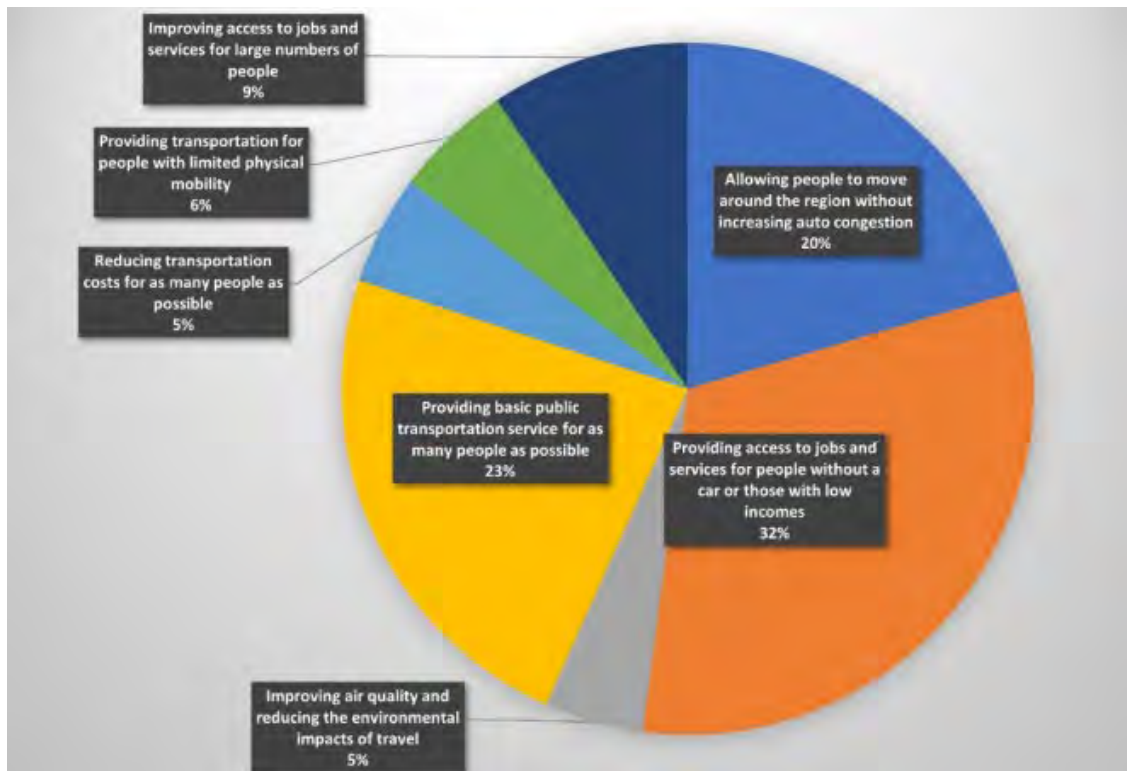


Figure 10: Survey Results—“Would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?”

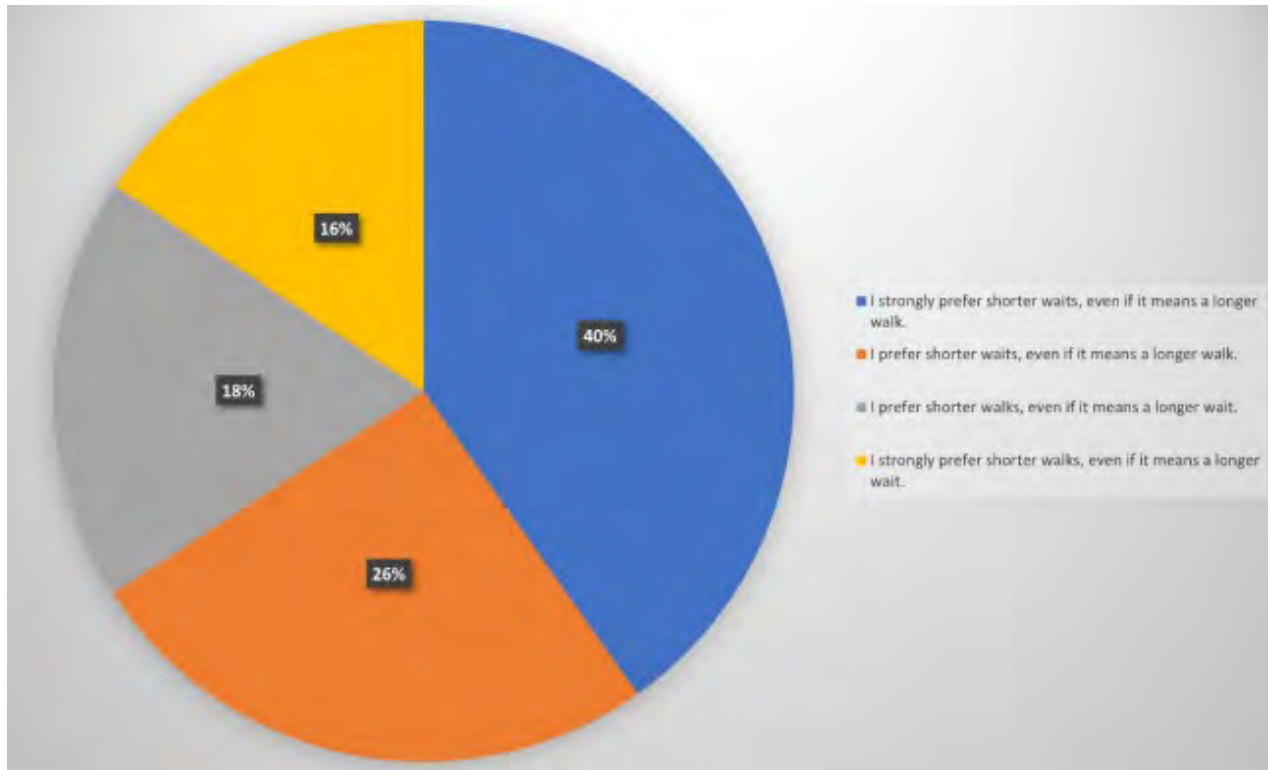


Figure 11: Survey Results—“Which scenario comes closer to how you would prioritize PSTA bus service?”

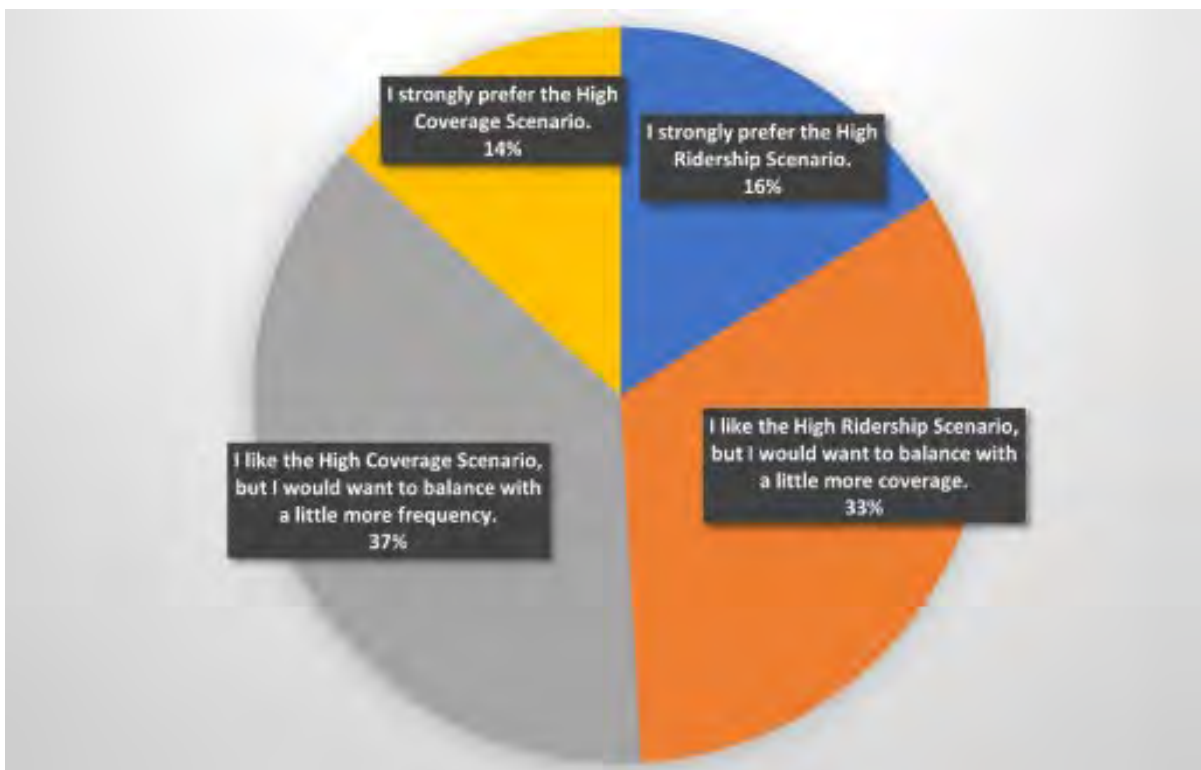


Figure 12: Survey Results—“How far apart should bus stops on local routes be in the future?”

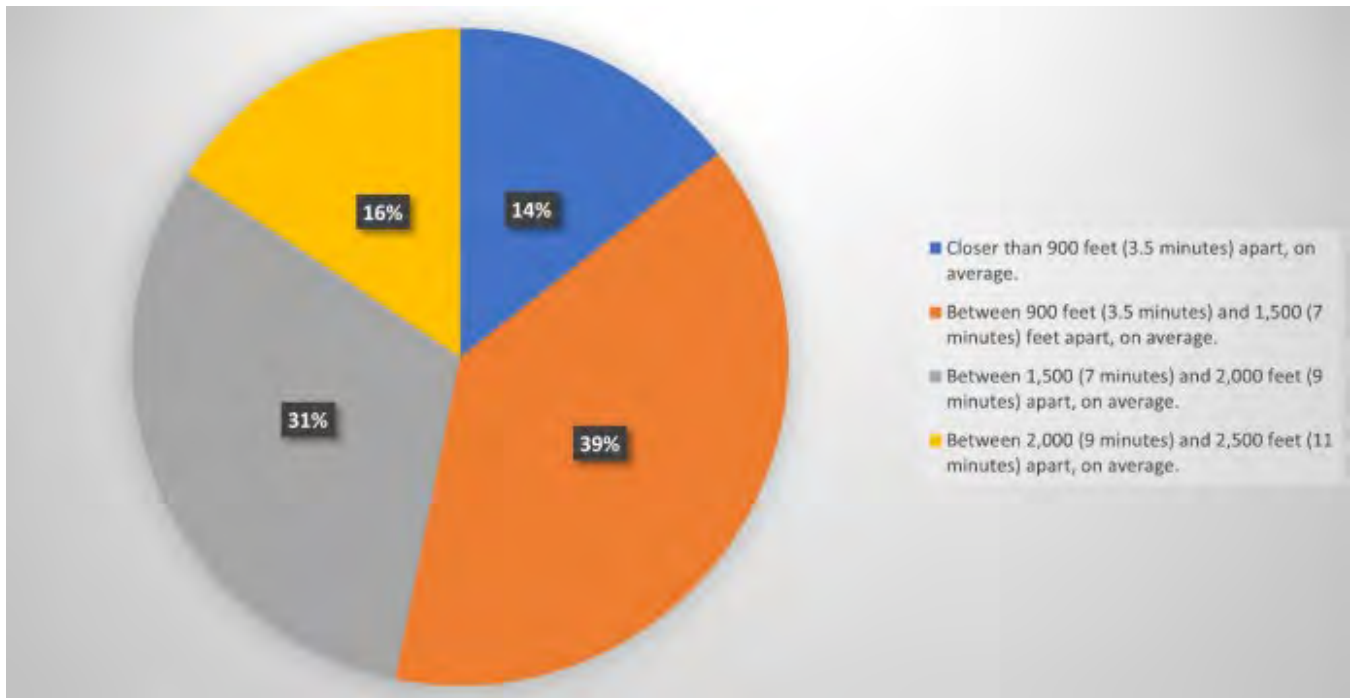


Figure 13: Survey Results—“If PSTA had additional money for bus service, what would you spend it on first?”

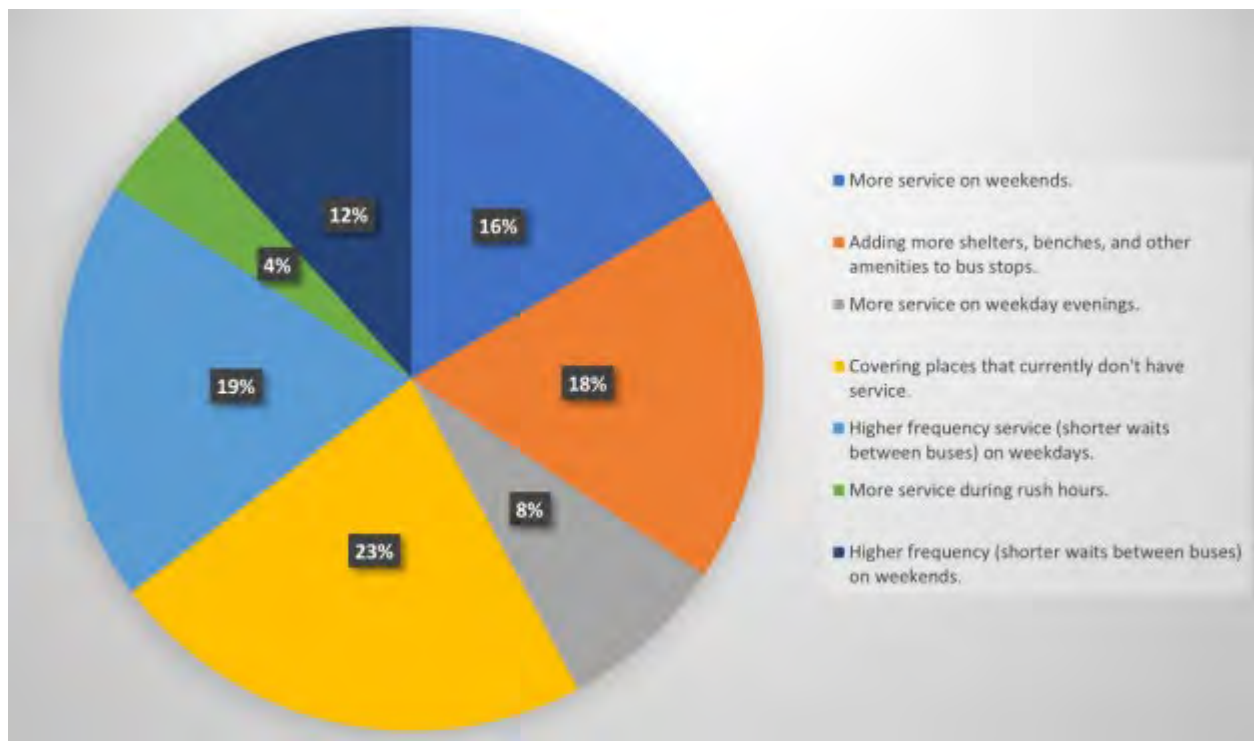
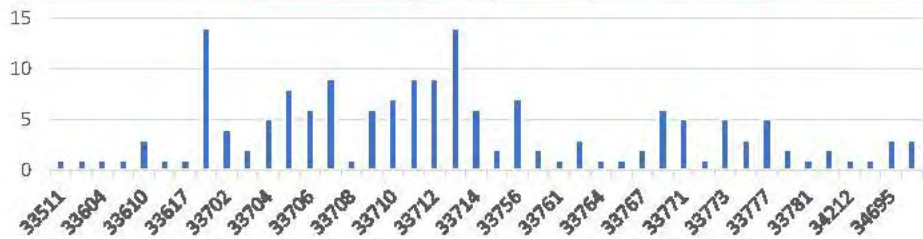
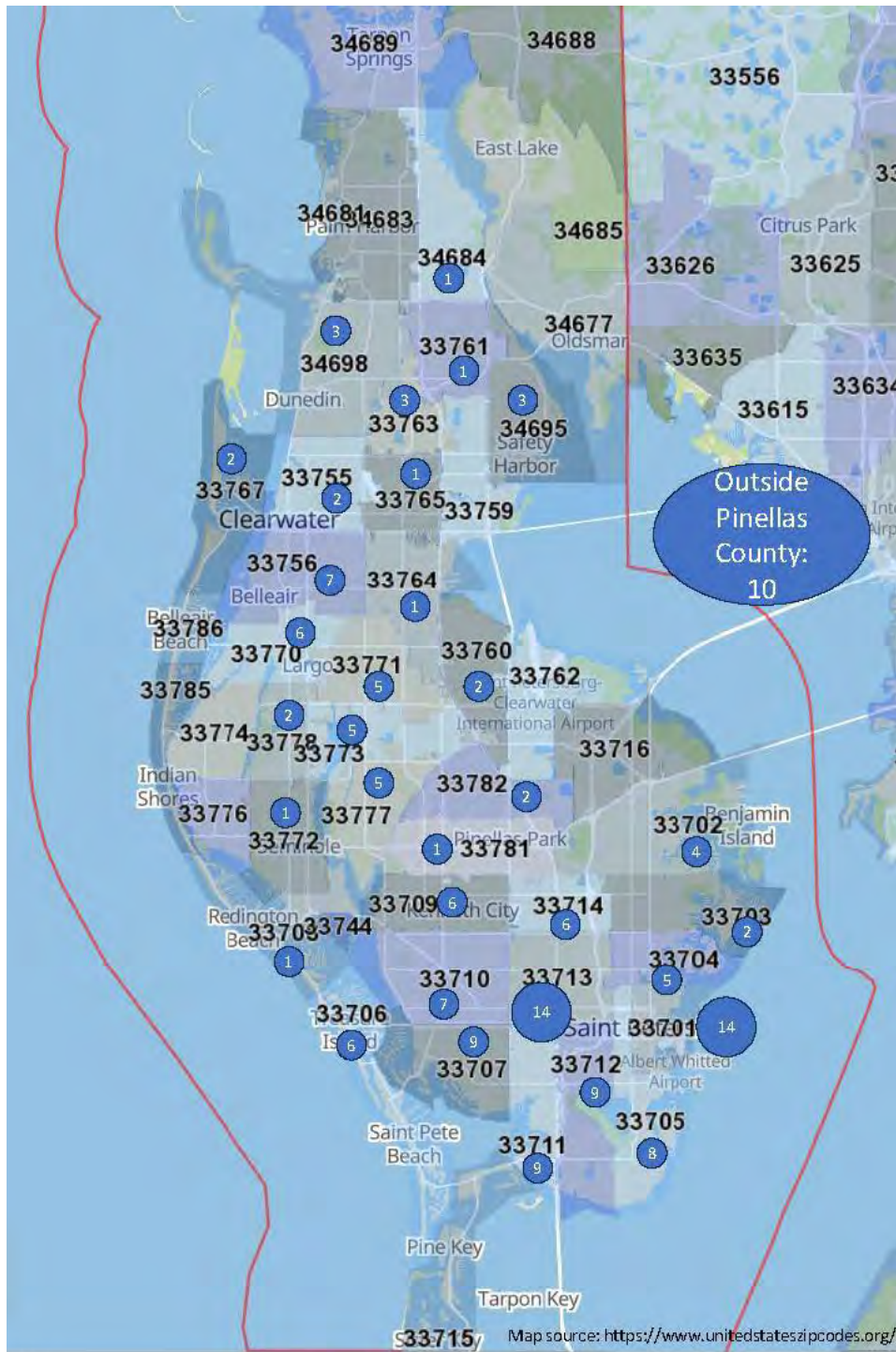


Figure 14: Survey Results—Distribution of Responses by Zip Code



2.3.5 Public Meetings

Public meetings were conducted to gain input from local partners, stakeholders, and the public about key questions related to the Community Bus Plan. These meetings provided an opportunity for community members to provide meaningful feedback and ideas that helped guide the development of an inclusive and representative Community Bus Plan.

The public meetings were held either in an in-person or virtual format, allowing the team to give participants their complete attention and provide an opportunity for meaningful feedback. Hybrid meetings were not held. The following public meetings were held:

- **Public Meeting | In-person | Ross Norton Recreation Complex, Clearwater | November 16, 2023**

This meeting began with a presentation outlining the purposes and goals of the Community Bus Plan and addressed key questions such as Ridership vs. Coverage, “Short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. Following the presentation, attendees actively participated in a question-and-answer session, sharing opinions, concerns, and suggestions regarding transit planning. The meeting concluded with further opportunities for engagement and a tentative timeline showing the remaining tasks involved in the Community Bus Plan.

- **Public Meeting | In-person | Enoch Davis Center, St. Petersburg | December 12, 2023**

This meeting followed the same format and contained the same information as the previous meeting.

- **Public Meeting | Virtual | December 13, 2023**

While online, this meeting contained the same information as the previous meetings. Following the presentation, attendees could ask questions of the staff online.

- **Stakeholder Workshop | In-person | EpiCenter at St. Petersburg College | October 5, 2023**

The Stakeholder Workshop was held to discuss current public transit needs in Pinellas County and develop recommendations for enhancing public transit services to better serve residents, workers, and visitors. This event started with an interactive activity in which attendees were tasked with creating a bus system in a fictitious city with limited resources. This activity allowed participants to have firsthand experience of the key decisions that will be considered throughout the process of the Community Bus Plan.

After the activity, each group shared their bus network and the considerations they used to create it. After a break, staff gave a presentation introducing the purpose and goals of the Community Bus Plan and the key decisions that will be considered throughout the planning process including ridership vs. coverage, “short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. The presentation ended with an overview of the public engagement process, next steps, and further opportunities to participate in engagement activities.

The full day workshop concluded with an open discussion and question and answer session. Attendees asked questions and made comments and suggestions on a variety of topics including rider safety, providing transit access to specific populations, the overall process of the Community Bus Plan, the effect of land use on ridership numbers, how PSTA is working with local municipalities and government organizations, and possibilities if PSTA is able to access increased funding.

A poll was conducted of the attendees with the following questions and results:

- **Do you prefer a longer walk with a shorter wait or a shorter walk with a longer wait?** 73% of respondents preferred a shorter walk with a longer wait and 7% preferred a shorter walk with a longer wait
- **What ratio of ridership vs coverage do you prefer?** 29% preferred a 50/50 balance between ridership and coverage
- **If PSTA can access additional funding, should expanded service focus on increasing ridership or coverage?** 36% selected “mostly ridership,” 43% selected “mostly coverage,” and 14% selected “all on coverage”
- **Do you support additional investment for transit?** 83% said yes, 0% said no, and 17% were unsure
- **How far apart should bus stops on local routes be?** 29% preferred 900-1,500 feet between stops, 36% preferred 1,500-2,000 feet between stops, and 36% preferred 2,000-2,500 feet between stops

PSTA staff also presented information about the Community Bus Plan through presentations to the PSTA Planning Committee, Board of Directors, and Transit Riders Advisory Committee, as well as the Forward Pinellas Board.

2.3.6 Community Popup Events

PSTA staff attended several community events around Pinellas County to spread the word about the Community Bus Plan, handing out swag and informational materials regarding PSTA and specifically the Community Bus Plan. PSTA attended the following community events:

- PSTA National Night Out - 10/05/23
- SunRunner Anniversary - 10/20/23
- Enoch Davis Affordable Housing Event - 10/24/23
- Halloween on Central - 10/29/23
- Senior Living Fall Festival - 11/04/23
- Lealman Community Event - 11/18/23
- Childs Park City Hall - 12/05/23
- Safety Harbor Holiday Nights - 12/14/23
- Safety Harbor Holiday Nights - 12/15/23
- Safety Harbor Holiday Nights - 12/16/23
- Coquina Key Holiday Parade - 12/08/23
- Dunedin Downtown Market - 12/08/23
- Gulfport Community (Indie) Fair - 12/16/23
- Pinellas Farmers Flea Market - 12/17/23
- Hale Center Pancake Breakfast – 11/28/23
- Touch a Truck Largo - 1/20/24
- Top of the World - 1/26/24

2.3.7 Internal Engagement

In addition to external engagement as outlined above, PSTA conducted internal engagement with bus operators and customer service representatives about proposed system-wide recommendations. Recommendations from the Community Bus Plan were conveyed to these employees after Board approval to more correctly direct rider comments, questions, and complaints. Six meetings were held between December 2023 and January 2024. The following comments were received:

- **Route Efficiency:** There are concerns about unnecessary detours, route splits, and overlaps. Routes like 18, 34, and 4 have on-time performance issues due to traffic, frequent stops, and insufficient recovery time.
- **Rider Experience:** Frequent complaints revolve around rider readiness, fare preparation, and the abuse of courtesy rides. Some suggest that free rides lead to careless behavior.
- **Bus Stop Spacing:** Stops are often too close or too far apart, impacting both efficiency and rider convenience. Elderly and disabled passengers are most affected by wide stop spacing.
- **Safety and Comfort:** Issues dealing with disruptive or drunk passengers, slick bus seats, and the need for more restrooms were mentioned. Some drivers feel routes are too long, leading to passenger discomfort.
- **Frequency and Coverage:** Riders appreciate routes with good frequency, but some routes, especially on weekends, lack service or have reduced frequencies, which frustrates riders.
- **Connection Problems:** Transfers between buses are often missed due to late arrivals, creating significant delays. Major transfer points like Grand Central and Park Street were discussed as key areas of improvement.
- **Other Concerns:** Comments include suggestions for improvements in bus stop locations, signal timing, express routes, and alternative ways to navigate traffic and congestion, especially during peak times and spring break.

In summary, the focus is on improving efficiency, frequency, and connections while addressing safety and comfort concerns for both riders and drivers.

2.3.8 Bus Rides

After launching the online survey, staff rode bus routes to talk with riders and encourage them to take the survey. Riders could take the survey on provided iPads, by filling out paper surveys available in English and Spanish, or at another time by taking a flyer with a QR code. A variety of routes, dates, and times allowed for contact with different demographic groups and as many geographic areas across the county as possible:

- Routes 4 & 100X - 11/08/23
- SunRunner - 11/11/23
- Bus 60, 67 - 11/11/23
- Bus 76 - 11/15/23
- SunRunner, Central Avenue Trolley - 12/04/23
- Routes 90, 34, 11, 20, 4, 66L, 31, 78 - 12/09/23

During conversations with passengers on bus rides, several common concerns were identified: understanding passengers' needs, reducing wait times, addressing facility conditions, enhancing communication channels, ensuring accurate transit information, such as through the PSTA bus app, optimizing efficient connections, and improving service reliability. These insights underscore the importance of continuously refining and enhancing public transportation systems to better meet the needs of passengers and improve overall satisfaction.

3.0 Operating Context Evaluation

This section examines the context of the study area to assess the conditions and factors that affect the operational environment of PSTA. The information presented serves as a basis for analyzing trends and identifying strategic opportunities to develop future transit services that are modified, enhanced, or expanded. Maps and tables provide visual representations of key population, demographic, and socioeconomic characteristics.

3.1 Situation Appraisal

An important component of a TDP major update is the situation appraisal or assessment of the transit agency's operating environment. Florida Rule 14-73.001 notes that a situation appraisal should include the effects of land use, state and local transportation plans, other governmental actions and policies, socioeconomic trends, organizational issues, and technology of the transit system.

3.1.1 Socioeconomic Trends

Socioeconomic trends, such as growth in population, impact a community's need for transportation options. Key findings from an assessment of socioeconomic trends conducted for Pinellas County include the following:

- As of 2022, Pinellas County's population was approximately 961,000 residents. By the year 2050, the population is projected to increase to about 1,078,720, representing an addition of roughly 120,000 people. This growth equates to a total increase of about 12.5% over the current population.
- Pinellas County's median age is consistently higher than the statewide median. As of 2022, the median age in Pinellas County was 48.8 years, compared to Florida's average of 42.7 years. The fastest growing age group in Pinellas County is residents aged 65 and older. This group saw a growth rate of 6.3% in recent years and is projected to continue rising, with older adults expected to make up an even larger share of the population by 2050.
- Pinellas County growth is focused on high-density redevelopment rather than outward expansion. The specific areas that experienced the largest growth were the Downtown St. Petersburg area, the Clearwater area, and Gateway. Recent data indicates St. Petersburg is still accounting for about half of the county's net population increase, with Largo also showing significant growth. Pinellas County is considered an international destination, with more than 15 million visitors in 2024, accounting for approximately \$11 billion in total economic impact. 40 percent of all visitors arrived via the St. Petersburg-Clearwater International Airport.
- The poverty rate in Pinellas County is approximately 11.6%, based on recent estimates. This is lower than the state average of around 12.3% and the national average of about 12.5%. Moreover, the poverty rate for children (under 18) is around 15%, while the rate for seniors (65 and over) is about 12%. Areas within the county, such as East Tarpon Springs, Clearwater (North Greenwood), Lealman, and South St. Petersburg, have higher concentrations of poverty.

Implications

Although Pinellas County lost a small amount of population between 2000 and 2010, it had a net increase in population and jobs from 2010 to 2019, creating more demand for alternative modes of transportation such as transit. Furthermore, foreign-born visitors, especially those originally from areas with heavy transit use such as Europe, may indicate a potential market for transit. Shifting trips generated by visitors from local roadways to transit will also help alleviate congestion, particularly during peak seasonal months.

Millennials are one of the largest populations represented in the region and tend to desire more choices and flexibility in transportation options. However, in addition to attracting the younger generations, maintaining mobility and freedom for the aging adult population is a key consideration for future transit service. There are sizable segments of older adults (age 65+) and low-income households in Pinellas County, who may be more reliant on public transportation today and in the future. The ability of residents to access jobs within Pinellas County from low-income areas will remain a critical need for PSTA going forward. PSTA's continued success depends on its ability to tailor services that will expand its rider base and capture new transit markets and riders in an efficient manner. Whatever the menu of transit service options used, mobility and freedom for the aging adult population should always be a key consideration for future transit service.

3.1.2 Travel Behavior and Commuting Trends

To better assess the impact of travel behaviors and the state of the local economy on public transportation needs, it is important to understand existing and projected behaviors and conditions to determine possible impacts or benefits affecting public transportation services. Key findings are summarized as follows:

In Pinellas County, most residents commute less than 10 miles to work, but the majority (70%) still drive alone, while only 1% use public transit, 1% walk, and 1% bike to reach their place of employment. However, there is a growing trend of working from home, now at 18%, which has increased significantly in recent years. Despite the proximity of jobs to transit—96% of jobs are within half a mile of a bus stop—transit mode share remains low. Traffic volumes have increased over the past four years, now exceeding pre-pandemic levels, and congestion is a persistent challenge. While 83.6% of monitored road segments are considered reliable in terms of travel time, over 60% of segments have become less reliable since 2022, with key corridors like I-275 and East Lake Road experiencing the most significant delays.

Implications

Traditional approaches to congestion, such as road expansion, are limited by land constraints and high costs, prompting a shift toward performance-based congestion management and multimodal solutions. Given the high density of jobs and residences near transit stops and trails, there is significant potential to shift more trips to transit, biking, and walking, especially for shorter commutes. Enhancing the frequency and reliability of bus service, improving first/last mile connections, and encouraging higher-density development in activity centers and multimodal corridors can make transit a more attractive option. The county's congestion management strategy now emphasizes expanding multimodal options and integrating land use with transportation planning, rather than focusing solely on vehicle movement. Investments in transit, pedestrian, and bicycle infrastructure, along with targeted programs for transportation-disadvantaged populations, are key to reducing congestion, improving mobility, and supporting sustainable growth.

3.2 Baseline Conditions

Since 2020, public transportation systems across the U.S. have been experiencing rapid change, driven by shifting demographics and migration, increasing costs to operate the service, and evolving travel behaviors, including those related to increasing telecommuting accelerated by the COVID-19 pandemic. Bus transit in particular has seen a renewed focus on flexibility, serving core markets, and sustainability, as agencies adapt to new patterns in commuting, remote work, and regional mobility.

Pinellas County reflects these trends, having added thousands of new residents and jobs since 2020, expanding the potential market for transit. Growth has been concentrated in redevelopment and infill areas, bringing more people and jobs within walking distance of transit routes. With limited undeveloped land, future growth will continue to focus on increasing density through redevelopment, supporting more efficient and effective transit service.

Transit tends to be more effective and efficient in areas with higher population and employment density, a robust mix of land uses and a walkable built environment. In these areas, trips are typically shorter and more direct, and transit is accessible to more riders. Conversely, lower-density, auto-oriented areas with strictly separated land uses present challenges for cost-effective service delivery. Trips tend to be longer and more circuitous, and fewer people live or work within walking distance of bus stops—necessitating more robust first mile/last mile solutions.

PSTA’s transit market includes a diverse range of riders, with key demographic groups that typically rely on or prefer transit service:

- Lower-income workers and residents
- Older adults and individuals with disabilities
- Minority populations
- High school and college students
- Individuals who choose transit for short local trips
- Visitors making entertainment or leisure trips to downtowns, beaches, and tourist destinations
- Regional commuters facing high costs for driving, such as tolls, fuel, and parking

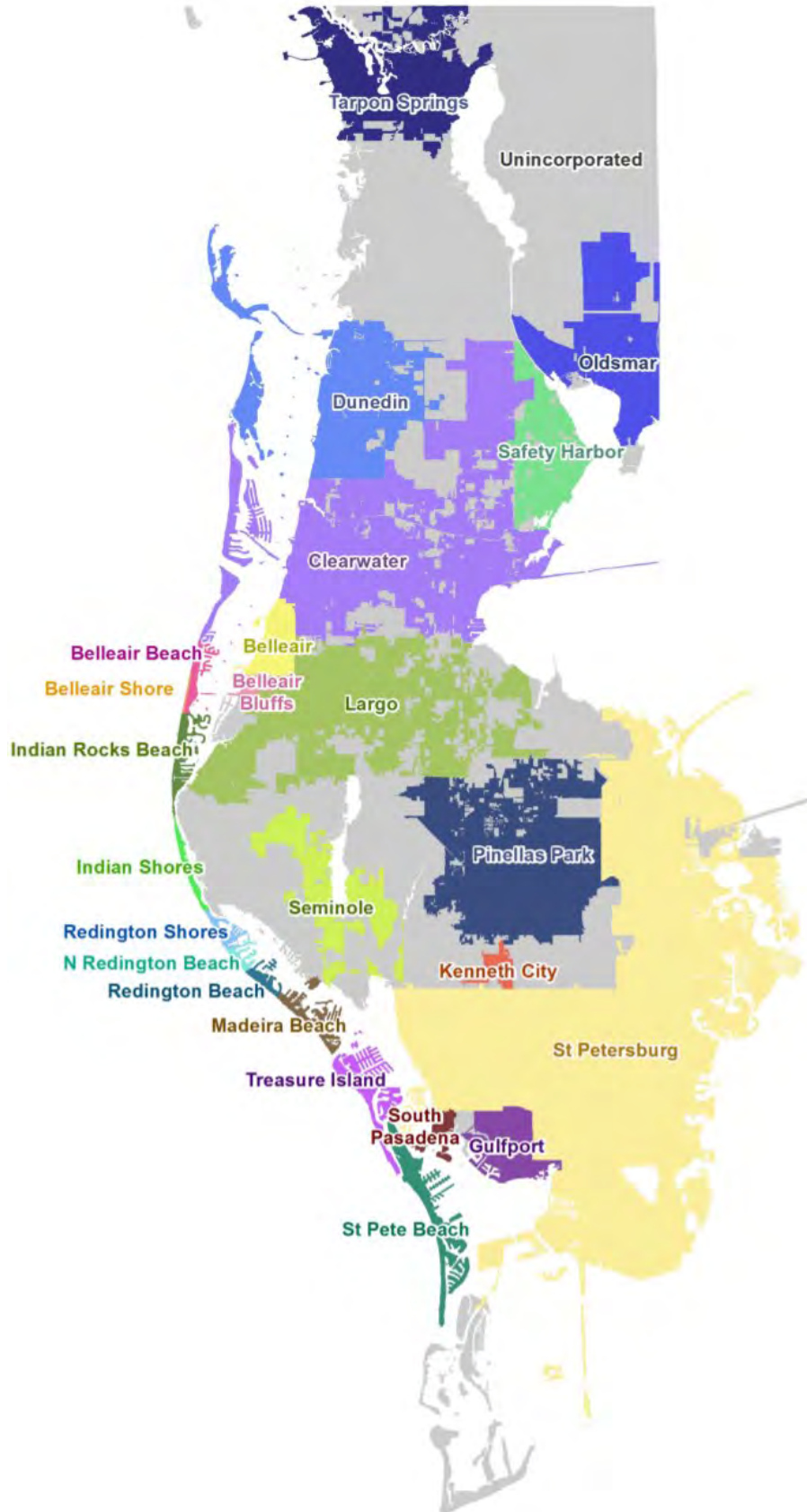
The Forward Pinellas Advantage Pinellas 2050 LRTP, adopted in late 2024, outlines a strategic vision for mobility that emphasizes regional connectivity, economic opportunity, and safe, multimodal access. It reflects community input gathered through surveys and focus groups, and highlights the importance of investing in transit to meet future demand, reduce congestion, and support equitable access to jobs, education, and services.

Understanding these baseline conditions is essential for shaping a transit network that meets current needs and anticipates future growth. This section outlines the demographic, land use, and travel behavior characteristics of Pinellas County that inform PSTA’s planning and service strategies.

3.3 PSTA Service Area

Located on Florida’s west coast, Pinellas County is an urban county in the Tampa–St. Petersburg–Clearwater, Florida Metropolitan Statistical Area. There are 24 incorporated entities in Pinellas County (**Figure 15**). St. Petersburg is the largest city in the county, both in terms of population and geography.

Figure 15: Municipalities and Unincorporated Areas of Pinellas County

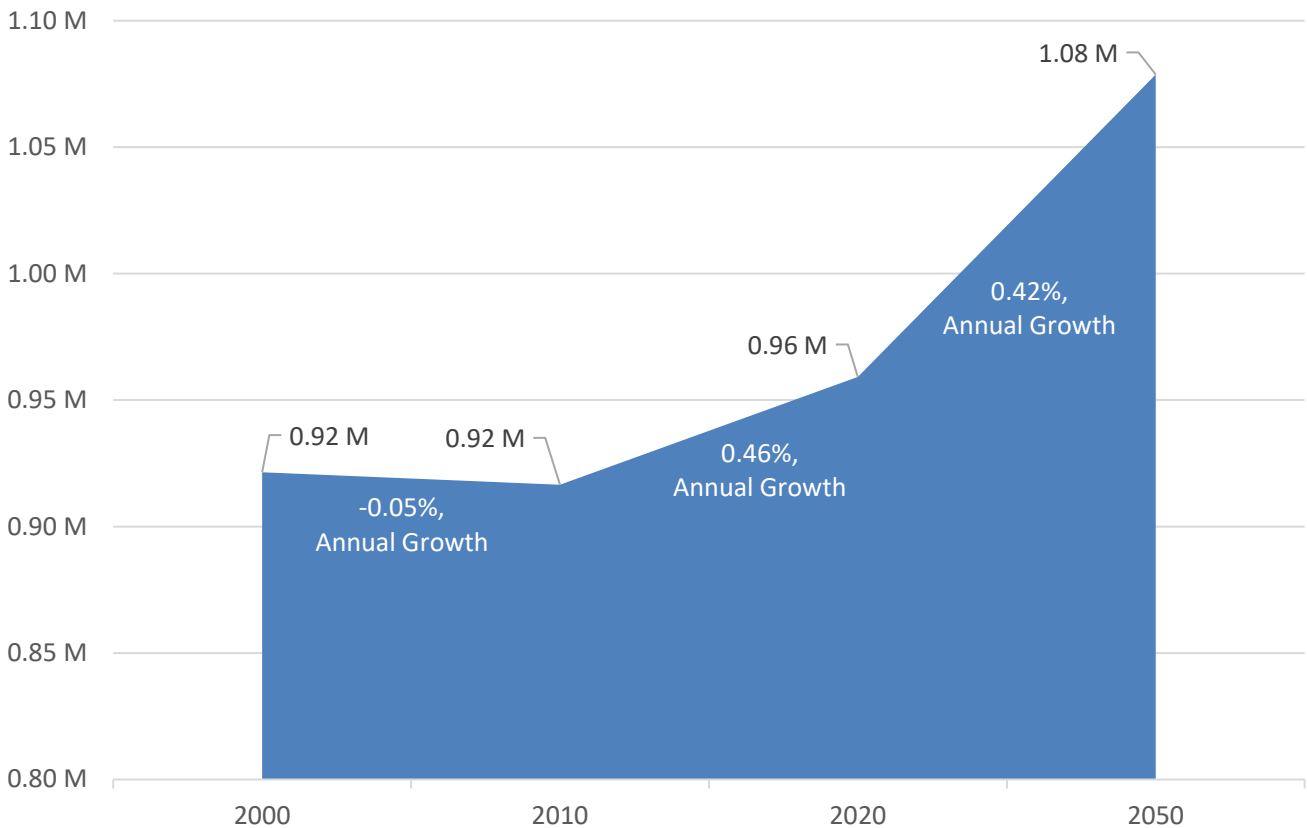


3.3.1 Population

Pinellas County is the most densely populated county in Florida, with an estimated population of 960,565 persons living within 280 square miles by the end of 2023 (2023 5-year U.S. Census American Community Survey [ACS]). As the county is nearly built-out, population growth increasingly is and will be accommodated primarily by redevelopment, replacing older, lower density development with higher-density land uses.

As shown in **Figure 16**, Pinellas County has experienced an average annual growth rate of 0.36% between 2010 and 2023, adding more than 49,000 residents. Population projections prepared for Advantage Pinellas forecast that the county will add approximately 120,000 residents over the next 25 years, to a total of 1,078,000 countywide by the year 2050, continuing the trend of a moderate annual population growth rate (0.38%) during this time.

Figure 16: Overall Population Growth in Pinellas County



As shown in **Table 2**, the City of St. Petersburg has the largest population among incorporated areas in the county at more than 260,000 residents. Between 2010 and 2024, St. Petersburg saw the highest growth in the county, welcoming more than 18,000 new residents, a 7.7% increase over its population in 2010. Pinellas Park saw the highest percentage increase, at 9.0%, followed by Clearwater at 8.5%. Smaller incorporated areas saw relatively lower rates of growth, with even less growth in unincorporated areas. The four largest cities in the county collectively house more than half (53.4%) of the county population, and all incorporated areas collectively house 71.4% of the population, with the remaining 28.6% of the county’s population living in unincorporated areas.

Table 2: Incorporated vs. Unincorporated Population Growth, 2010-2024

Geography	2010 Population	2024 Population	% of County Population (2024)	Absolute Growth 2010-2024	% Change 2010-2024
St. Petersburg	244,769	267,102	27.7%	22,333	9.1%
Clearwater (County Seat)	107,685	116,811	12.1%	9,126	8.5%
Largo	77,648	82,337	8.5%	4,689	6.0%
Pinellas Park	49,079	53,503	5.5%	4,424	9.0%
Other Incorporated	166,867	172,901	17.9%	6,034	3.6%
Unincorporated County	270,494	273,216	28.3%	2,722	1.0%
Total	916,542	965,870	100%	49,328	5.4%

Source: U.S. Census Bureau

3.3.2 Population and Job Density

Population Density

While not all trips start or end at home, nearly everyone makes at least one trip starting or ending at home on most days. Further, places with many households are also destinations for other people, whether for visiting, shopping, going to school, or worship.

Figure 17 shows the population density of Pinellas County in residents per square mile. Residential density in Pinellas County is concentrated in a few core areas, namely the area around downtown St Petersburg, Clearwater, and several other pockets throughout the County. Residential density tends to decrease with greater distance from the core of each municipality. However, there are some notably dense corridors, such as north of St Petersburg along 4th St N and south of Clearwater along Alt US 19, where population density remains relatively high in areas that are a significant distance from downtown areas.

Some areas in Pinellas County, namely East Lake, the area around the airport and the area centered around Route 19 and Ulmerton Road, have relatively low residential density. In the areas around the airport and around Route 19 and Ulmerton Road, the land use is focused on businesses and light-to medium-density industrial activity. In East Lake, much of the land use is split between single-family homes and the Brooker Creek Preserve.

Figure 18 shows the forecasted population density of Pinellas County by 2050 as included in the county’s Advantage Pinellas LRTP. Overall, Advantage Pinellas projects that the county’s population will continue growing through 2050, with much of the growth spread across the county in low to medium density areas. High density nodes between existing (2023) and forecast are, by and large, similar, with the exception that St. Petersburg is forecasted to see significant growth in and around downtown.

Figure 17: 2023 Population Density

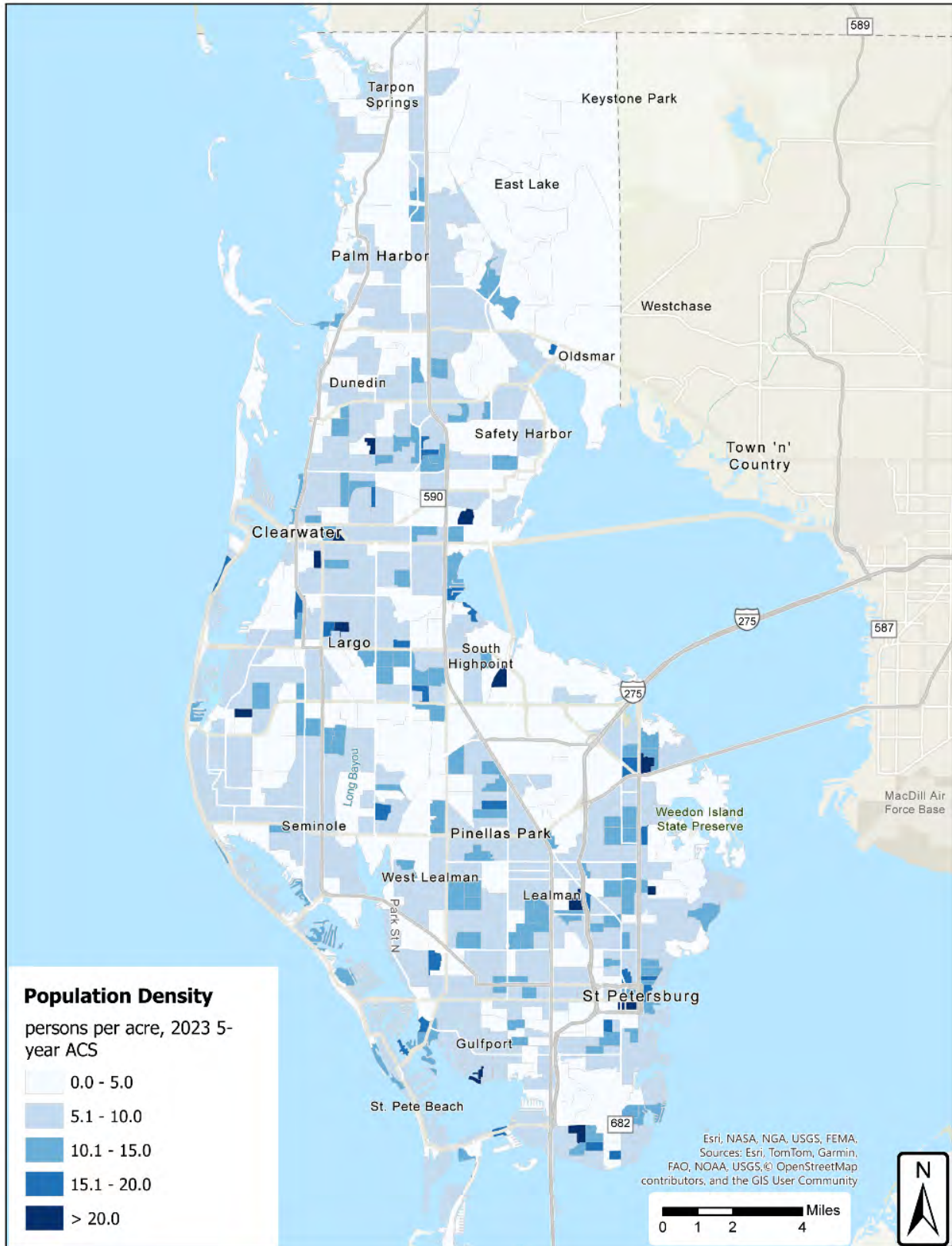
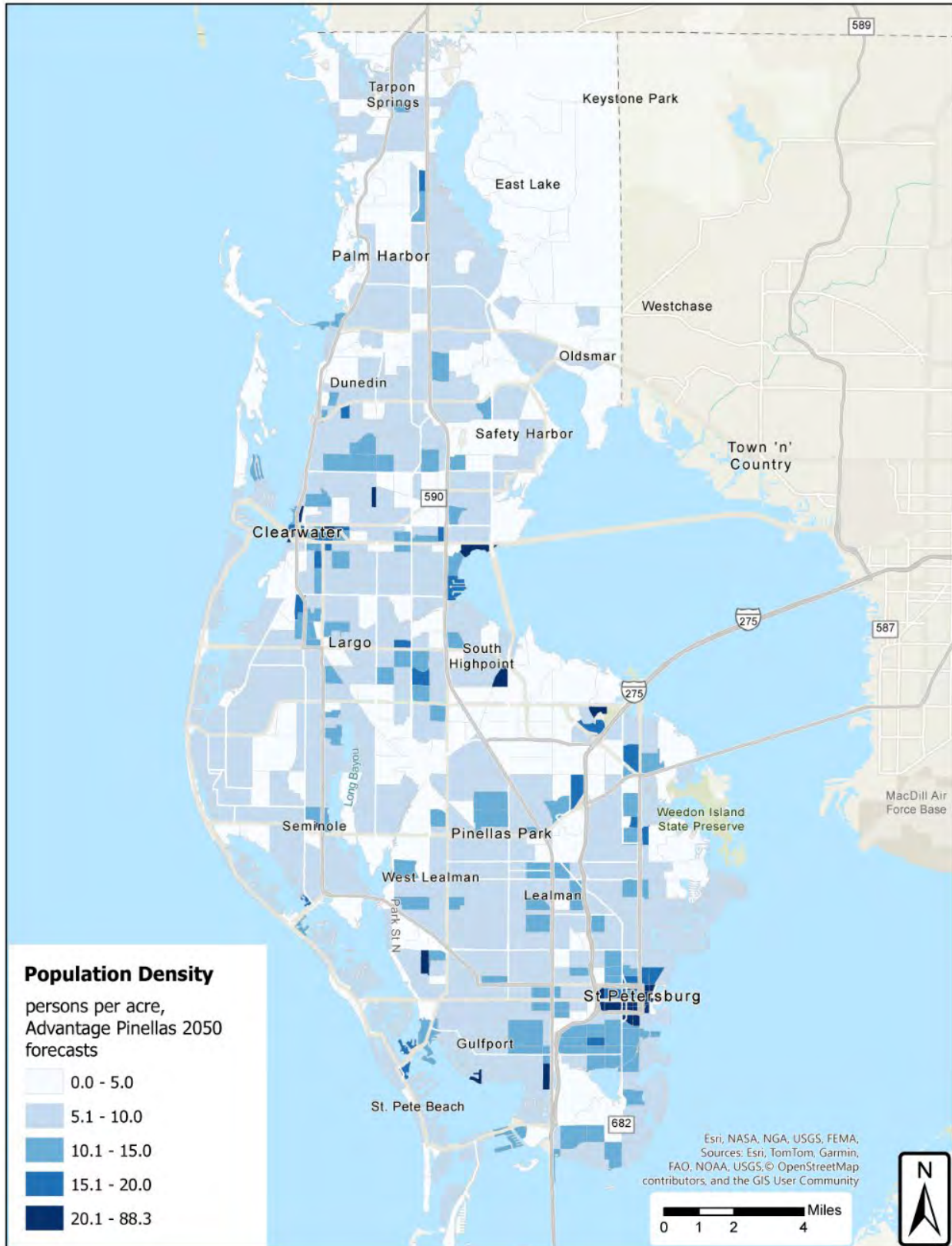


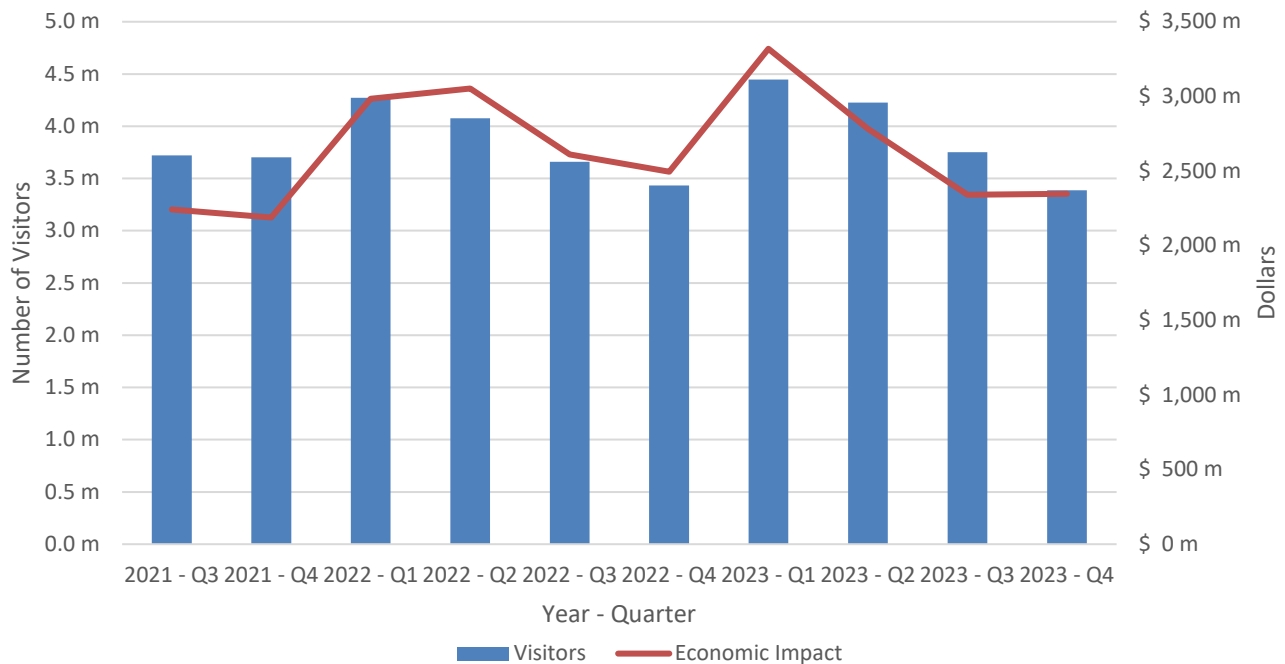
Figure 18: 2050 Population Density Forecasts



Temporary Population

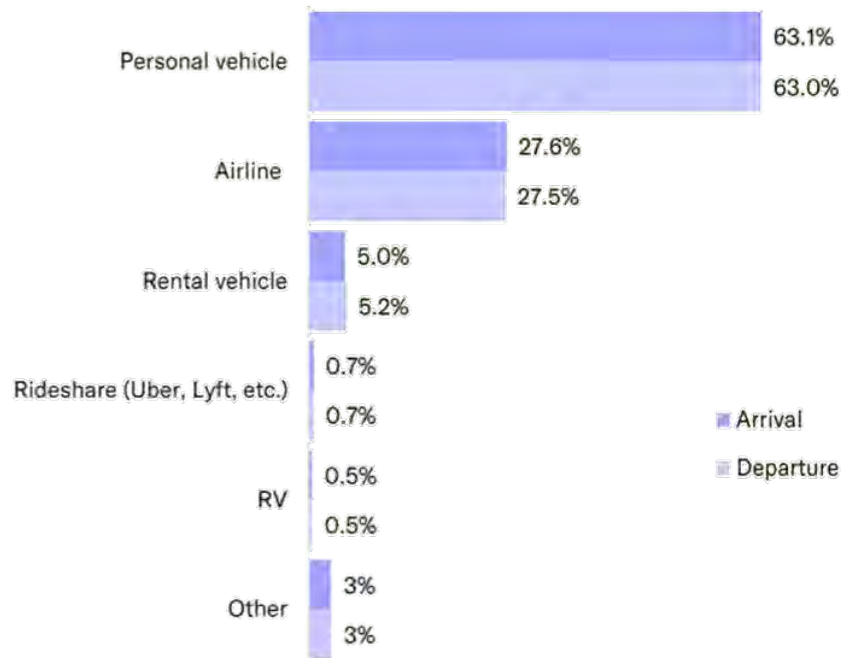
In addition to its permanent population, Pinellas County is a major tourism destination and has many temporary or part-time residents that cause seasonal fluctuations in population, employment, and transportation demand. As a major international tourist destination, Pinellas County attracts millions of annual short-term visitors who are not counted in the Census or other population counts. In addition, thousands of people from other states and countries maintain part-time residences in Pinellas County, and thousands of seasonal workers also converge on the county during the November-to-April tourist season. Many of these part-time residents also are not likely to be counted as living or working in Pinellas County in Census population or employment counts. These populations can have a profound impact on the local transportation network, dramatically increasing traffic volumes and transit demand over baseline levels during tourist season. Data obtained from Visit St. Pete-Clearwater shows number of tourists/visitors and their total economic impact in Pinellas County. In Q4 2023, 3.4 million visitors visited Pinellas County, with direct spending over \$1.4 billion, generating \$88.5 million in tax revenue, and creating \$2.34 billion in economic impact. **Figure 19** shows the visitor trends and economic impact from tourism in Pinellas County between Q3 2021 and Q4 2023.

Figure 19: Number of Visitors and Tourism Impact in Pinellas County (2021 Q3 – 2023 Q4)



Visit St. Pete/Clearwater’s FY25 Visitor Profile & Economic Impact Study suggests that majority of the visitors drove, either their own vehicles (63%), rental vehicles (5%), or recreational vehicles (RVs) (0.5%). About 28% of visitors chose to arrive at or depart from Pinellas County by air. The breakdown by mode of arrival/departure is shown in **Figure 20**.

Figure 20: Pinellas County Visitor Arrival/Departure Mode



Pinellas County Housing and Community Development Department 2010-2035 population projections¹ were used to identify the geographic distribution of tourist/visitor impacts – impact on public services and facilities that are comparable to the impact of permanent residents –on public services and facilities in the county, the estimated impact by Census tract in 2025 and 2035, respectively, are shown in **Figures 21 and 22**.

Most of the tourist/visitor population impact in Pinellas County tends to be highly concentrated in the coastal areas between Clearwater and St. Pete Beach. Other areas with high concentrations of temporary populations include Palm Harbor, Bellair, Largo, Bay Pines, Pinellas Park, and southern shore of St Petersburg. By and large the distribution patterns are forecast to remain the same between 2025 and 2035, with slightly more temporary residents projected in eastern Clearwater and western Tarpon Springs in 2035.

¹ Measures tourist/visitor population impact on public services and facilities that are comparable to the impact of permanent residents. <https://pinellas.gov/tourist-population-projections-by-taz-ct-2010-2035/>

Figure 21: Estimated 2025 Tourist/Visitor Impact by Census Tract

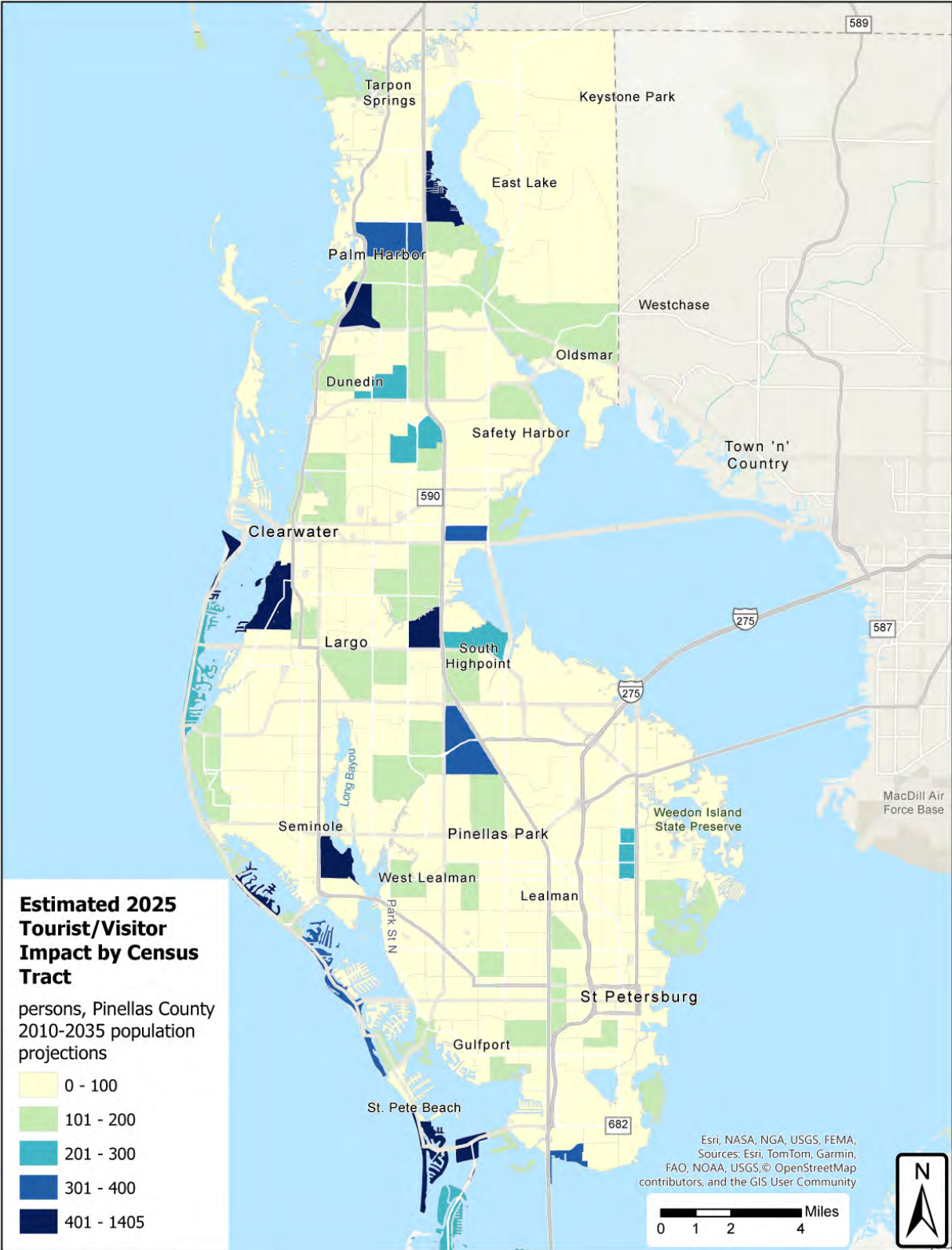
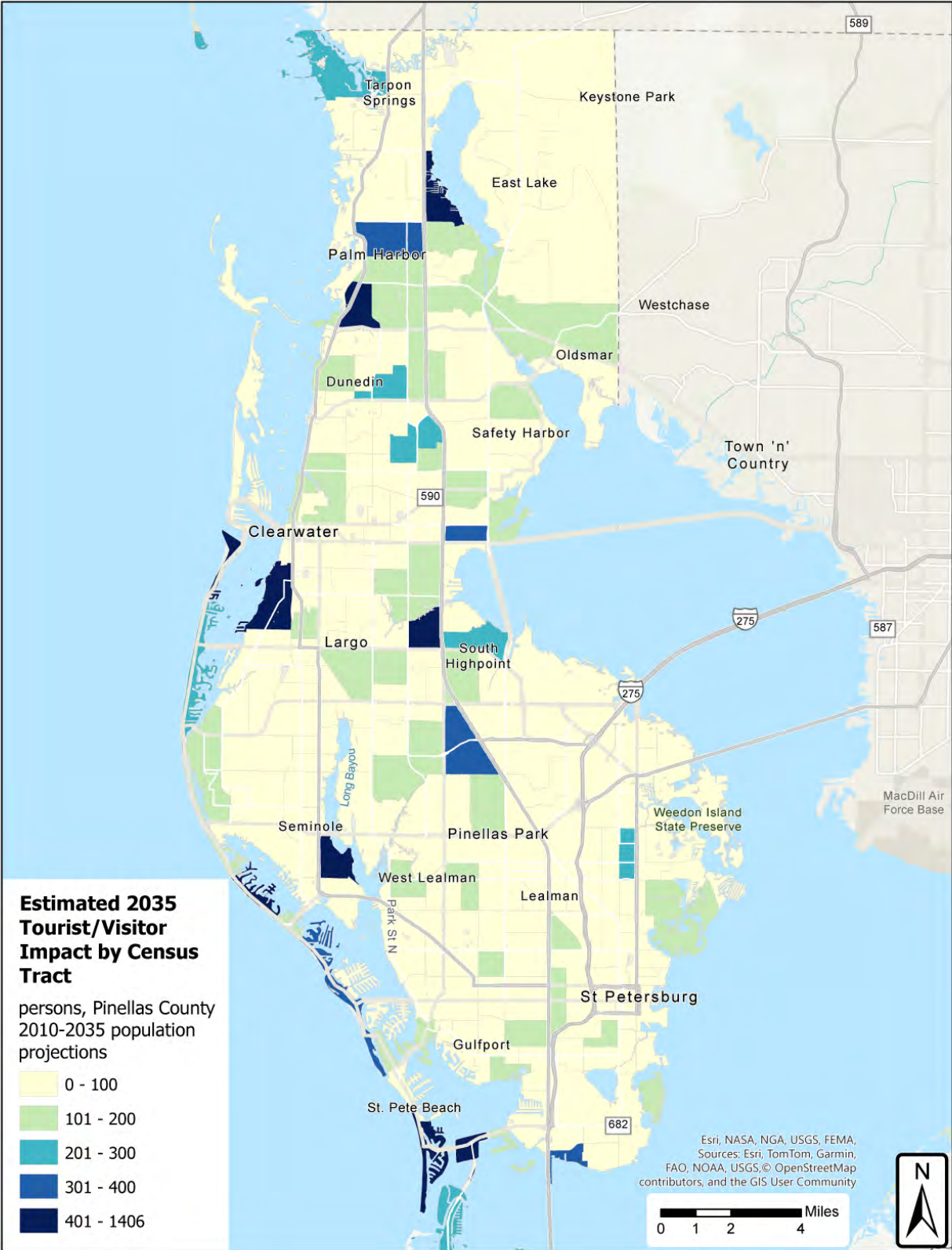


Figure 22: Estimated 2035 Tourist/Visitor Impact by Census Tract



Job Density

A map of job density shows us not only the places people travel for work, but places with high job density also identifies destination nodes, places where people go for services, shopping, community, health care, and more.

Figure 23 reflects job density as jobs per acre. The highest density of jobs are found in downtown St Petersburg and Clearwater, with job density generally decreasing the further away you get from a city center. Some areas outside the core show significant amounts of job density. These areas are usually shopping malls or shopping centers, which often serve as significant amounts of jobs, namely service-oriented jobs. These areas include:

- The area around Ulmerton Road and Seminole Boulevard (Largo Mall)
- The area round Gulf to Bay Boulevard and US-19 (Clearwater Mall)

Other areas outside the core municipalities like the area around Carillion Park and the area west of the Bayside Bridge also show density of jobs. Carillion Park is home to the Raymond James headquarters – a significant employer for Pinellas County.

The following **Figure 24** shows the forecasted employment density in 2050 as included in the county’s LRTP. Unlike population growth, employment growths are projected to be heavily concentrated in a few confined areas – south of St. Petersburg-Clearwater International Airport, along the CSX railroad between Largo and Pinellas Park, downtown St. Petersburg and along Central Avenue toward the west, as well as downtown and eastern Clearwater.

Combined Population and Employment (Activity) Density

Combined density of residents and jobs, or activity density, is a critical measure of a place’s potential transit market relative to other parts of the service area. Areas with either high population or employment density are often key origin or destination nodes, while high combined population and employment density often indicates walkable activity centers with a vibrant mix of housing, retail, services and other uses that have strong transit-supportive characteristics. This can make them ideal areas for high quality, cost-effective transit services.

Figure 25 shows the combined residents and jobs density in 2022/2023. Places with higher residential density are shown in increasingly darker shades of blue, while areas with higher employment density are shown in darker shades of red. The areas shown with increasing shades of purple are places where there are high densities of both jobs and residents, and where there is likely to be a strong market for transit. In Pinellas County, there are some strong corridors with mixed uses, primarily north of St Petersburg along 4th St N and south of Clearwater along US 19 Alt.

Figure 26 shows the combined residents and jobs density forecasts in 2050. Overall, the distribution pattern remains largely the same as in 2022/2023. Places with higher densities of both jobs and residents can be found along the US 19, US 19 Alt, SR 60, SR 580, East Bay Drive, and 4th Street corridors.

Figure 23: 2022 Employment Density

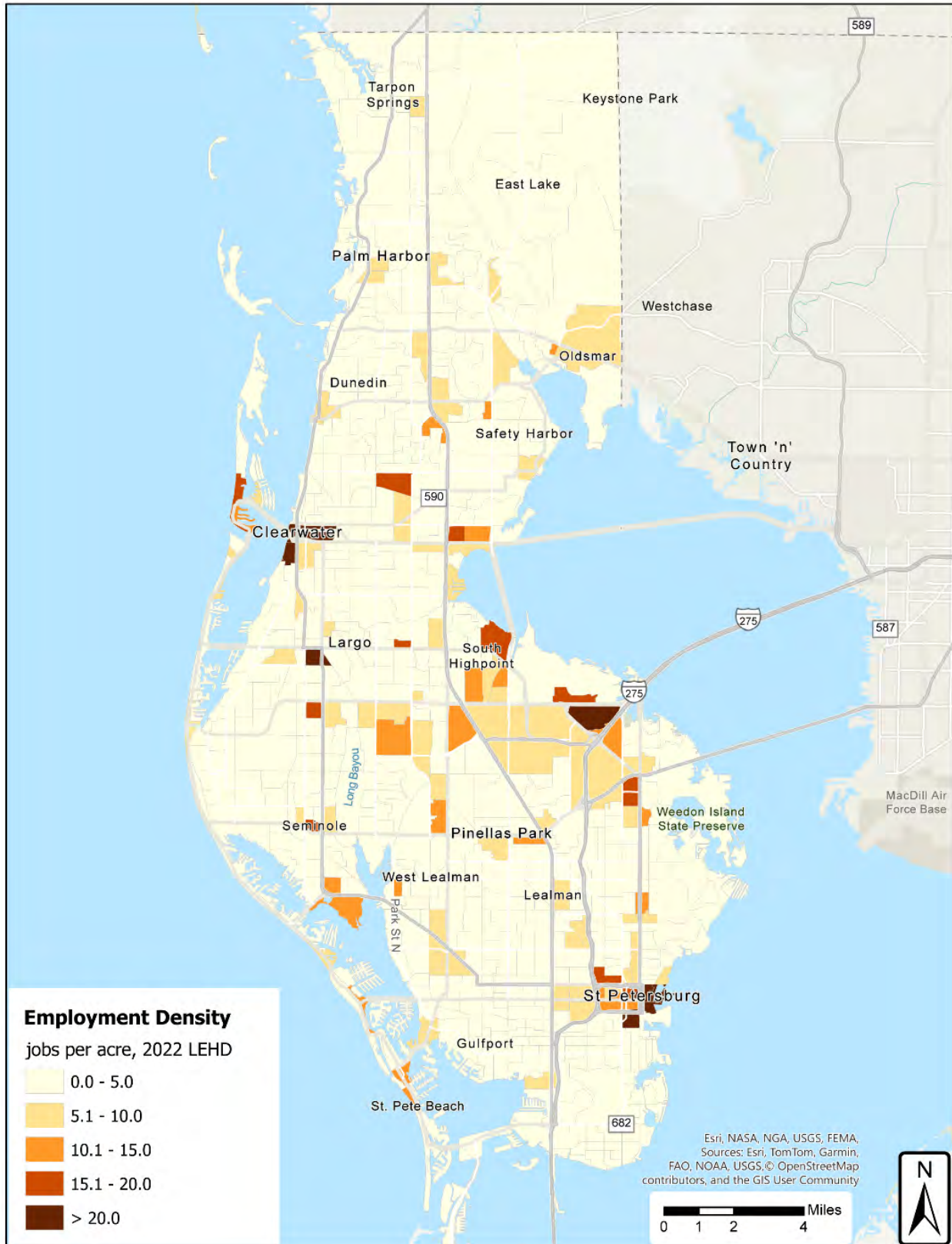


Figure 24: 2050 Employment Density

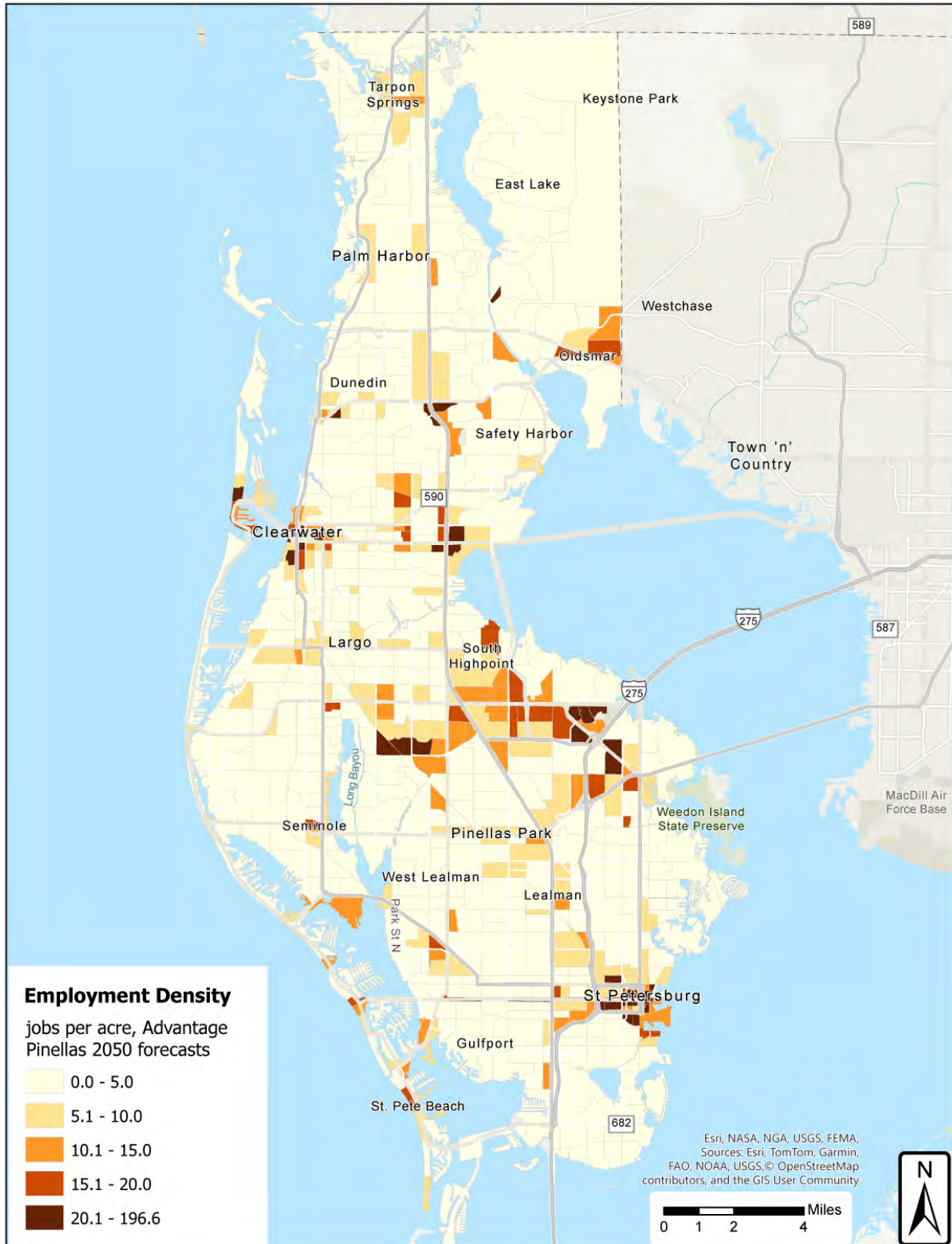


Figure 25: 2022/2023 Combined Population and Employment Density

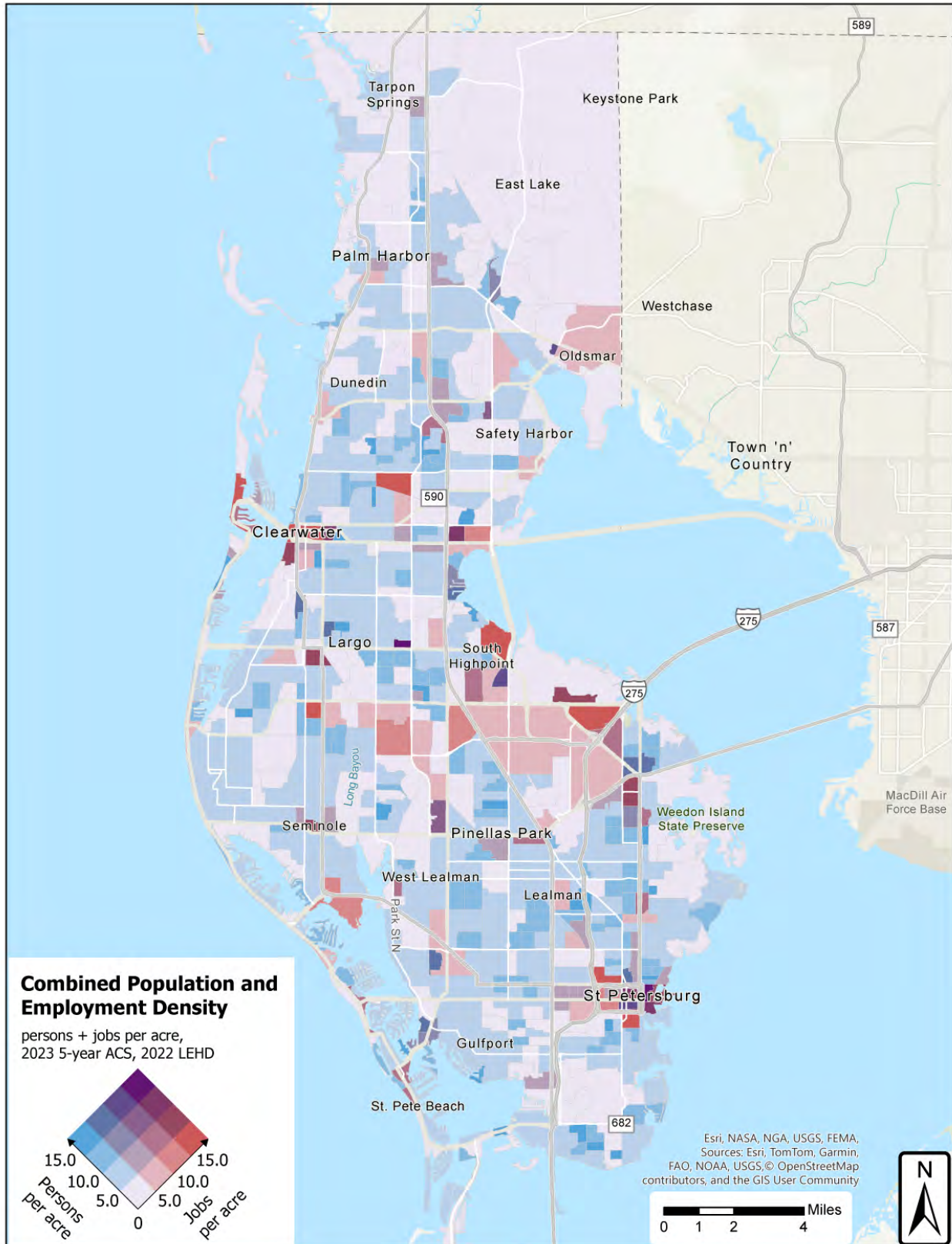
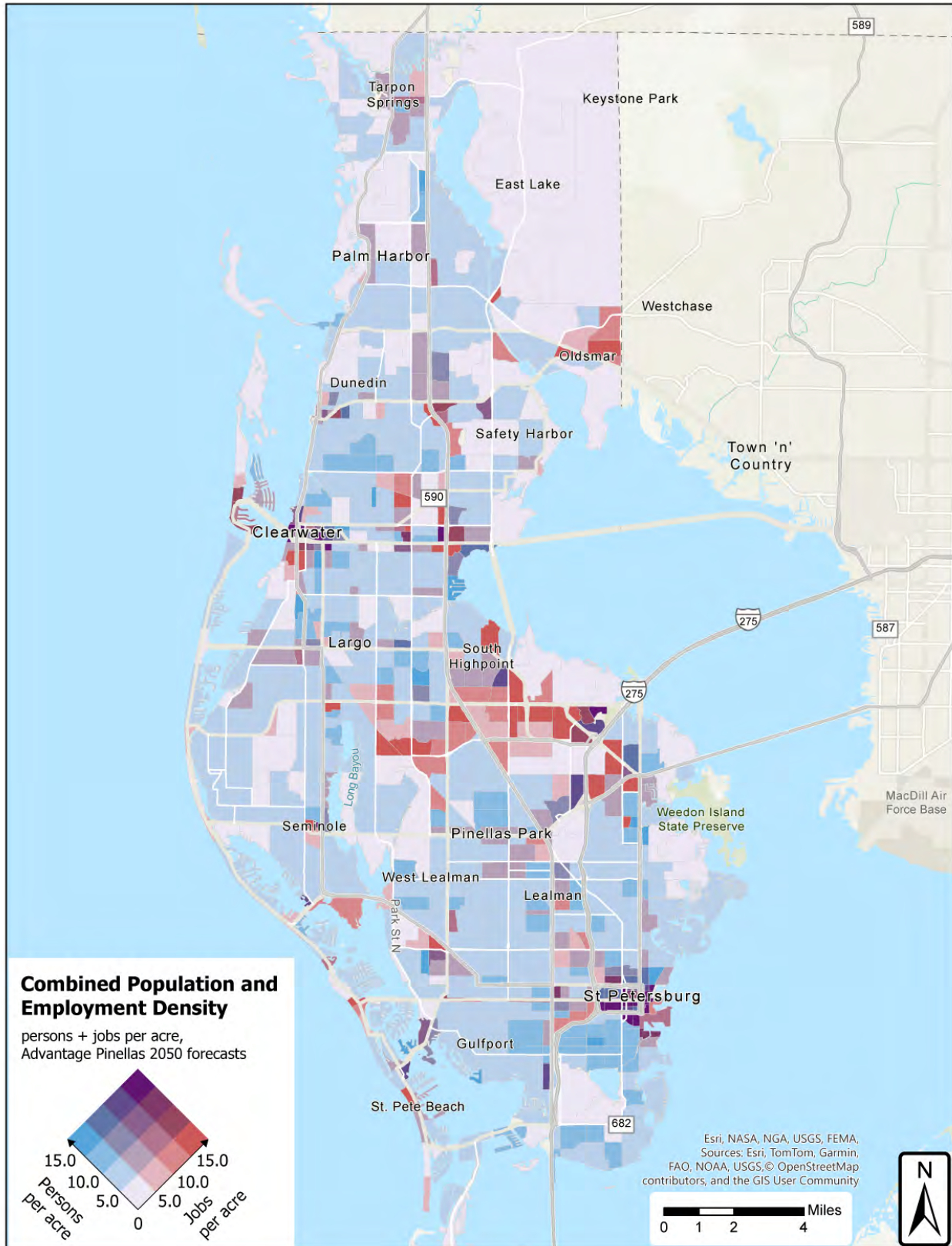


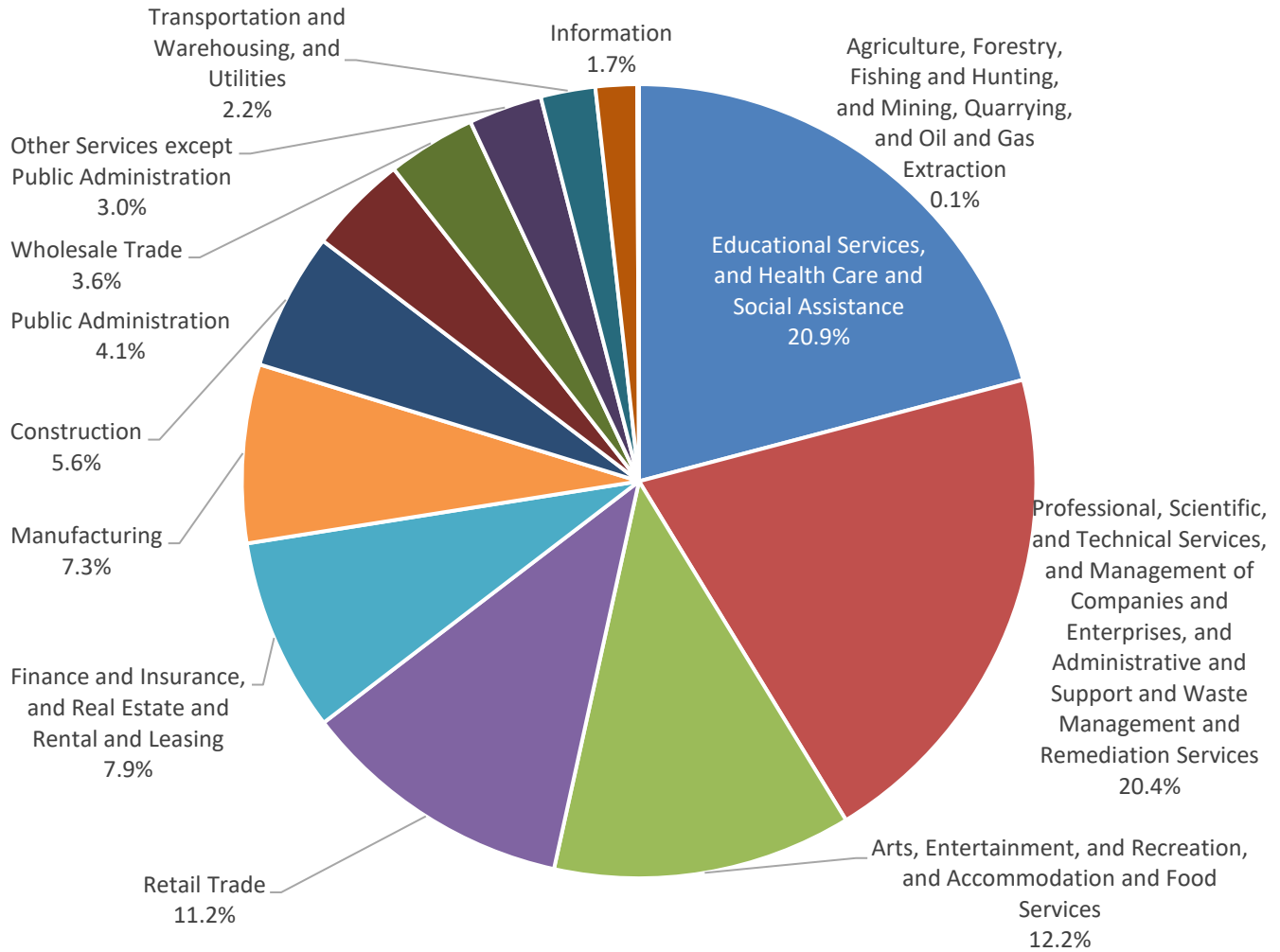
Figure 26: 2050 Combined Population and Employment Density Forecasts



3.3.3 Employment by Industry

Pinellas has diverse economic opportunities contributing to its employment density. Educational services, health care, and social assistance account for 21% of jobs. Professional, scientific, management, administrative, and waste management make up another 20%, followed by arts, entertainment, and recreation, and accommodation and food services (12%). Collectively, these jobs make up over half of all jobs in the county (**Figure 27**).

Figure 27: Occupations by Industry (2022)



3.3.4 Demographic Indicators

This section presents the various demographic markets for population groups that tend to use transit services, including:

- Persons with disabilities
- Older adults
- Millennials and younger persons with changing mobility preferences
- Lower-income individuals
- Individuals with limited or no access to vehicles
- Racial and ethnic minorities

Persons with Disabilities

Persons with disabilities may rely on transit service for their mobility needs if they cannot drive or walk long distances. Door-to-curb or curbside paratransit services are provided for persons who cannot use accessible fixed-route services for some or all their transportation needs. **Figure 28** illustrates the density of population with disabilities by Census block group for Pinellas County.

Downtown St. Petersburg, Clearwater, Largo, and Tarpon Springs reported several block groups with the number of persons with disabilities exceeding 4 persons per acre. However, numerous block groups scattered throughout the county also have concentrations of disabled residents exceeding 4 persons per acre, and more report between 3 and 4 persons per acre. Many of these places are retirement communities, residential treatment centers, and nursing homes that have high proportion of residents with disabilities. Significant concentrations of persons with disabilities—many of them transit-dependent—are found in places throughout the county where population and employment density is moderate or lower, including in portions of northeast Pinellas and other lower density areas of the county. This creates “must-serve” locations in places that are difficult to serve efficiently with fixed-route transit service.

Age

Seniors (persons aged 65 and above) are an important constituency for transit because a major value of transit coverage is providing service for people who cannot drive, no matter where they live. Some seniors cannot drive and may be more likely to use transit. And as a group, senior-headed households are less likely to own cars than the general population. Seniors tend to have different priorities for transit than younger people. Seniors tend to prefer shorter walking distances, but are less sensitive to long waits and slow or indirect routes, because many are retired and have relatively flexible schedules.

Figure 29 shows the density of senior residents in Pinellas County. As with much of Florida, the density of seniors is high in many areas of Pinellas County. However, unlike density of disabled residents, which often is high in areas of low residential density, density of senior population tends to follow overall residential density. Some areas, namely those on the barrier islands facing the Gulf of America, have a higher senior density relative to overall residential density due to location of senior-focused residential housing in these areas.

Figure 28: Population with Disabilities (2023)

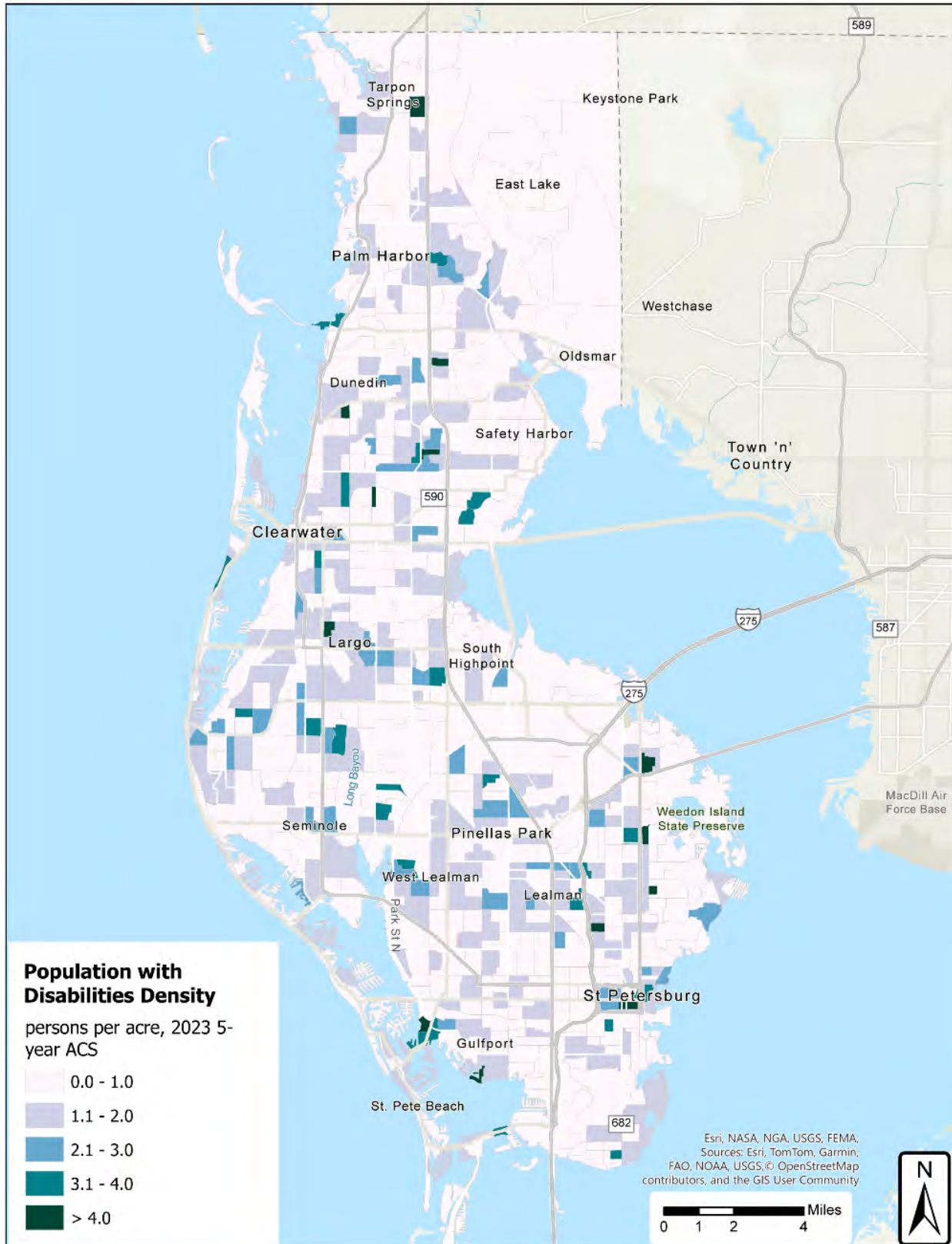
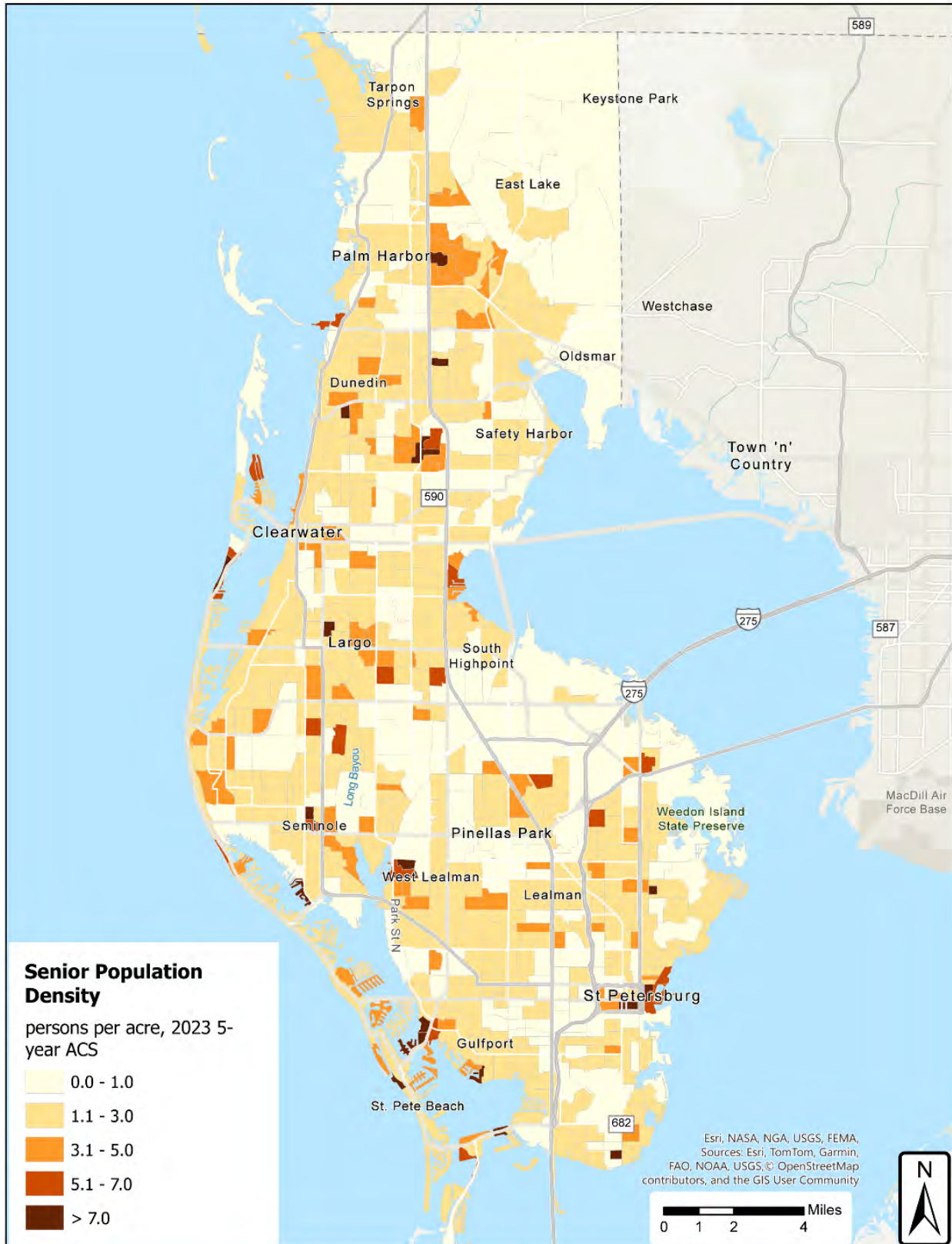


Figure 29: Older Adult Population (2023)



Just as transit coverage can meet the needs of seniors who cannot or choose not to drive, transit coverage can also meet the needs of children and teenagers who are too young to drive. Younger people are less sensitive to walking distance than most transit users but, with limited incomes or no income of their own, youth can be sensitive to transit fares, which is why PSTA and many transit agencies offer reduced fares for youth under age 18. **Figure 30** shows the density of residents under the age of 18 in Pinellas County. Young residents are widely scattered throughout the county, but their distribution tends to follow areas that have a higher overall residential density.

Population Below the Poverty Line and with Limited Vehicle Access

A frequently-cited goal for transit service is to provide affordable transportation for lower-income people, who are less likely to have the resources to provide for their transportation needs privately. Understanding where low-income populations are relative to transit service also is a key civil rights requirement.

Figure 31 shows the density of residents with family incomes below the federal poverty threshold in Pinellas County.

While lower-income households may face challenges providing their own transportation, people who lack access to a private vehicle entirely are the most likely to be transit dependent. **Figure 32** shows the density of households without cars in Pinellas County. Note that this map refers to households, not individual residents as in the other demographic maps. Areas that show significant concentrations of zero-vehicle households tend to be in and around the core cities of Pinellas County like St Petersburg, Clearwater, and Dunedin. These areas show some correlation with the level of poverty in the area. St Pete Beach has a high concentration of households without vehicles that does not correlate with high levels of poverty, but instead correlates with a high density of Senior residents.

3.3.5 Minority Populations

While information about people’s income and vehicle ownership tell us something about their potential interest in or need for transit, information about minorities can be an indication of how likely someone is to use transit. Nationally, African Americans are somewhat more likely to use transit than their income levels would suggest, while other groups tend to be less likely to use transit than their incomes would indicate.

Avoiding placing disproportionate burdens on people of color, through transportation decisions, is essential to the transit planning process. Transit agencies are also required by Title VI of the Civil Rights Act of 1964 to ensure that services they provide do not discriminate on the basis of race, color or national origin. Equity-based transit goals are often articulated in terms of improving mobility or transit access for people of color, particularly in places where the existing development patterns and transportation network contribute to disparities in access to jobs and other opportunities.

Figure 33 shows the distribution of people by race and ethnicity in Pinellas County. Each dot represents 50 residents. Where many dots are very close together, the overall density of residents is higher. Where dots of a single color predominate, people of a particular race or ethnicity make up most of that area’s residents.

Figure 30: Youth Population (2023)

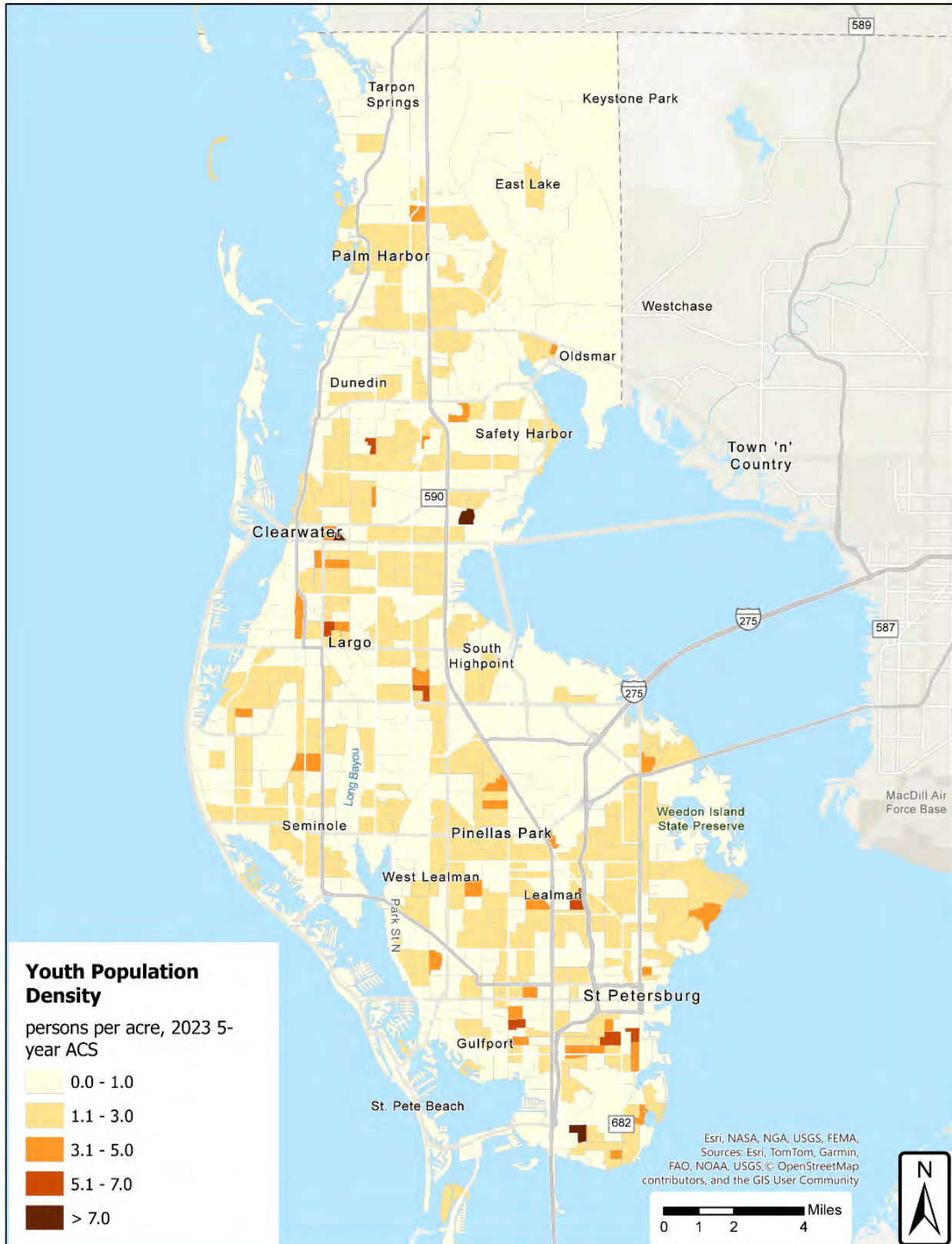


Figure 31: Households below Poverty Threshold (2023)

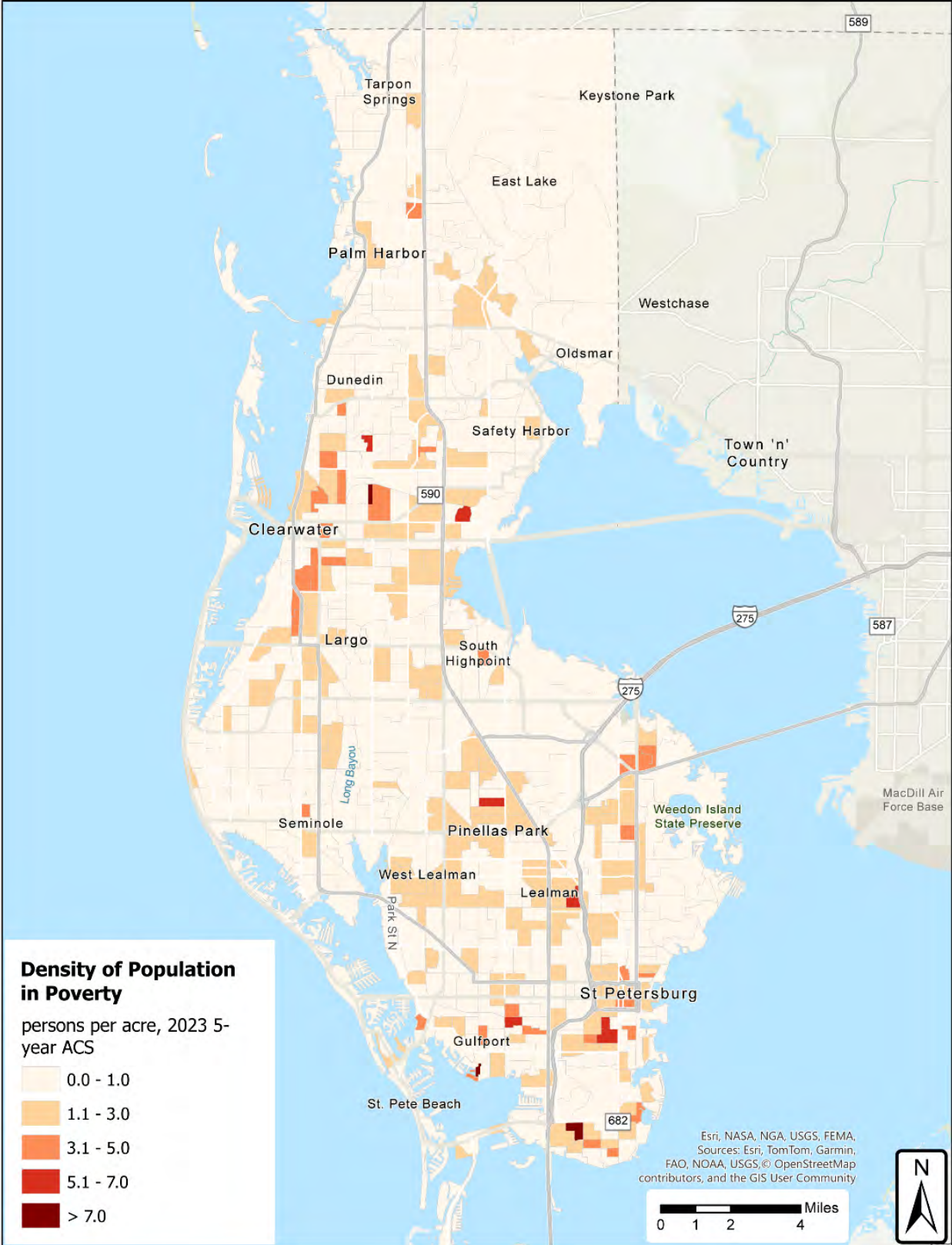


Figure 32: Zero-Vehicle Households (2023)

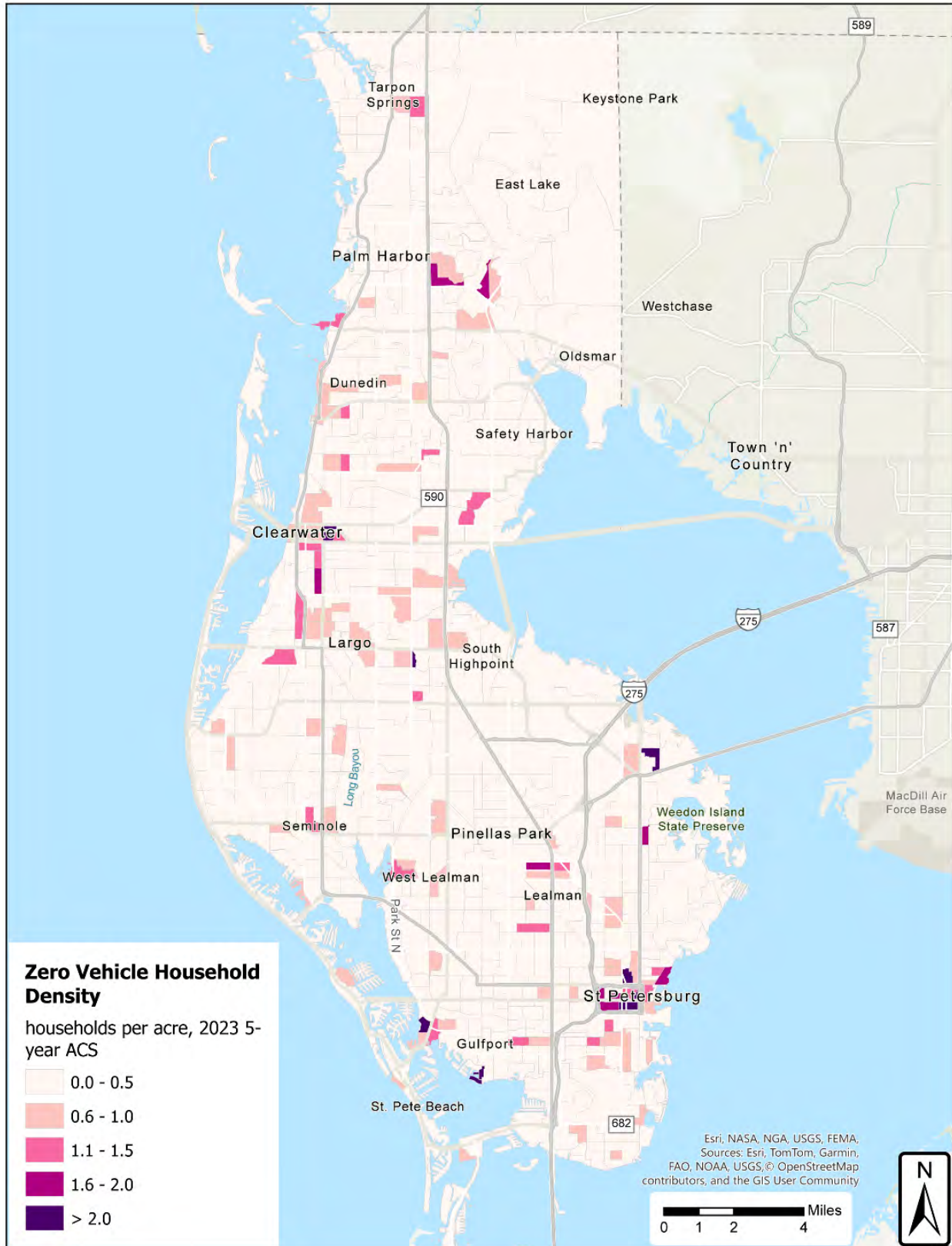
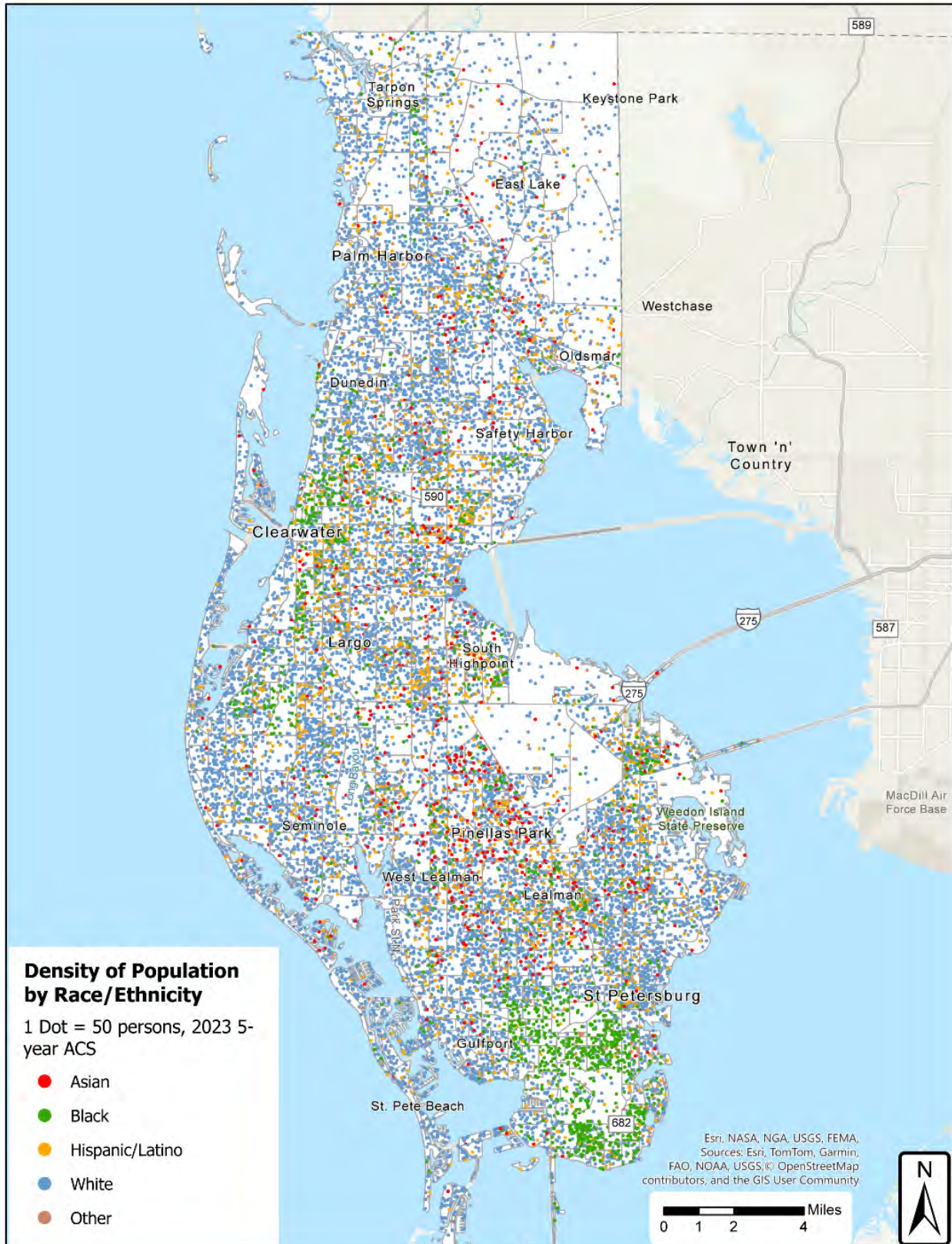


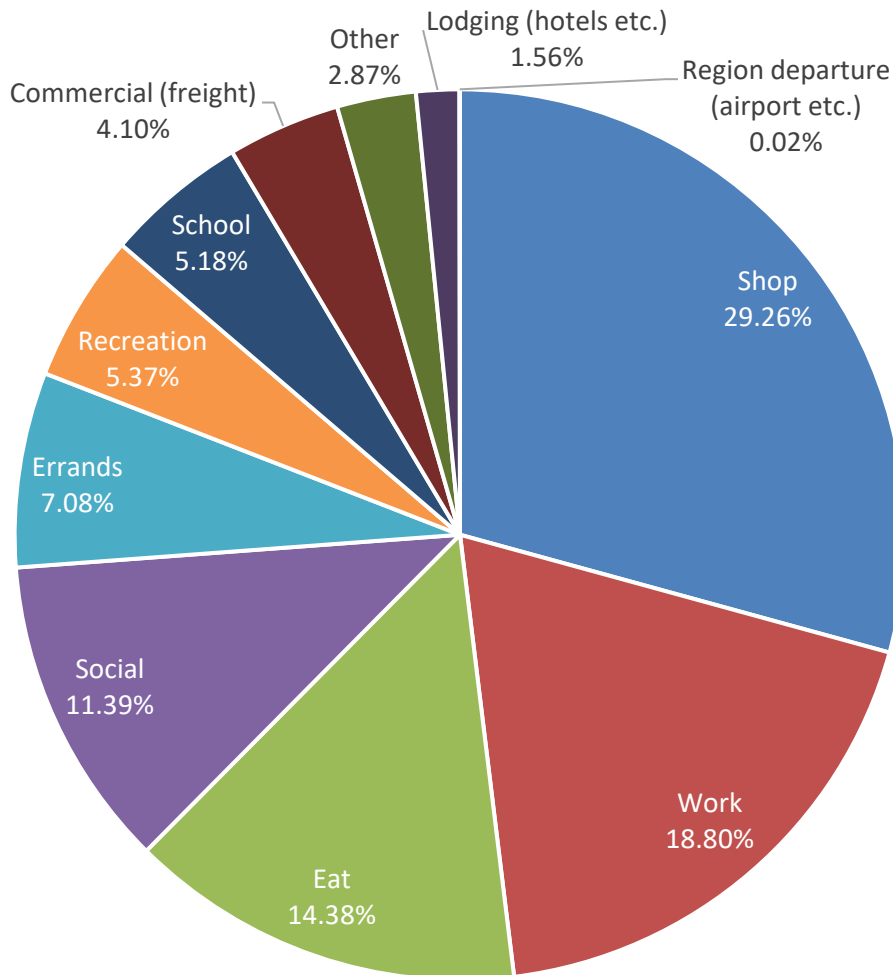
Figure 33: Distribution of Population by Race and Ethnicity (2023)



3.3.6 Travel Behaviors

On a typical weekday in Spring 2025, there are 3.55 million trips taken by 885,000 trip takers within Pinellas County². **Figure 34** summarizes the percentage of trips by trip purposes using all modes of transportation, on a typical weekday in 2025³, with trip purpose “home” removed (1.23 million trips, 35% of total trips). Shopping trips had the highest share at 29%, followed by work at 19%, dining at 14%, and social at 11%.

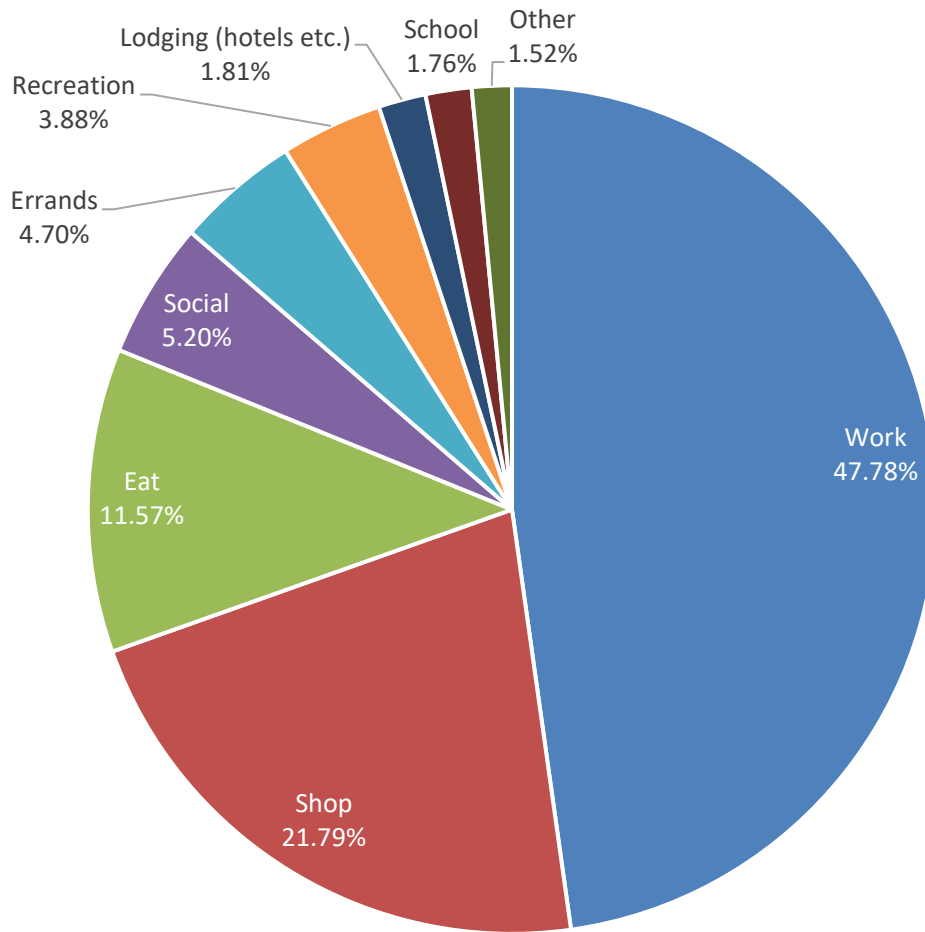
Figure 34: Percent of Trips by Trip Purpose (All Transportation Modes)



Less than 1% (0.65%) of the total daily trips (23,100 trips, out of 3.55 million, taken by 12,400 travelers out of 885,000) were taken using public transit. **Figure 35** shows the breakdown of these trips by trip purpose, with trip purpose “home” removed (7,140 trips, 31% of total trips). Work trips make up almost half at 48%, followed by shopping at 22% and dining at 12%. Compared to the all-mode trip purpose breakdown, transit riders are more likely to use the service for their commute than anything else.

² Replica, last updated in Spring 2025

Figure 35: Percent of Trips by Trip Purpose (Public Transit)



Modes of Transportation for Commute

The relationship between transportation and land use is inextricable. Where people live and the transportation options available to them influence how they choose to travel. The denser the land use and more constrained the parking and street capacity, the more likely people are to use transit, walk, or bike. However, density alone does not determine mode choice. Convenience, comfort, and safety also contribute to trip planning.

For example, if there are gaps in the sidewalk network, inadequate bicycle facilities, difficult streets to cross due to congestion or high travel speeds, or low-frequency transit service, people are less inclined to use these modes.

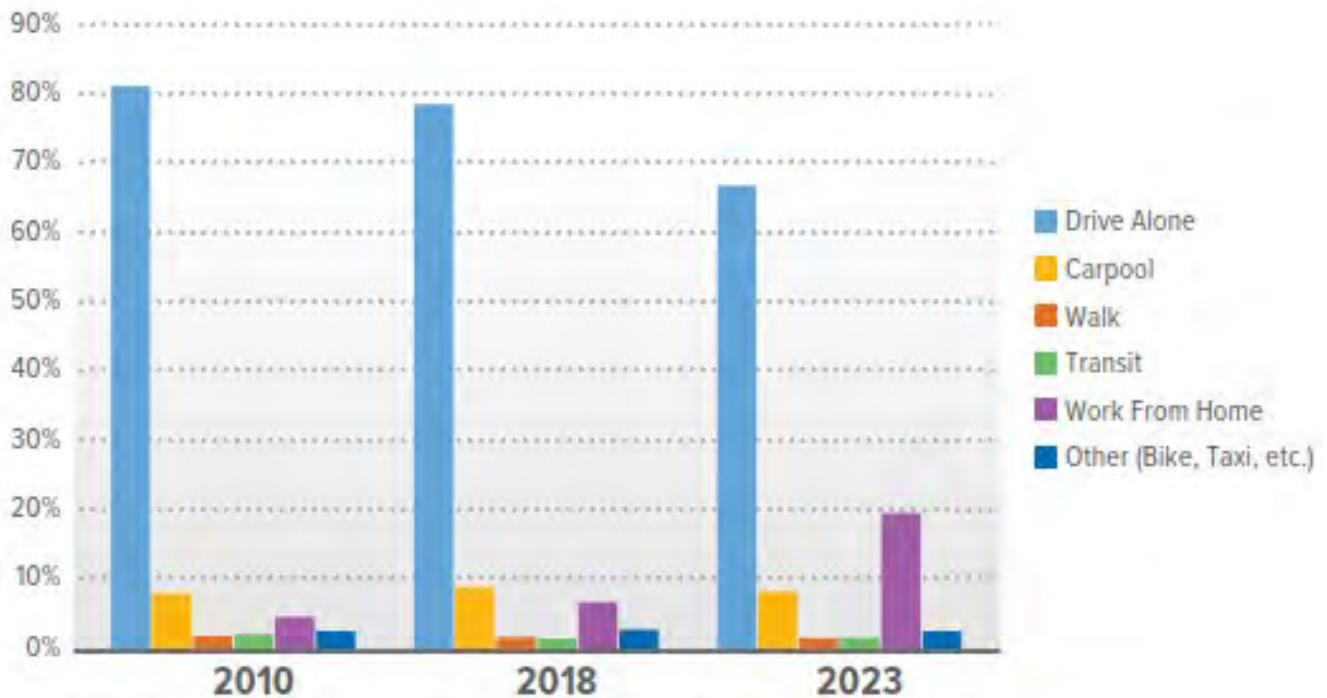
Reliance on the automobile as the primary mode of travel in a county and region with millions of visitors each year makes traffic congestion a significant challenge for people seeking access to the area's attractions and destinations. This is particularly evident during tourist season when motorists face lengthy travel delays on the roads to and through the Gulf beach communities. Relieving traffic demand in these areas requires better multimodal transportation solutions such as reliable bus service and safe and convenient access for bicyclists and pedestrians.

When it comes to transit, convenience, frequency, and travel time are important factors that go into deciding if using transit is a viable travel option. Opportunities for residents to travel to work, and visitors to enjoy the popular destinations that Pinellas County has to offer, are limited when transit options are not robust.

Pinellas County also has the lowest travel time to work among our Tampa Bay regional partners. This is directly related to our dense urban form and easy access to our many employment centers and unique destinations. **Figure 36** shows how commuters in Pinellas currently travel to and from work. In 2018, 87 percent of Pinellas County commuters traveled to work by driving (78.5 percent drove alone and 8.8 percent carpooling).

The percentage of people who work from home has steadily increased. Due largely to the impact of COVID-related restrictions that resulted in the percentage reaching nearly 20 percent in 2023, almost triple the number of telecommuters in 2018 and almost five times that of 2010. Walking, biking and transit make-up over five percent of commuters.

Figure 36: How Commuters in Pinellas County Travel to Work



Source: Census Transportation Planning Products (CTPP); American Community Survey (ACS)

Commute Patterns

Figure 37 shows the number of people commuting between any two cities in Pinellas County. Annual Census Bureau surveys help us understand these trip patterns in more detail than other kinds of trips.

On this map, a line is thicker when there are more trips between the two points, and the color differentiates the direction; every pair of cities includes one blue line and one red line. The circles show the number of trips starting and ending in that city. Like with lines between two points, circles with thicker lines indicate that there are more trips that took place within that city.

Looking at this map, it is clear that St Petersburg is the largest destination or origin place for commuters with more than 42,000 daily trips happening within the city. The following largest number of trips are to and from Clearwater, Pinellas Park, and Largo. Origin-Destination pairs that don't show arrows had less than 1,000 daily trips. This map also includes commute trips to Hillsborough County in pink. The biggest flows are commuting out from Largo. In green, we show trips from Hillsborough County, and the biggest flows are commuters headed to Oldsmar. Commute trips are only about 30% of all daily trips, so they cannot tell us about all the travel demand in Pinellas County.

3.3.7 Roadway and Traffic Conditions

An analysis of congestion level on major roadways in Pinellas County was conducted using data obtained from Forward Pinellas' Countywide Trends & Conditions Report, last updated in September 2025. Two measures were evaluated: Level-of-Service (LOS) and volume to capacity ratio (V/C ratio). LOS is a qualitative measure used to analyze the quality of vehicle traffic on roadways and at intersection. LOS standards are typically graded from A to F, with A being the best (free flow) and F being the worst (forced or breakdown flow with frequent slowing or stopping). Typically, a roadway segment is only considered congested if its LOS is graded E or F. V/C ratio measures directional peak hourly traffic volumes, often during afternoon (PM) peaks, and divide it by the designed roadway capacity. Segments with values over 0.9 are considered congested and broadly correspond with LOS grade E or F. The following facilities experience the most congestion in Pinellas County:

- I-275
- US 19
- Gandy Boulevard
- Ulmerton Road
- McMullen Booth Road
- East Bay Drive
- SR 60
- Gulf Boulevard
- Alt. US 19

Figure 38 illustrates LOS on major roadways in Pinellas County, and **Figure 39** illustrates a combination of V/C ratio and LOS.

3.3.8 Assisted Housing

Federal, state, and local programs provide funding assistance on housing for senior, homeless, low-income, or disabled populations. These populations often tend to be more dependent on public transit to meet their transportation needs due to lack of the physical and/or financial ability to operate and maintain a personal vehicle. According to Pinellas County Housing & Community Development/Planning, there are 186 assisted housing totaling 10,372 assisted units within Pinellas County as of June 2025. 163 of those, or 9,202 units are served by at least one PSTA bus routes -- located within ¼ mile planar buffer from a PSTA bus stop. **Figure 40** shows the locations of these housing sites, as well as the number of units and if they are served by any PSTA bus routes. While the majority of these housing locations are accessible for transit riders, some locations with moderate to high numbers of assisted housing units are not. These locations tend to be in Tarpon Springs, South Highpoint, Largo along US-19, and Pinellas Park.

Figure 38: Level of Service on Major Pinellas County Roads

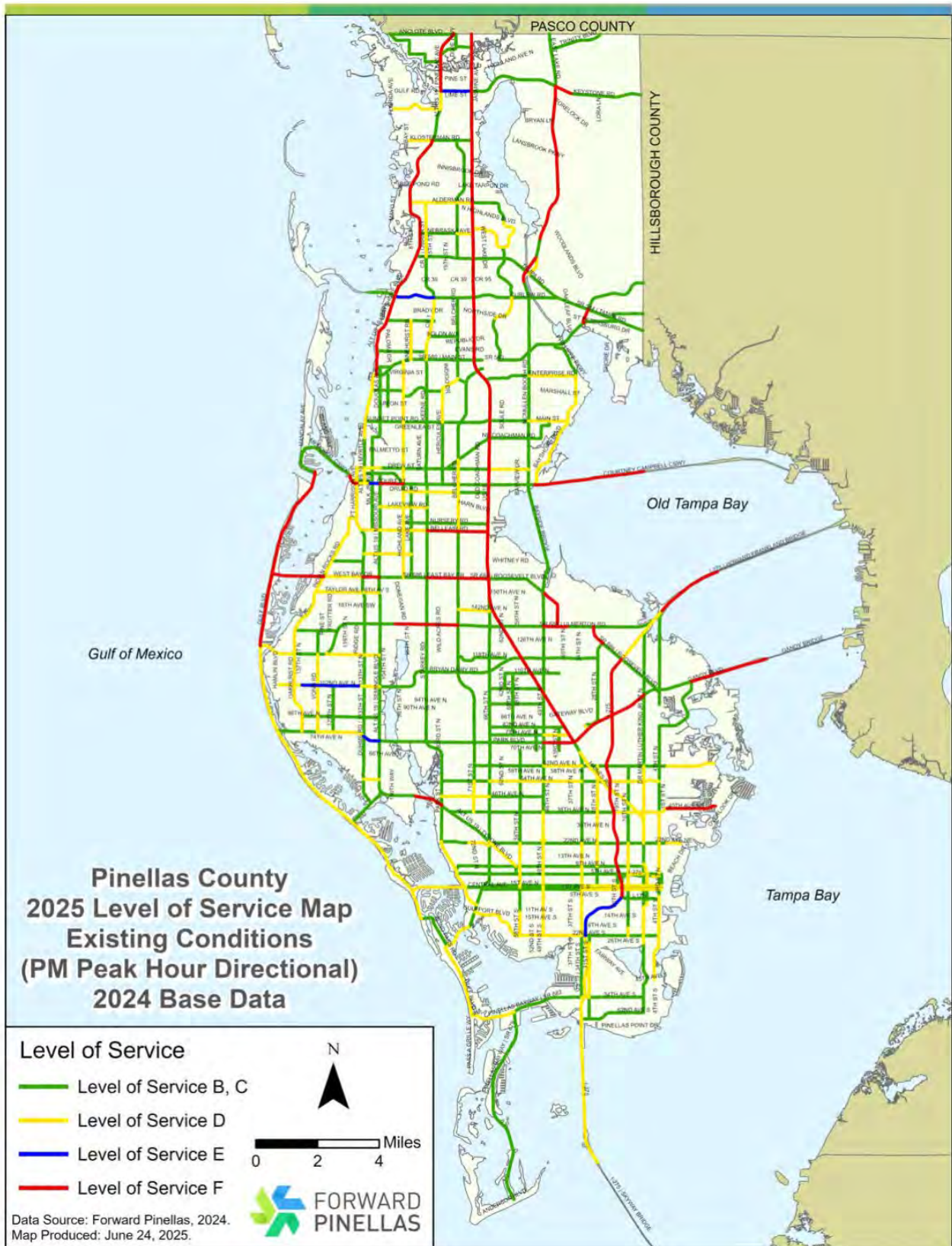


Figure 39: Volume-to-Capacity on Pinellas County Major Roads

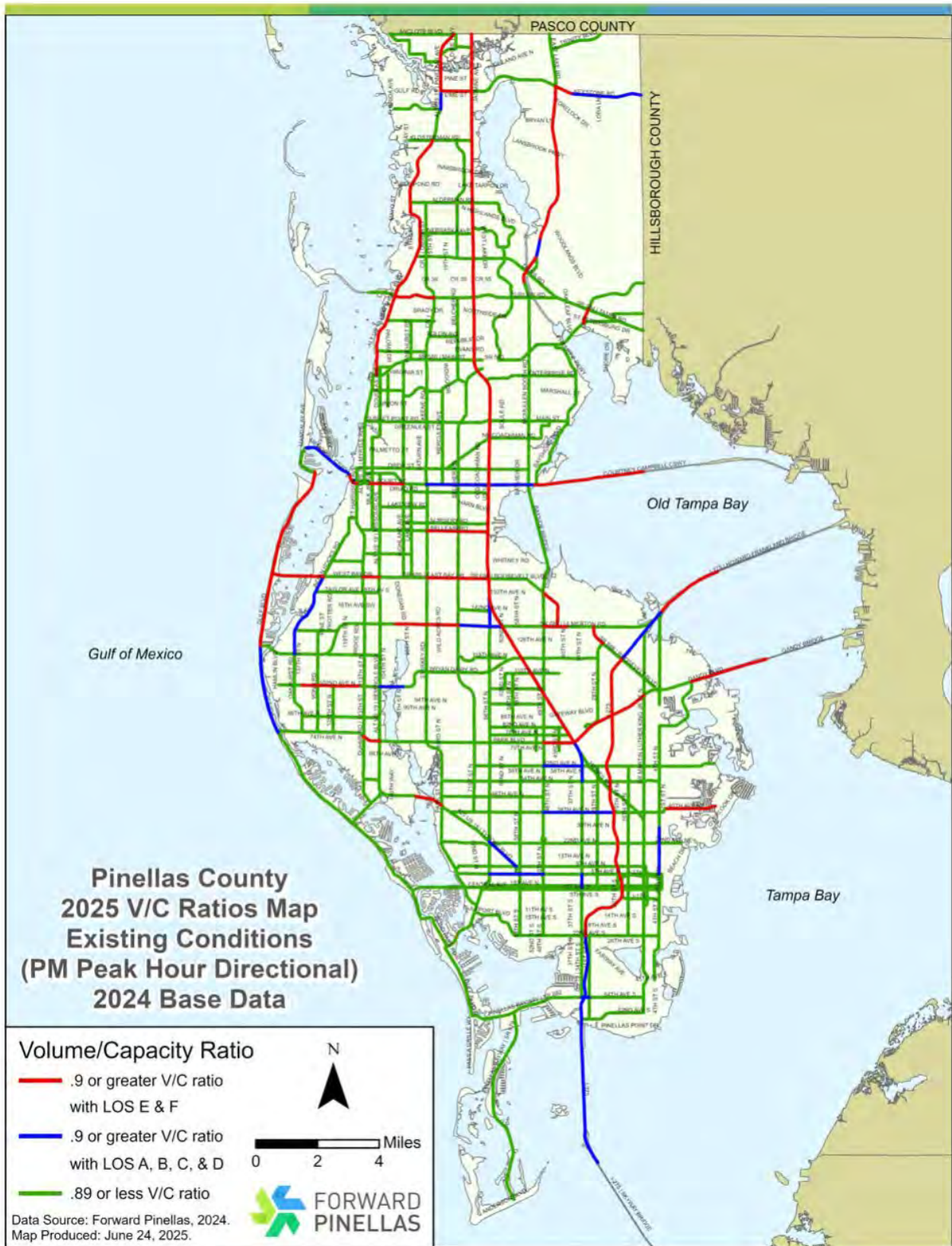
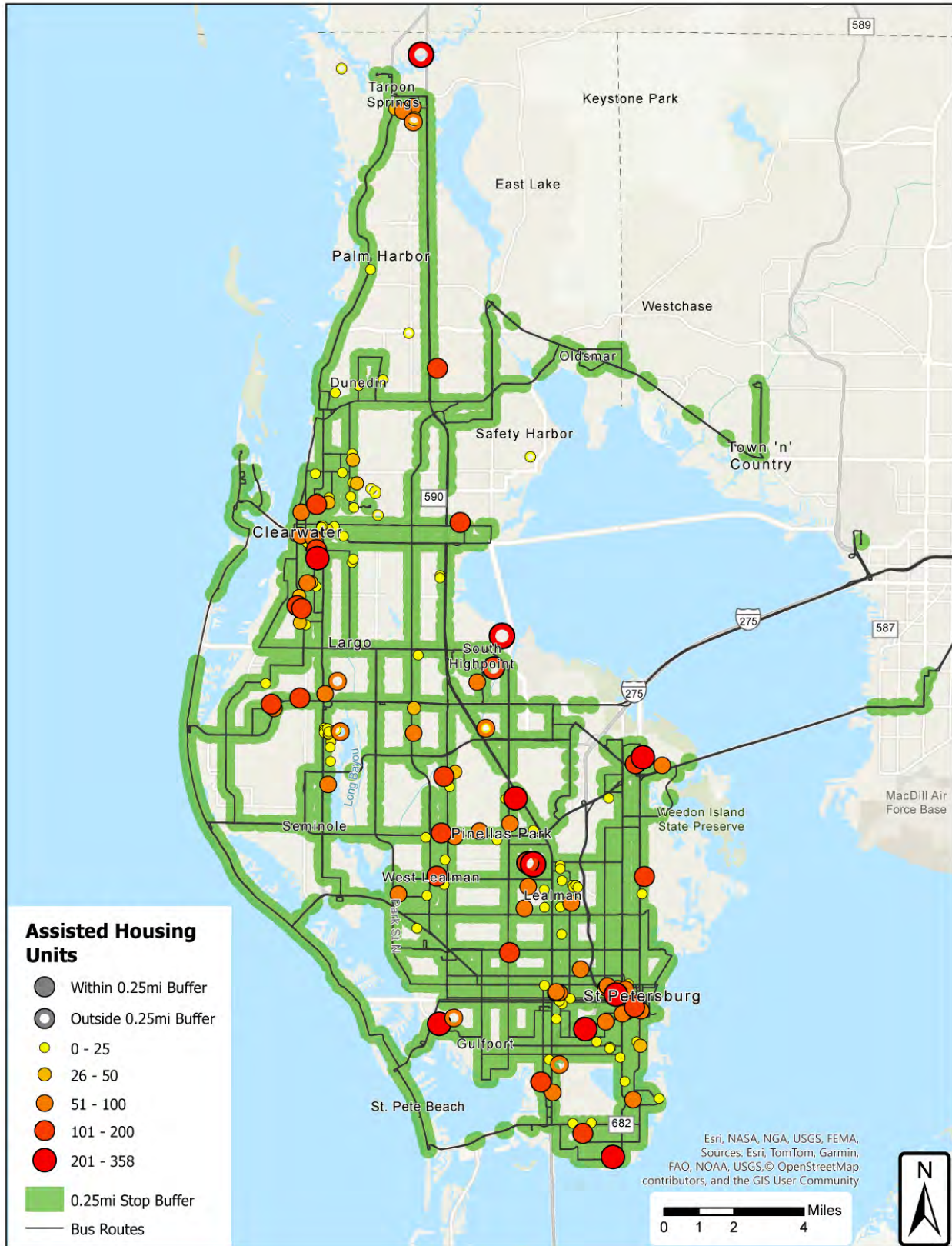


Figure 40: Assisted Housing Units in Pinellas County



3.3.9 Baseline Conditions Summary

This baseline conditions assessment has highlighted several considerations for the transit planning process, including the following:

- The combined population and employment density analysis suggests that residential and employment areas in the county are often separated – an area would most likely have either high population density or employment density – rarely both. This indicates persisting demand for commuting between areas, often beyond walking distances.
- Certain areas of the county, particularly the coastal areas, Bellair, Largo, and Bay Pines are projected to have high numbers of seasonal population. Service to these areas may need to be adjusted during fall and winter seasons to accommodate the potentially higher demand.
- Most of Pinellas County can be characterized as low-density single-use developments; however, several higher-density mixed-use nodes exist throughout the county. These land use patterns make transit more efficient to service and better promote transit usage. Improving transit service to these areas will be a critical consideration in developing new alignment and service changes. Like many other areas in Florida, high concentrations of older adults and persons with disabilities live throughout Pinellas County. These populations have higher mobility needs, making areas with high concentrations of these residents “must serve” areas for public transit, often with higher cost ADA paratransit service, regardless of whether the density or other characteristics of the areas are transit-supportive. Lower-cost alternatives to fixed-route service, such as extending PSTA’s Direct Connect service (described in the next section), would be necessary if fixed-route service in these areas is eliminated.
- Lower-income persons generally tend to live in older, more urbanized areas of the county. In most cases, these areas have the highest concentration of transit service and the highest ridership in the system. Maintaining and improving service in these areas is the surest way to increase ridership on the PSTA fixed-route system in the short-term.
- Most Pinellas County residents are not minorities. Of those who are, areas with the highest concentrations generally correlate with the lower-income areas in the older, urbanized areas.
- Car ownership is high throughout the county. Downtown St. Petersburg and downtown Clearwater have the highest concentration of zero-car households. Building on these low-car ownership areas is a longer-term opportunity for PSTA’s system development.
- Most of Pinellas County has been developed and has enough density to support regular fixed- route transit service. However, outside of downtown St. Petersburg and downtown Clearwater, residential density is low. Although the Gateway area has high employment densities, the office parks within were not built in a manner that allows efficient transit service. In the short term, lower-frequency fixed-route service and alternative services (such as on-demand rides) are most appropriate for these areas.
- Future land use plans propose infill development and redevelopment to increase mixed uses and higher-density development along multimodal corridors throughout much of the county. In the longer term, this will promote transit use and make it easier to more efficiently serve these areas with transit.

3.4 Existing Service Overview

This section provides an overview of PSTA’s existing services and analyzes its operational performance. A peer agency review also was conducted to gain insights about PSTA’s performance compared to selected similarly sized transit operators.

At the time when this TDP update took place, PSTA just completed and implemented its Connected Community Bus Network (CCBN) plan – a comprehensive operation analysis that reviewed and redesigned its fixed route network. The service review included in this section will thus focus on the redesigned network. Due to the unavailability of data on the new network, some analyses—particularly those related to historic service performance and efficiency— will be conducted with pre-CCBN data.

As of November 2025, PSTA serves all 24 municipalities in Pinellas County as well as most of the populated unincorporated areas. PSTA’s network can be generally categorized as a multi-nodal system with eleven transit hubs, five of which are served by 8 routes or more – Park Street Terminal in Clearwater, Grand Central Station in St. Petersburg, PSTA Complex in Pinellas Park, as well as Tyrone Square Mall and Gateway Mall in St. Petersburg. **Figure 41** provides an overview of PSTA’s service area.

In addition to the public transportation service provided throughout Pinellas County, PSTA provides regional service to parts of Tampa and Hillsborough County. As of November 2025, the PSTA system, including services operated by partner agencies, consisted of the following transit services:

- 39 bus routes across PSTA’s service area, including 1 BRT route, 3 limited express routes, and 6 trolley routes
- Contracted PSTA Access paratransit service
- Mobility-on-Demand Program, a grant-funded pilot program to provide same day on-demand door-to-door trips for PSTA Access clients
- TD Program providing low-cost bus passes for people with lower incomes as defined by TD Program guidelines
- Direct Connect Program providing discounted first/last mile transportation to/from 26 designated locations along higher-frequency routes
- TD Late Shift program providing on-demand late night/early morning transportation for workers in PSTA’s TD Program who use the regular bus system during daytime
- TD St. Petersburg program providing free bus rides specifically for work, healthcare, and other life-sustaining trips by eligible low-income residents
- Snapper on-demand service in Clearwater and Safety Harbor
- Grouper on-demand service connecting St. Pete-Clearwater Airport to destinations in Clearwater Beach
- Subsidized vanpool service

Figure 41: PSTA System Map



3.4.1 Connected Community Bus Network Changes

The CCBN plan is the name for PSTA’s latest Community Bus Plan. The Community Bus Plan is a periodic review of PSTA’s services in search for improvement on ridership, rider experiences, and efficiency, which PSTA conducts every five years. The CCBN, however, went beyond a typical Community Bus Plan and instead was conducted as a major overhaul of PSTA’s transit network, in an effort to meet post-COVID world demands with shifting travel patterns – higher demands on weekends and evenings and relatively lower demands on weekdays, in addition to streamlining the network to provide more one-seat rides to popular travel patterns and standardizing service span across the network, while removing some services that few uses to free up some resources.

The CCBN network has been designed to keep transit near all places that have service today, with some reallocations to make the overall network more useful to more people. The route classification has also been simplified and changed to a frequency-based classification, as listed below:

- **Frequent:** routes that operate every 29- minutes or less
- **Local:** routes that operate every 30-minute to every 59-minute
- **Community:** routes that operate every hour or longer
- **Limited:** routes that only operate during certain hours of the day, e.g. AM/PM peaks only
- **Premium:** branded high-frequency (every 15-minute) bus services with upgraded stations powered by dedicated sub-fleet or all-electric buses
- **Trolley:** routes that are tailored to serve major tourist and entertainment destinations throughout the county. This category remains unchanged in the CCBN plan

Table 3 summarizes the key changes introduced by the CCBN for each route.

Table 3: PSTA CCBN Route Changes

Route	CCBN Route Classification	Key Changes
4	Frequent	<ul style="list-style-type: none"> • Introducing A/B Variants <ul style="list-style-type: none"> ○ Route 4A – Serves 62nd Ave S ○ Route 4B – Served Coquina Key & 54th Ave S • Southern terminus no longer at Roy Hanna Dr; moved to Publix at Bay Point Plaza Frequency on Sunday increasing to 30 minutes
5	Community	Service extended to Downtown St Petersburg via 5th Ave N
7	Discontinued	Discontinued, replaced with Routes 9B and 29
9	Local	<ul style="list-style-type: none"> • Introducing A/B Variants • Route 9A – Serves 16th St & 15th Ave S in South St Petersburg • Route 9B – Serves 9th Ave S, 22nd St S, and part of 15th Ave S in South St. Petersburg • Route no longer travels to Grand Central via 5th Ave N; to continue on 5th Ave N connect to Route 5 Frequency on Sunday increasing to 30 minutes

Route	CCBN Route Classification	Key Changes
11	Community	<ul style="list-style-type: none"> Route has been truncated to end at Bay Point Plaza No longer serves 54th Ave S / 62nd Ave S one-way loop Route will now operate bi-directionally near Grand Central Station on Central at 28th St S No longer served 34th St N / 5th Ave N one-way loop
14	Discontinued	Discontinued, replaced with Routes 9A, 24, and 49
15	Discontinued	Discontinued, replaced with Routes 9A and 66
16	Community	Route now serves Methodist Town along Arlington, 4th & 5th Ave N between 5th St N & MLK, and 3rd/4th St in Downtown St. Petersburg between 2nd Ave N & 6th Ave S
18	Local	<ul style="list-style-type: none"> Introducing A/B Variants Route 18A – Serves 58th St N between Central Ave & 22nd Ave N and 22nd Ave N between 58th St & 66th St N Route 18B – Serves Central Ave between 58th & 66th St N and 66th St N between Central Ave & 22nd Ave N No more weekday peak period 20-minute service Will now operate on Central Ave in St. Petersburg rather than 1st Ave N & 1st Ave S
19	Local	No change
20	Community	<ul style="list-style-type: none"> Route extended to Bay Point Plaza in South St Petersburg Travels on Pinellas Point Dr in Pinellas Point Route no longer serves 62nd Ave S or Tyrone Square Mall
22	Community	<ul style="list-style-type: none"> Route 22 is being extended to Downtown St. Petersburg Route no longer serves 30th Ave N This route will now operate on Sundays
23	Discontinued	Discontinued, replaced with Routes 24 and 66
24	Community	<ul style="list-style-type: none"> Service most closely resembles part of Route 23 – Primarily travels along 22nd Ave S between DTSP & Palms of Pasadena Hospital Service frequency along 22nd Ave S is being decreased from 30 to 60 minutes Mon – Sat
29	Community	<ul style="list-style-type: none"> New route that serves parts of existing Route 7 & 20 primarily along 9th Ave N Route connects Downtown St. Petersburg to Tyrone Square Mall
32	Discontinued	Discontinued, Replaced with Route 16 in Downtown St. Petersburg
34	Local	<ul style="list-style-type: none"> Route 34 will no longer operate south of Grand Central Station Service along 3rd St S between Grand Central & Eckerd College will be replaced with Spark, a limited-stop route that will operate every 15 minutes for most of the day 7 days a week No more weekday peak period 20-minute service
38	Community	<ul style="list-style-type: none"> Route 38 will no longer serve Tyrone Square Mall Provides direct connection between DTSP and Maderira Beach (mirrors some of existing Route 68)

Route	CCBN Route Classification	Key Changes
49	Local	<ul style="list-style-type: none"> New route connecting DTSP & Largo Transit Center Replaces existing Route 14 along 18th Ave S and Route 52 along 49th St and 79 in Highpoint
52	Frequent	<ul style="list-style-type: none"> Route 52 now only operates between Largo Transit Center & Park St Terminal Spit into A/B variants: Route 52A – Serves Ft Harrison Ave Route 52B – Serves MLK Jr Ave (serves part of existing Route 61) Service frequency increased to every 15 minutes on weekdays and 30 minutes on Sundays
52LX	Discontinued	<ul style="list-style-type: none"> Route 52LX is being removed Local service will be provided by Routes 49 & 52 Carillon will no longer be served by fixed-route service
54	Community	<ul style="list-style-type: none"> Route 54 serves path of existing Route 75 west of Pinellas Park Transit Center to Tyrone Square Mall No longer serves Gateway Mall
58	Community	<ul style="list-style-type: none"> Route 58 now only operates between Seminole Mall and the PSTA Complex; no longer serves Gateway Mall Service east of the PSTA Complex to Gateway Mall is offered on Route 4 Service is being added to this route on Saturdays and Sundays
59	Local	<ul style="list-style-type: none"> Route 59 is being split into A/B variants Route 59A – stays on Ulmerton Rd/Walsingham Rd Route 59B – goes into Rainbow Village via Wilcox / Vonn Rd (serve part of existing Route 61)
60	Frequent	<ul style="list-style-type: none"> Route 60 will no longer provide service east of Clearwater Mall to McMullen Booth Frontage Rd. That area is now served by Routes 19 & 70 No service on Hampton Rd
61	Community	Route 61 will no longer operate south of Park Street Terminal
62	Community	<ul style="list-style-type: none"> Route 62 will no longer operate east/north of Countryside Mall to Shoppes at Boot Ranch. Service in this area now covered by Route 78A Route 62 will now operate on Sundays
65	Community	<ul style="list-style-type: none"> Route 65 will now connect to the Suncoast Beach Trolley in Indian Shores via Park Blvd This route will travel on Ft Harrison instead of Myrtle Ave in Clearwater to reach Park St Terminal The route will stop at the Park Blvd Boat Ramp in both directions
66	Local	New route serving Gulfport area previously served by Route 15
66L	Discontinued	Discontinued, replaced with Route 91
67	Discontinued	Discontinued, replaced with Route 78
68	Discontinued	Discontinued, replaced with Routes 18,38, and SCBT
70	Community	<ul style="list-style-type: none"> Route serves Hampton Rd and McMullen Booth previously served by Route 60 Route replaces previous Route 76 on Drew St west of Clearwater Mall

Route	CCBN Route Classification	Key Changes
73	Community	<ul style="list-style-type: none"> Route 73 routing in Downtown Clearwater changing. Route will enter Downtown Clearwater via Missouri Ave, Cleveland St, Myrtle Ave & Pierce St Route no longer operating on 66th St N between Tyrone Blvd & 46th Ave N and on 46th Ave N between 66th St N & 71st St N Route 73 will now have Sunday service
74	Local	<ul style="list-style-type: none"> Route 74 is being split into A/B variants Route 74A – Serving existing Route 74 path east of Pinellas Park Transit Center Route 74B – Serving existing Route 75 path east of Pinellas Park Transit Center, primarily along 62nd Ave N Weekday frequency reduced to every 30 minutes Saturday & Sunday frequency increased to every 30 minutes
75	Discontinued	Discontinued, replaced with Routes 54 and 74B
76	Discontinued	Discontinued, replaced with Route 70
78	Local	<ul style="list-style-type: none"> Route 78 is being extended and split into A/B variants Route 78A – Serving path of existing Route 812 east of Countryside Mall to Northwest Transfer Center in Tampa Route 78B – Serving path of existing Route 67 east of Countryside Mall to Oldsmar Sunday service will now be provided to Northwest Transfer Center in Tampa and Oldsmar
79	Discontinued	Discontinued, replaced with Routes 49, 66, and SunRunner or Central Avenue Trolley
90	Limited	Route 90 will now only operate between Bay Point Plaza & 75th and Gulf in St. Pete Beach
91	Limited	New route covering serves area previously covered by old Route 66L
100	Limited	No change
300	Limited	No change
812	Discontinued	Discontinued, replaced with Route 78
813	Discontinued	Discontinued, replaced with Snapper On-Demand
814	Discontinued	Discontinued, replaced with Snapper On-Demand
Central Avenue Trolley	Trolley	No change
Downtown Looper	Trolley	No change

Route	CCBN Route Classification	Key Changes
Jolley Trolley Beach	Trolley	No change
Jolley Trolley Coastal	Trolley	No change
Spark	Premium	A premium, high-frequency bus service along 34th Street South (US 19) connecting Eckerd College and South St. Petersburg to Grand Central Station; replacing existing Route 34 south of Grand Central to Eckerd College
Suncoast Beach Trolley	Trolley	No change

3.4.2 Fixed-Route Services

Since October 2025, PSTA’s CCBN network directly operates 29 local routes, one premium BRT route, two trolleys, one premium express route, and two limited express routes. PSTA’s intra-county bus routes mostly operate local, all-stops service, with only 7 routes operating with branching variants. PSTA also contracts with the Jolley Trolley and Looper Group, Inc. to operate three trolley routes in Clearwater and one in downtown St. Petersburg. Together, there are 39 fixed routes in operation. In addition to buses, PSTA also operates two waterborne transportation routes -- the Red Line Clearwater Ferry serving Clearwater and Clearwater Beach and the Blue Line serving Dunedin to Clearwater Beach.

Local Fixed Route Service

This category includes frequent local, local, and community services under the new CCBN classification. Local fixed-route service is operated Monday through Saturday between 5:00 AM and 1:00 AM, and Sundays and major holidays between 6:00 AM and 12:00 AM. Service frequency is low-to-moderate, ranging from 60- to 15-minute headways, with higher frequencies during the day and reduced frequencies during early mornings and evenings. All routes operate continuous service through their service day, with the exception of route 90 and 91, which only operate during AM and PM peak hours.

Premium Transit Service

Premium service is operated every day of the week between 5:00 AM and 1:00 AM. Service typically operates at 15-minute headway between 6:00 AM and 8:00 PM, and 30-minute headway during other times. PSTA also partnered with the City of St Petersburg to increase frequency on the SunRunner from 30 minutes to 15 minutes from 8PM-1AM on Fridays and Saturdays. As part of CCBN changes, PSTA also introduced a new premium express service – Spark connecting Eckerd College and South St. Petersburg to Grand Central Station along 34th Street South. Spark operates at 15-minute headway between 6:00 AM and 8:00 PM, and 30-minute headway during other times.

Trolleys

The Central Avenue Trolley is one of PSTA's most popular routes. It operates between downtown St. Petersburg and St. Pete Beach in western Pinellas County via Central Avenue and connects many important destinations along its route. On weekdays, the route operates between 6:00 AM and 1:00 AM. The Central Avenue Trolley operates 20-minute headways during the day and 30 minutes during evenings and nights. On weekends and holidays, the route also operates between 6:00 AM and 1:00 AM, but at 30-minute headways all day.

PSTA also provides service to the barrier island communities of Pinellas County between downtown Clearwater south to St. Pete Beach via the branded Suncoast Beach Trolley, including Indian Shores, Redington Beach, Madeira Beach, and Treasure Island. The route operates between 5:00 AM and 1:00 AM daily at 30-minute headways.

Limited Express Service

PSTA operates two limited express routes between Pinellas County and downtown Tampa. These routes remain mostly unchanged in the CCBN network. Route 100X operates between downtown St. Petersburg and downtown Tampa via Gateway Mall. Route 300X operates between the Ulmerton Road Park-and-Ride in Largo and downtown Tampa via Tampa International Airport. Service is operated Monday through Friday all day from 4:45 AM to 9:00 PM on Route 100X and 6:00 AM to 9:00 PM on Route 300X, with more frequent service during peak periods and one or two midday trips in both directions. Neither operates on weekends or major holidays.

Partner Services

Several other fixed-route transit services in Pinellas County are operated by private contractors on behalf of PSTA and are marketed and scheduled with PSTA services to form a comprehensive network. This includes three Jolley Trolley routes that serve Clearwater Beach, including one with service to Tarpon Springs. It also includes the St. Petersburg Downtown Looper trolley which operates within downtown St. Petersburg and serves various retail centers, tourist attractions, and bars and restaurants in the area.

3.4.3 On-Demand Services and Programs

TD Services, TD Late Shift Program, and TD Direct Connect Program

PSTA, in cooperation with the State of Florida, offers the TD Program to provide reduced cost transit to qualified Pinellas County residents. To qualify for the program, riders must be a resident of Pinellas County, have an annual income below 200% of the poverty level based on household size, and be unable to regularly depend on others for transportation. Eligible riders can purchase a 10-day non-consecutive TD bus pass for \$5 per month or a 31-one day TD Bus Pass for \$11. As an add-on, for an additional \$9 per month, PSTA also offers TD Late Shift, which provides 25 free on-demand trips per month using Uber or taxi services to allow riders to get to/from work overnight, when PSTA buses are not operating (i.e., 10:00 PM to 6:00 AM). TD Late Shift can be combined with the monthly pass, bringing the cost for both the 31-day TD bus pass and the TD Late Shift program to \$20 per month. Users of the TD Program have access to the TD Direct Connect program, which provides discounted rides to and from 26 Direct Connect locations along higher frequency bus routes.

Direct Connect

In addition to the TD Late Shift program, PSTA offers its Direct Connect program that also leverages relationships with local taxi operators and the Transportation Network Company (TNC) Uber to provide cost-effective alternatives for the specialized needs of riders. The Direct Connect program offers alternative first/last mile service for customers whose point of origin or destination is not easily accessible using conventional transit services. In partnership with Uber, United Taxi, and Wheelchair Transport, PSTA subsidizes fares for customers to ride to or from the closest Direct Connect location to close the gap on the first or last mile of their trip. Riders can request a ride using Uber, Lyft, or the Transit app, or by calling either the United Taxi or Wheelchair Transport call center to request a ride to or from a Direct Connect location. PSTA subsidizes the first \$5 (\$25 for Wheelchair Transport) of the trip, with the rider responsible for the balance of the trip's cost after the subsidy. There are 26 Direct Connect locations at PSTA transit and transfer centers throughout the county, at which customers can transfer to PSTA fixed-route bus services to complete longer trips (**Figure 42**).

Healthy Hop

The Healthy Hop program is a partnership between PSTA, Advent Health North Pinellas, and the City of Tarpon Springs. This program offers both on-demand or prescheduled rides between home and health destinations throughout Tarpon Springs for low-income riders age 65+. Eligible trips are free and must begin and end within Tarpon Springs. Qualified riders may take two round trips or four one-way trips per month.

Snapper On-Demand Service

Snapper On-Demand provides transportation in and out of designated zones in Clearwater and Safety Harbor. Riders can book their trips via the Grouper website, the Grouper app, or by calling PSTA customer service. Trips must start or end within a designated zone, and end or start at a designated transfer location for the zone. Snapper service is available Monday through Saturday, from 7:00 AM to 6:00 PM. Service follows the same fare structure as PSTA buses and accepts all the passes and PSTA fare medias. **Figures 43 and 44** show the Clearwater zone and the Safety Harbor zone, respectively.

Grouper On-Demand Service

Grouper On-Demand connects the St. Pete-Clearwater Airport to and any location on Clearwater Beach. Riders can book their trip up to 2 months in advance via the Grouper website or the Grouper app. Grouper On-Demand is available every day during the time that the airport has inbound or outbound flights. Riders will be given a 15- to 30-minute window in which their vehicles will arrive. Riders are free to cancel their trips and book new ones if their travel plans are changed for any reason, as there are no cancellation fees. It's worth noting that Grouper On-Demand does not share the same fare structure with rest of the PSTA services, nor can the fare be paid using Flamingo card or app.

Figure 42: PSTA Direct Connect Locations



Figure 43: Snapper On-Demand – Clearwater Zone

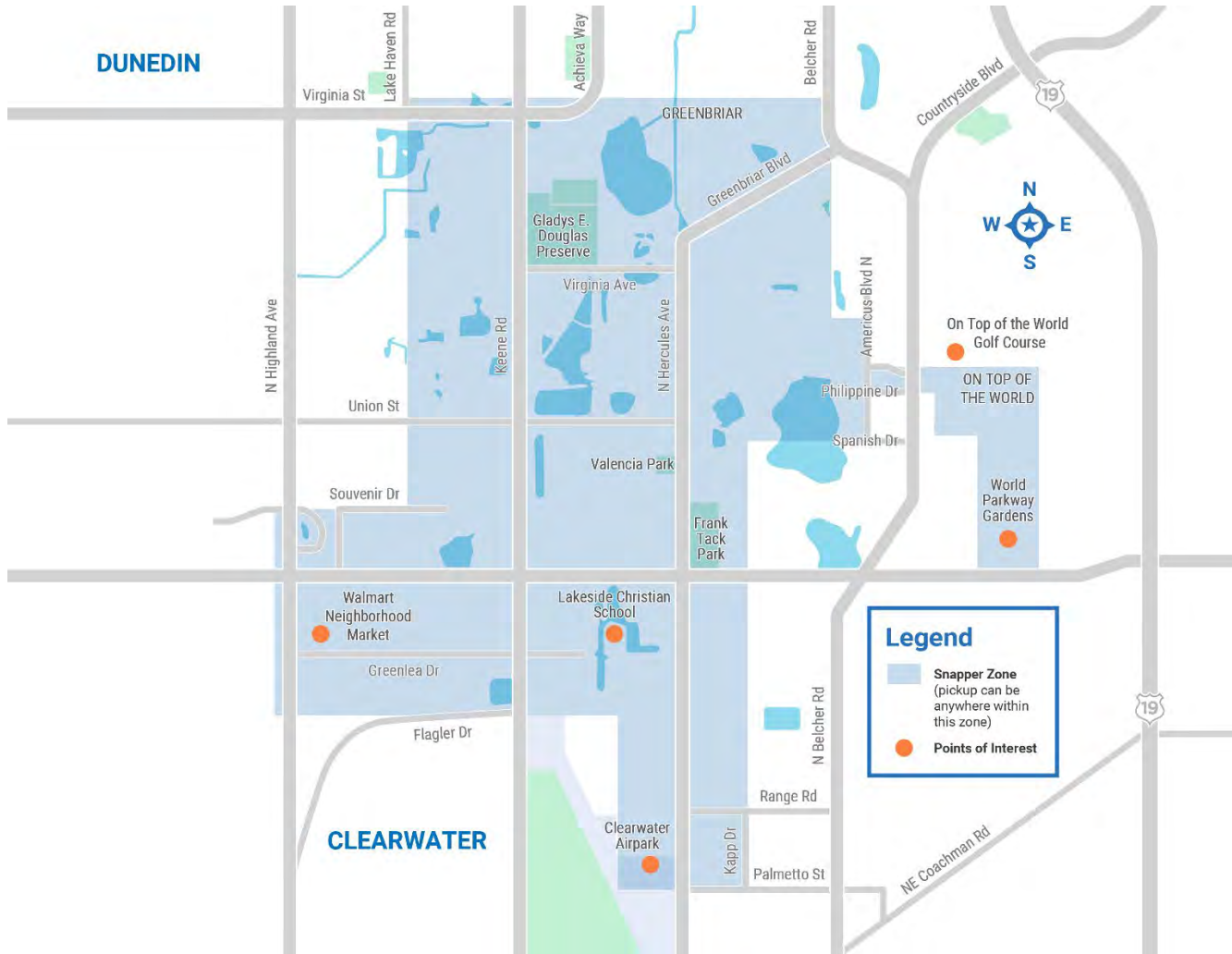
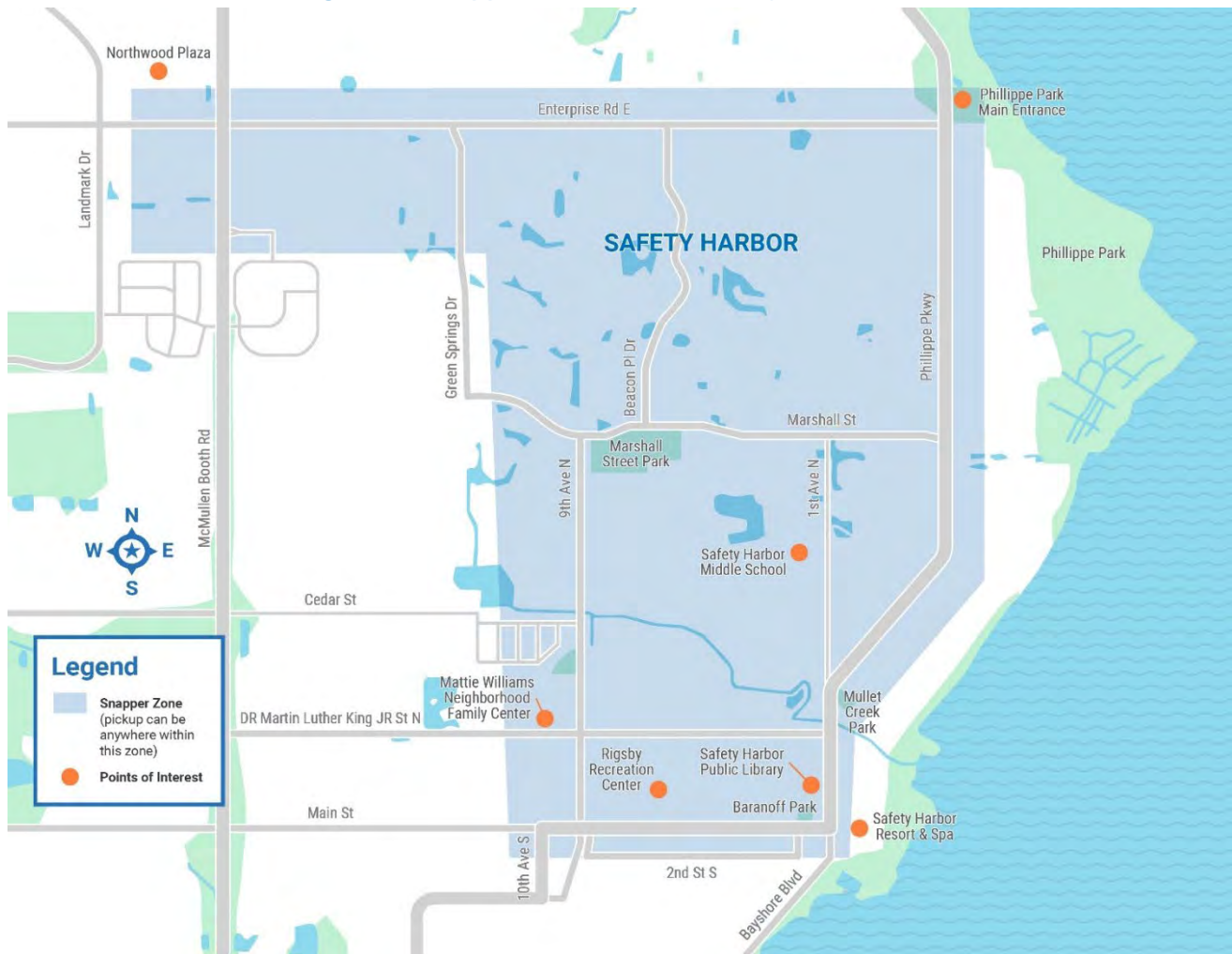


Figure 44: Snapper On-Demand – Safety Harbor Zone



3.4.4 Commuter Services

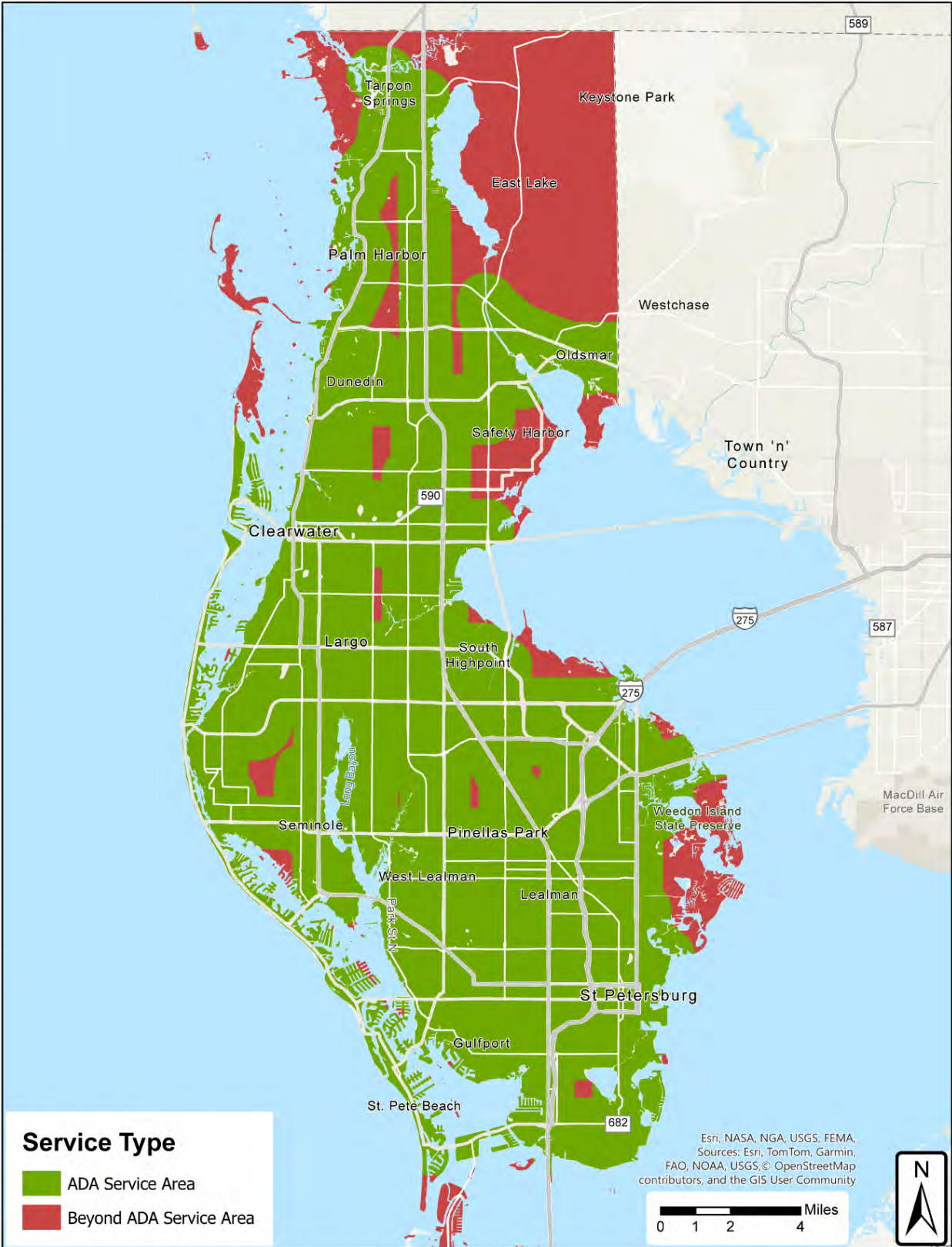
PSTA manages Vanpool service for commuters within Hernando, Hillsborough, Citrus, Pasco, and Pinellas Counties. The service is provided to commuters in parter with Enterprise⁴. Fees are charged to each individual based on their distance to/from work, number of riders they ride with, fuel costs, and tolls.

3.4.5 PSTA Access Paratransit Service

Customers with disabilities that prevent them from using the fixed-route bus system are eligible to use PSTA Access service, which provides demand-response, door-to-door paratransit service between any two locations within Pinellas County. PSTA Access service meets PSTA’s obligations to provide door-to-door service that parallels or “complements” local bus service in accordance with the Americans with Disabilities Act (ADA). Eligible customers must schedule PSTA Access trips by 5:00 PM the day before travel, and passenger fare is \$4.50 for this door-to-door service. PSTA Access service is available during regular fixed-route bus operating hours, approximately 5:00 AM to 1:00 AM daily. The PSTA Access service area is shown in **Figure 45**.

⁴ [Commuter Service in Tampa | Commute with Enterprise](#)

Figure 45: PSTA Access ADA Service Area (CCBN Network)



Mobility on Demand Program

PSTA provides same-day, on-demand trips to eligible PSTA Access riders via Lyft, taxi, or wheelchair van service. Services may be curb-to-curb or door-to-door depending on the needs of the rider. The Mobility on Demand (MOD) program operates within the regular PSTA Access service area with service from Monday through Saturday from 7:00 AM to 7:00 PM.

3.4.6 Fare Structure

PSTA’s fare structure is presented in **Table 4**, including cash fare and pass options. Reduced fares are available for older adults (age 65+), people with disabilities, Medicare cardholders, and adult students and youth (age 18 and younger). Children age 8 and younger, as well as all US military veterans ride free. Cash fares on local fixed routes do not include transfers; for transfers, PSTA recommends using Flamingo Fares card or app that allows unlimited rides for \$5 per day or \$85 per month. Monthly maximum fares are also available through use of credit/debit cards. Cash is accepted upon boarding all PSTA buses except the SunRunner.

Table 4: PSTA Fixed-Route Fare Structure

Fare Category	PSTA Flamingo Fares			
	Cash	1 Ride	1-Day	Calendar Month
Children (age 8 and under)	Free			
Veterans	Free			
Regular	\$2.25	\$2.25	\$5.00*	\$85.00*
Reduced	\$1.10	\$1.10	\$2.50*	\$42.50*
Group Pass (up to 4 people)	--	--	\$5.00**	--
PSTA Access	--	\$4.50	--	--

*Best value maximum within designated time period (fare capping).

**Sold on mobile app only. The Group fare allows up to 4 people, regardless of age or familial association, to ride for one service day as a group from 5:00–2:00 AM.

Source: PSTA

The Grouper On-Demand service does not share the same fare structure with other PSTA services, nor can its fare be paid using Flamingo card or app. Instead, the fares are assessed based on group size:

- Single fares: \$8. Senior discount (ages 65+) \$4
- Groups of 3-4: \$20 one-way total
- Groups of 5-8: \$30 one-way total

3.4.7 Transit Hubs

PSTA’s main hub is at Grand Central Station, located between 1st Avenue S and Central Avenue N and between 31st Street S and 34th Street S, west of downtown St. Petersburg (**Figure 46**). Twelve local fixed-routes and the Central Avenue Trolley connect to Grand Central Station, providing connections to other routes serving downtown St. Petersburg, St. Pete Beach and other destinations throughout the county. PSTA also operates a hub at Park Street Terminal, located along S Garden Avenue between Park Street and Pierce Street in downtown Clearwater. Eleven local routes and the two Jolley Trolley routes serve the Park Street Terminal, providing access to downtown Clearwater and connections to routes serving northern Pinellas County.

Figure 46: Grand Central Station



PSTA also operates smaller transfer centers throughout the county to facilitate route connections, which are generally located at or near shopping malls and other destinations where several routes can meet off-street to facilitate transfers and park in a safe location during operator layovers:

- Countryside Mall – serves 5 routes
- Clearwater Beach Transit Center – serves 4 routes
- Park Street Terminal – serves 15 routes
- Largo Transit Center – serves 6 routes
- Largo Mall – serves 3 routes
- PSTA Complex – serves 9 routes
- Pinellas Park Transit Center – serves 6 routes
- Gateway Mall – serves 8 routes
- Seminole City Center – serves 6 routes
- Tyrone Square Mall – 9 routes
- Bay Point Plaza – serves 6 routes

3.4.8 PSTA Route Classification

Prior to the CCBN network, PSTA classified its services based on multiple factors, including route types, frequencies, ridership expectations, and branding. PSTA’s previous route classifications include:

- **Bus Rapid Transit** – limited-stop bus service operating high frequencies using dedicated fleet on PSTA’s most heavily used corridors. BRT service features dedicated bus-and-turn lanes, transit signal priority, improved stations with amenities, all-door level boarding, cashless fare payment, and unique branding.

- **Core** – the highest-performing and highest ridership routes in the system that operate along important corridors within the county. These routes operate with the highest level of service, which includes high frequency and long service spans and are generally prioritized highest for improvements such as transit signal priority (TSP) and new amenities that help with service reliability and improve the customers experience.
- **Frequent Local** – high-performing and ridership routes that connect important activity centers in the county and operate along growing corridors in the county. These routes operate with a high level of service, with some fluctuations between peak, midday, and evening service.
- **Supporting Local** – local routes that provide connectivity to neighborhoods with the intention of connecting riders to core or frequent local routes to complete their trips when necessary. They generally operate with a basic level of service (60 minutes) throughout the day but may have increased frequencies during peak times when warranted or may not have midday or evening service when historical ridership is low during these times.
- **Trolley** – routes that are tailored to serve major tourist and entertainment destinations throughout the county, including downtown St. Petersburg, the Central Avenue corridor, and the various beach communities along Gulf Boulevard. They operate with a medium to high level of frequency, with longer service spans on Fridays and Saturdays.
- **Express** – routes that provide express service to/from Tampa with the intention of connecting commuters who work in downtown Tampa or vice versa. These routes are open to the general public and service is provided all day. Service now includes Tampa International Airport and can be used by residents to travel between Pinellas County and the airport, in addition to downtown Tampa.

Routes by previous classification are presented in **Table 5**, which will be used to conduct the service analyses later in this section. The Performance Monitoring System by mode can be found in **Appendix A**. **Table 6** summarizes the new CCBN classification by route.

Table 5: PSTA Route Classification (Pre-CCBN Network)

Classification	Routes
BRT (1)	SunRunner
Core (8)	Routes 4, 18, 19, 34, 52, 52LX, 59, 60
Frequent Local (6)	Routes 7, 9, 11, 14, 78, 79
Supporting Local (23)	Routes 5, 15, 16, 20, 22, 23, 32, 38, 58, 61, 62, 65, 66L, 67, 68, 73, 74, 75, 76, 90, 812, 813, 814
Trolley (5)	<i>Central Avenue Trolley, Jolley Trolley Beach Routes, Jolley Trolley Coastal Route, Downtown Looper, Suncoast Beach Trolley</i>
Express (2)	Routes 100X, 300X

Note: Italicized routes operated by partner agency. Source: PSTA

Table 6: PSTA Route Classification (CCBN Network)

Classification	Routes
Frequent (3)	Routes 4, 52, 60
Local (11)	Routes 9,18, 19, 34, 49, 59, 66, 74, 78, 90, 91
Community (15)	Routes 5, 11, 16, 20, 22, 24, 29, 38, 54, 58, 61, 62, 65, 70, 73
Limited (2)	Routes 100, 300
Premium (2)	SunRunner, Spark
Trolley (6)	Central Avenue Trolley, <i>Jolley Trolley North Beach</i> , <i>Jolley Trolley South Beach</i> , <i>Jolley Trolley Coastal</i> , <i>Downtown Looper</i> , Suncoast Beach Trolley

Note: *Italicized routes operated by partner agency. Source: PSTA*

All analyses presented in this chapter are based on data collected prior to implementation of CCBN network.

3.4.9 Performance Trends

Analysis of performance includes an examination of ridership and productivity, based on data representing the pre-CCBN operation.

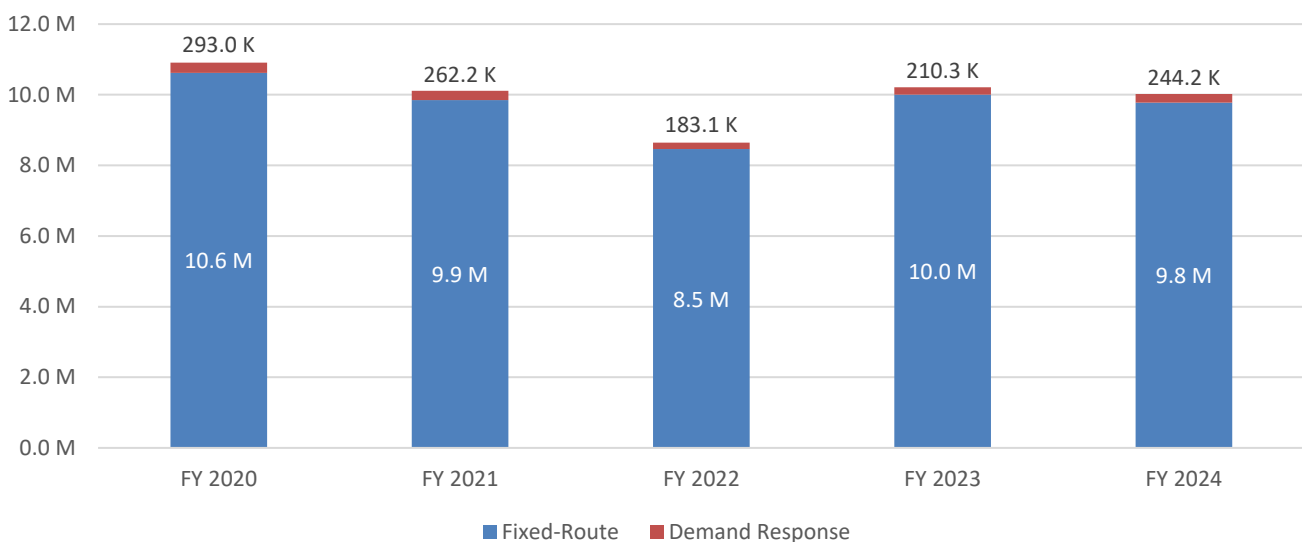
Fixed-Route Performance

This section documents performance trends for key operating characteristics of PSTA’s fixed routes, including those operated by partner agencies.

Historical System Ridership

The PSTA system, including fixed-route service (local routes, express routes, and trolleys operated by PSTA and its partners) and demand-response, provided about 10.5 million trips in 2024 (**Figure 47**).

Figure 47: PSTA System Ridership (FY 2020-2024), NTD



Ridership

In FY 2024, PSTA’s fixed-route ridership (unlinked passenger trips) totaled 9.8 million, down about 7% from the 2020 level of 10.6 million. Since 2020, the fixed-route ridership has been relatively steady around 9.8 to 10 million, except in FY 2022 where ridership dropped to 8.5 million due to reintroduction of fares. Demand response ridership fell by 38% from 2020 to 2022 before increasing by 33% from 2022 to 2024, recovering most of the 2020-2022 loss. As shown in **Figure 48**, ridership on PSTA’s fixed-route network has fallen by nearly 1/3 since 2015, and by nearly 26% since the pre-COVID year 2019.

Figure 48: PSTA Fixed-Route Annual Total Ridership (2015–2024), NTD

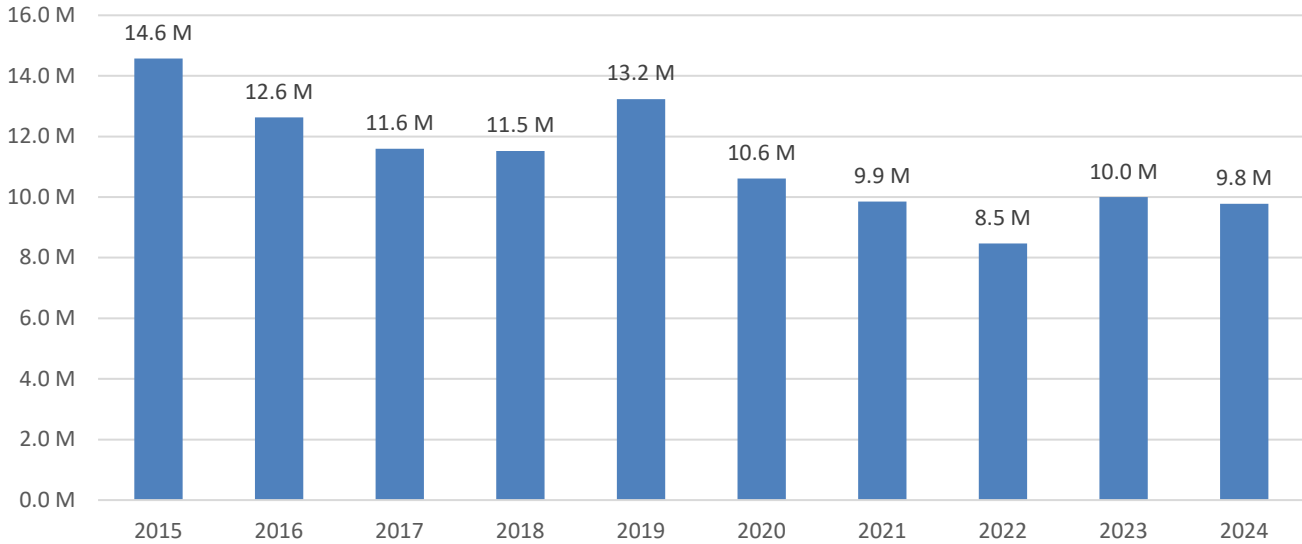


Table 7 presents the change in ridership from FY2023 to FY2024 by route classification and **Table 8** presents the FY2024 ridership by route. Over the past year, fixed-route ridership fell by 240,000 trips, or 2.4%. Ridership on high-frequency network – BRT and core – collectively saw a decline of almost 330,000 trips. Ridership on frequent local collectively saw a significant increase, while ridership on the express network saw a slight increase. Supporting local also saw significant ridership decrease, while trolley saw a slight decrease, leading to an overall ridership decline.

Table 7: PSTA Total Annual Ridership by Route Classification (2023–2024)

Route Classification	FY 2023	Percentage	FY 2024	Percentage	Percent Difference
BRT	1,058,158	10.6%	759,531	7.8%	-28.2%
Core	4,313,687	43.1%	4,282,892	43.9%	-0.7%
Frequent Local	1,291,549	12.9%	1,563,791	16.0%	21.1%
Supporting Local	1,945,623	19.5%	1,782,057	18.3%	-8.4%
Express	86,184	0.9%	88,551	0.9%	2.7%
Trolley	1,305,408	13.1%	1,281,898	13.1%	-1.8%
Total	10,000,609		9,758,720		-2.4%

Source: PSTA

Table 8: PSTA Ridership by Route (2024)



Rank	Route	Route Classification	Total Trips	Notes
1	52	Core	957,782	44% of all PSTA fixed- route trips in 2024
2	SunRunner	BRT	759,531	
3	18	Core	718,361	
4	34	Core	713,086	
5	4	Core	656,279	
6	Suncoast Beach Trolley	Trolley	566,107	
7	59	Core	411,622	
8	19	Core	408,097	
9	79	Frequent Local	388,612	
10	60	Core	341,023	
11	9	Frequent Local	334,453	
12	14	Frequent Local	306,015	
13	Central Avenue Trolley	Trolley	293,954	
14	Jolley Trolley Coastal	Trolley	240,978	
15	74	Supporting Local	229,108	
16	78	Frequent Local	217,156	
17	61	Supporting Local	187,832	
18	11	Frequent Local	182,386	
19	23	Supporting Local	162,623	
20	7	Frequent Local	135,169	
21	62	Supporting Local	134,890	
22	15	Supporting Local	133,242	
23	75	Supporting Local	130,927	Median
24	20	Supporting Local	123,098	
25	38	Supporting Local	114,489	
26	Jolley Trolley Beach	Trolley	102,468	
27	73	Supporting Local	79,060	
28	Downtown Looper	Trolley	78,391	
29	52LX	Core	76,642	
30	67	Supporting Local	73,484	
31	76	Supporting Local	67,493	
32	65	Supporting Local	60,011	
33	100X	Express	56,772	
34	68	Supporting Local	49,199	

Rank	Route	Route Classification	Total Trips	Notes
35	66L	Supporting Local	42,687	
36	16	Supporting Local	38,426	
37	5	Supporting Local	37,393	
38	58	Supporting Local	32,386	
39	300X	Express	31,779	1% of all PSTA fixed- route trips in 2024
40	22	Supporting Local	25,875	
41	812	Supporting Local	22,243	
42	32	Supporting Local	21,666	
43	90	Supporting Local	13,184	
44	813	Supporting Local	1,372	
45	814	Supporting Local	1,369	

Source: PSTA

Route Performance – Passengers per Revenue Hour

The key performance metric that measures the efficiency of a route is passenger per revenue hour, or the ratio of total passengers carried on a route over the number of hours of revenue service operated to carry these passengers. In FY2024, PSTA operated more than 691,000 revenue hours. With 9.8 million fixed-route trips, PSTA carried an average of 14.11 passengers per revenue hour (**Table 9**). BRT routes were the most productive, achieving an average productivity of nearly 20 passenger trips per revenue hour. At more than 17 passenger trips per revenue hour, Core routes followed closely behind BRT routes in terms of productivity. Supporting local routes carried fewer than 9.5 trips per revenue hour, while express routes had the lowest productivity by category at fewer than six passenger trips per revenue hour.

Table 9: Passengers per Revenue Hour by Route Classification (2024)

Route Classification	Passengers per Revenue Hour
BRT	19.98
Core	17.35
Frequent Local	14.08
Supporting Local	9.45
Express	5.80
Trolley	14.00
PSTA System Overall	14.11

Source: PSTA

In 2024, PSTA’s BRT service had the highest productivity, at just under 20 passenger trips per revenue hour, followed by the core routes at 17.4 passenger trips per revenue hour. The frequent local and the trolley routes recorded similar productivity level at around 14 passenger trips per revenue hour. These routes recorded higher productivity as they tend to operate along major corridors and connect important activity centers at higher frequencies. When it comes to services operating less frequent services, supporting local recorded significantly lower productivity at 9.5 passenger trips per revenue hour; and express routes

recorded the lowest at 5.8 passenger trips per revenue hour, likely due to the fact that these routes cater to a specific rider market during short periods of a day.

The three highest-productivity routes per hour are Route 60, the Central Avenue Trolley, and Route 52, at 23.9, 20.6, and 20.2 passenger trips per revenue hour, respectively (**Table 10**). Only these routes carry more than 20 passenger trips per revenue hour. Half (23) of all PSTA routes carry at least 11.4 passenger trips per revenue hour, the systemwide median, also the productivity of Route 11. Twenty routes carry fewer than ten passenger trips per revenue hour, and four routes carry fewer than five.

Table 10: Passengers per Revenue Hour by Route (2024)

Rank	Route	Route Classification	Passengers per Revenue Hour
1	60	Core	23.87
2	Central Avenue Trolley	Trolley	20.64
3	52	Core	20.18
4	SunRunner	BRT	19.98
5	34	Core	18.96
6	78	Supporting Local	18.21
7	19	Core	16.95
8	9	Frequent Local	16.01
9	4	Core	15.80
10	Jolley Trolley Coastal	Trolley	15.56
11	Suncoast Beach Trolley	Trolley	15.45
12	18	Core	15.14
13	59	Core	14.50
14	15	Supporting Local	14.27
15	14	Frequent Local	13.62
16	7	Frequent Local	13.57
17	79	Frequent Local	13.03
18	52LX	Core	12.57
19	75	Supporting Local	12.47
20	38	Supporting Local	12.13
21	20	Supporting Local	12.08
22	66L	Supporting Local	11.75
23	11	Frequent Local	11.40
24	62	Supporting Local	11.08
25	61	Supporting Local	10.25
26	73	Supporting Local	9.82
27	67	Supporting Local	9.59

Rank	Route	Route Classification	Passengers per Revenue Hour
28	74	Supporting Local	9.33
29	90	Supporting Local	9.33
30	23	Supporting Local	9.32
31	76	Supporting Local	8.98
32	32	Supporting Local	8.56
33	68	Supporting Local	8.21
34	Downtown Looper	Trolley	7.56
35	Jolley Trolley Beach	Trolley	6.90
36	65	Supporting Local	6.68
37	16	Supporting Local	6.59
38	100X	Express	6.38
39	5	Supporting Local	5.79
40	22	Supporting Local	5.58
41	58	Supporting Local	5.19
42	300X	Express	4.99
43	812	Supporting Local	3.59
44	814	Supporting Local	2.16
45	813	Supporting Local	1.48

Source: PSTA

Route Performance – Passengers per Revenue Mile

Another performance metric that measures the efficiency of a route is passenger per revenue mile, the ratio of total passengers carried on a route over the total number of miles in revenue service operated to carry these passengers. In 2024, PSTA operated more than 9.4 million revenue miles of service. With 9.8 million fixed-route trips, PSTA carried an average of 1.03 passenger trips per revenue mile (**Table 11**).

Table 11: Passengers per Revenue Mile by Route Classification (2024)

Route Classification	Passengers per Revenue Mile
BRT	1.48
Core	1.24
Frequent Local	1.15
Supporting Local	0.69
Express	0.31
Trolley	1.05
PSTA System Overall	1.03

Source: PSTA

In 2024, PSTA’s BRT service had the highest number of passengers per revenue mile at 1.48. Core, frequent local, and trolley routes followed at 1.24, 1.15 and 1.05 passengers per revenue mile, respectively. The express routes, which combine long alignments with relatively low ridership, carried 0.31 passengers per revenue mile, or fewer than one passenger for every three miles of revenue operation.

As shown in **Table 12**, only two routes – Central Avenue Trolley (2.83 passenger trips per revenue mile) and Route 60 (2.39 passenger trips per revenue mile) – carried more than 2 passenger trips per revenue mile. The systemwide median was Suncoast Beach Trolley at 0.86 passenger trips per revenue mile. The two inter-county express routes also have low productivity per mile, at 0.33 and 0.27 passenger trips per revenue mile for the 100X and 300X routes, respectively, due to the long distance over which these routes operate combined with relatively low ridership.

Table 12: Passengers per Revenue Mile by Route (2019)

Rank	Route	Route Classification	Passengers per Revenue Mile
1	Central Avenue Trolley	Trolley	2.83
2	60	Core	2.39
3	34	Core	1.52
4	52	Core	1.50
5	SunRunner	BRT	1.48
6	78	Supporting Local	1.36
7	15	Supporting Local	1.31
8	14	Frequent Local	1.23
9	7	Frequent Local	1.22
10	9	Frequent Local	1.21
11	32	Supporting Local	1.20
12	18	Core	1.16
13	Jolley Trolley Coastal	Trolley	1.14
14	Downtown Looper	Trolley	1.13
15	11	Frequent Local	1.05
16	19	Core	1.02
17	79	Frequent Local	0.99
18	4	Core	0.99
19	75	Supporting Local	0.99
20	59	Core	0.99
21	61	Supporting Local	0.90
22	20	Supporting Local	0.89
23	Suncoast Beach Trolley	Trolley	0.86
24	52LX	Core	0.81
25	76	Supporting Local	0.81

Rank	Route	Route Classification	Passengers per Revenue Mile
26	38	Supporting Local	0.81
27	66L	Supporting Local	0.72
28	23	Supporting Local	0.71
29	62	Supporting Local	0.70
30	74	Supporting Local	0.68
31	90	Supporting Local	0.64
32	73	Supporting Local	0.62
33	16	Supporting Local	0.59
34	67	Supporting Local	0.58
35	Jolley Trolley Beach	Trolley	0.56
36	68	Supporting Local	0.54
37	65	Supporting Local	0.44
38	22	Supporting Local	0.43
39	5	Supporting Local	0.40
40	100X	Express	0.33
41	58	Supporting Local	0.32
42	300X	Express	0.27
43	812	Supporting Local	0.21
44	814	Supporting Local	0.18
45	813	Supporting Local	0.10

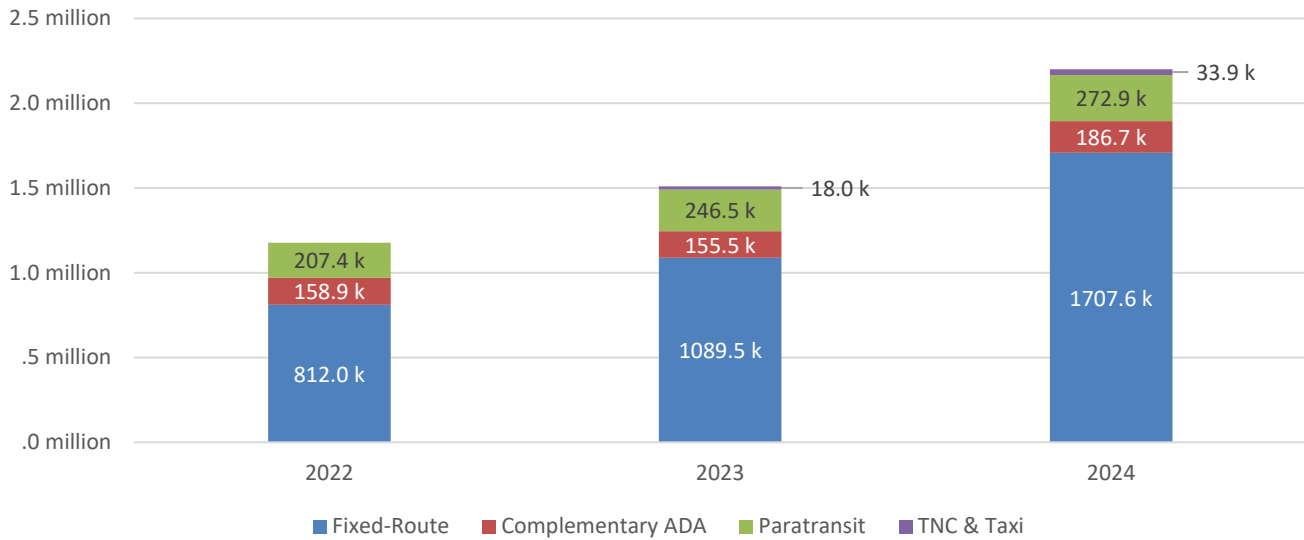
Source: PSTA

Transportation Disadvantaged Performance

As noted earlier in this section, PSTA, in cooperation with the State of Florida, offers TD services to provide reduced-cost transit to qualified Pinellas County residents who are unable to transport themselves or purchase transportation due to physical or mental disability, age, income status, and to at-risk children. PSTA is the current Community Transportation Coordinator (CTC) for Pinellas County and is responsible for running the day-to-day services provided by the TD Program. PSTA also coordinates with other agencies in the transportation system, including those receiving State TD funds and FTA Section 5310 funds.

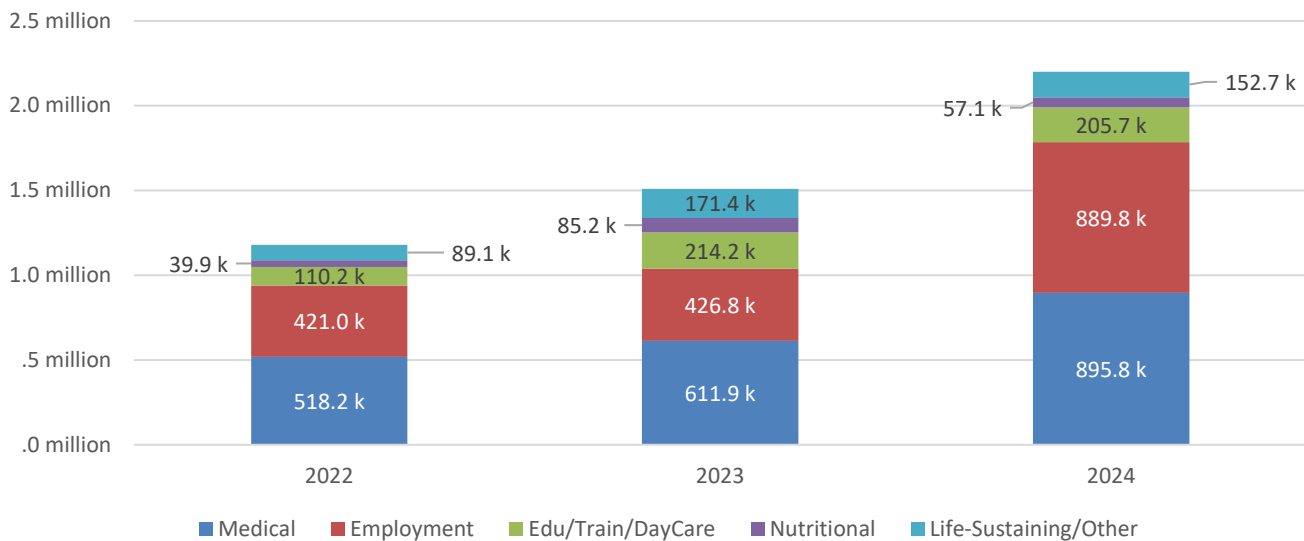
Historical trends for PSTA’s TD population were reviewed using data from the Florida Commission for the Transportation Disadvantaged (CTD) 2024 Annual Operating and Performance Report. As shown in **Figure 49**, the number of TD trips increased by approximately 1,023,000 annual trips (87%) from 2022 to 2024. Most TD passenger trips (69% in 2022; 78% in 2024) were carried on PSTA’s fixed-route system. While the number of combined Complementary ADA and Paratransit trips increased by 25% from 2022 to 2024, the share of trips carried by those two services fell by about one-third, from 31% to 21% of annual ridership. Trips carried by TNCs and Taxis, which carried no trips in 2022, increased 88% from 2023 to 2024.

Figure 49: Transportation Disadvantaged Trips by Mode (2022-2024)



As shown in **Figure 50**, the most common trip purpose by the coordinated system is medical, followed by employment. Employment was also the fastest growing category, with 108% growth between 2023 and 2024. Employment trips increased much faster than medical trips between 2022 and 2024, with employment trips increasing by 111% compared to 73% increase in medical trips over the period. Given the growth of both trip purposes, the number of employment trips likely surpassed medical trips in 2025.

Figure 50: Transportation Disadvantaged Trips by Trip Purpose (2022-2024)



3.4.10 Farebox Recovery

PSTA regularly monitors its farebox recovery ratio (ratio of fares collected to total operating costs) and evaluates potential enhancements to productivity and performance that would increase it. **Table 13** shows the farebox recovery trends over the past 10 years. Since March 2020, PSTA, like many other transit agencies in the country, temporarily suspended fare collection during the COVID-19 pandemic, resulting in

significantly decreased farebox recovery ratio. Fare collection did not resume until July 2021 with the introduction of Flamingo Fares, when all Flamingo Fare users could ride the system for free with the smart card or the app until the end of August that year. Farebox recovery ratio has been hovering around 7% to 8% since then. A copy of the farebox recovery report is provided in **Appendix B**.

As **Table 13** shows, farebox recovery fell steadily from 2015 to 2020, plummeted in 2020 and 2021, and has not recovered to 2019 levels. Operating expenses have increased nearly 44% since 2019 and more than 73% since 2015, while fare revenues have fallen by more than 19% since 2019 and more than 38% since 2015, resulting in a 64% drop in farebox recovery between 2015 (when it was 21.8%) to 7.8% in 2024. However, fare revenues have increased significantly in the last three years, from about \$7 million in 2022 to \$7.5 million in 2023 (a 7% increase) and \$8.5 million in 2024 (13.3% increase).

Table 13: Farebox Recovery

Fiscal Year	Total Expenses	Fare Revenue	Farebox Recovery
2015	\$ 63,167,924	\$ 13,769,227	21.8%
2016	\$ 59,274,112	\$ 12,345,497	20.8%
2017	\$ 66,047,790	\$ 10,868,766	16.5%
2018	\$ 75,258,857	\$ 10,913,463	14.5%
2019	\$ 76,033,465	\$ 10,530,306	13.8%
2020	\$ 77,517,117	\$ 4,536,708	5.9%
2021	\$ 81,028,683	\$ 533,148	0.7%
2022	\$ 97,304,173	\$ 7,008,920	7.2%
2023	\$ 113,808,425	\$ 7,496,978	6.6%
2024	\$ 109,351,097	\$ 8,510,019	7.8%

Source: PSTA Finance Department. Expenses based on financial audit reports and exclude depreciation and purchased transportation expenses.

Since the last TDP, activities conducted to enhance the farebox recovery ratio include the following:

- **Performance monitoring** – PSTA continuously monitors its route performance to determine whether adjustments need to be made (**Appendix A**). In October 2025, PSTA used its route performance monitoring system to support service modifications to address low performing routes. PSTA also regularly reviews route performance to make other service changes, which in recent years have included splitting routes to enhance service on higher performing sections and removing small route deviations that have a negative impact on a majority of the route riders.
- **Transition to smart card-based fare collection system** – PSTA implemented the Flamingo Fares system in October 2022. The new fare collection system allows passengers to pay transit fares using smart card, mobile wallet, and credit/debit card, in addition to cash. The new fare capping feature also entices customers to take more transit trips and may potentially increase fare revenue.
- **Ride verification** – PSTA partnered with INIT to improve fare compliance and reduce fare evasion, including disabling double tapping (each tap must be at least 10-minute apart) to prevent riders misuse veteran (free) fare, and maintaining fare control on SunRunner.

- **U-pass partnership** – PSTA accepted more corporations/medical partners so their patrons/employees can ride transit for a fixed fee. While this may not directly increase farebox recovery, it could generate more transit trips, and potentially broaden PSTA’s reach.
- **Alternative revenue sources** – PSTA is exploring additional alternative revenue sources, including naming rights/operating sponsorship program for services and facilities, as well as on-fleet technology devices to sell geotargeted ads.
- **Public engagement** – PSTA encourages comments from the public to gain valuable information on how to make services more convenient and useful to patrons. By providing services that better meet the needs of its customers, PSTA can increase ridership. Increasing ridership can increase farebox recovery.
- **Paratransit** – PSTA continues to increase ridership by transitioning passengers from paratransit service to fixed-route service.
- **Marketing and public outreach** – PSTA’s marketing and public outreach efforts, which include social media, special event promotions, collateral materials that provide information on services, presentations to various markets, and participation in community events, help bring in additional passengers and revenue.
- **Cost containment** – PSTA continues to work to limit expenses where possible to help increase its farebox recovery ratio.
- **Farebox recovery** – Farebox recovery significantly increased in FY 2023 and FY 2024.

3.4.11 Transit Agency Peer Review

Every transit agency is unique in terms of service area, political context, and funding mechanism. The outcomes of these factors can be compared among places by looking at how much service a transit agency invests in relative to the population of its service area.

Figures 51 and 52 compare service statistics for PSTA to seven peer cities. These include similar mid-sized transit agencies in Florida (Tampa, Jacksonville, Orlando), as well as other culturally and geographically different cities which are nonetheless economically similar (mid-sized regions with sprawling growth patterns): Austin, TX; San Antonio, TX; Tucson, AZ; and Albany, NY.

Service investment is the number of service hours provided per person, or in effect the service quantity per person. You can’t ride a bus that’s not there, and this measure provides context for the amount of service available for use, relative to the population size. As shown in **Figure 51**, PSTA ranks fifth among the peers in service investment per capita, lower than Lynx and out-of-state peers Austin and Albany, NY, but higher than Hillsborough County and Jacksonville.

Figure 52 shows ridership relative to population for PSTA and its peers. Generally, places that invest more in transit service relative to their population see a higher level of ridership relative to their population, in a “you get what you pay for” relationship. Transit is more relevant as a travel option for more people if a community invests more in transit. PSTA has a higher relevance (boardings per capita) than other peers in Florida, but lower compared to the other four peers.

Figure 51: Fixed Route Service Hours per Capita, 2021

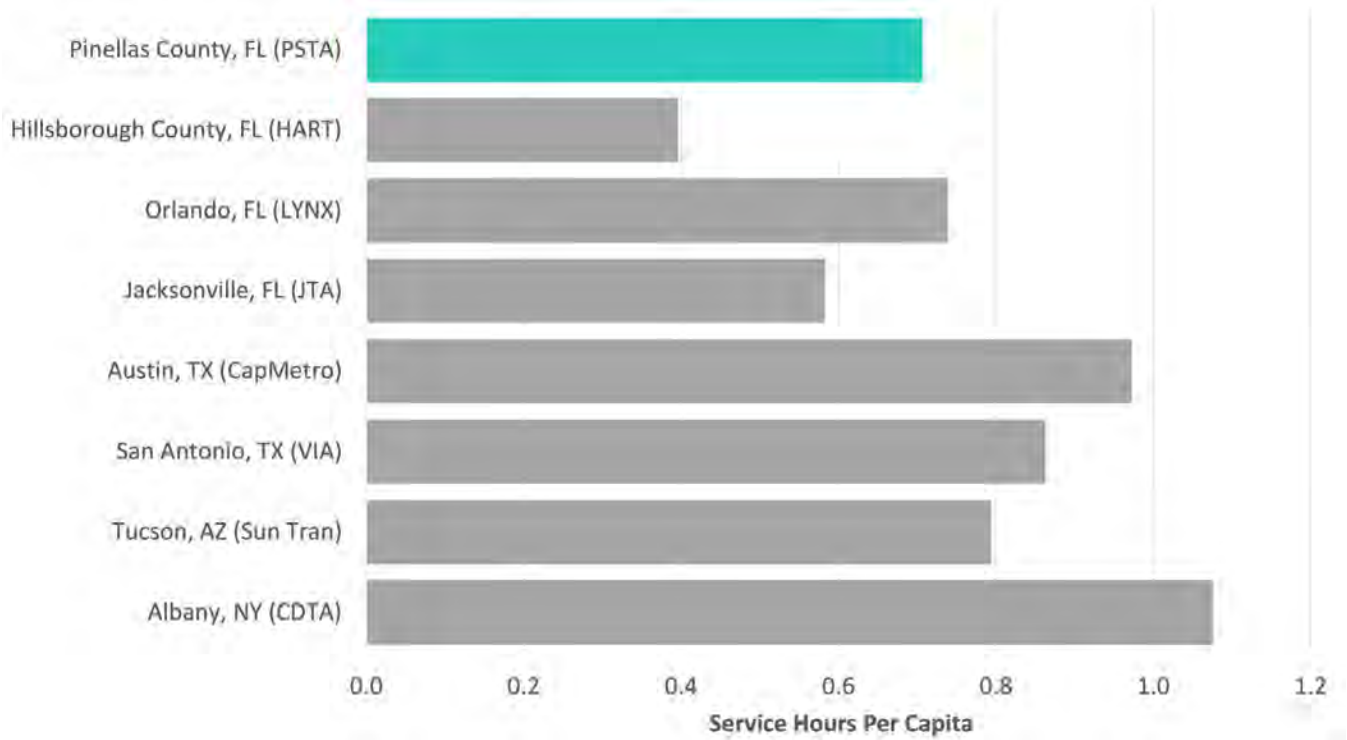
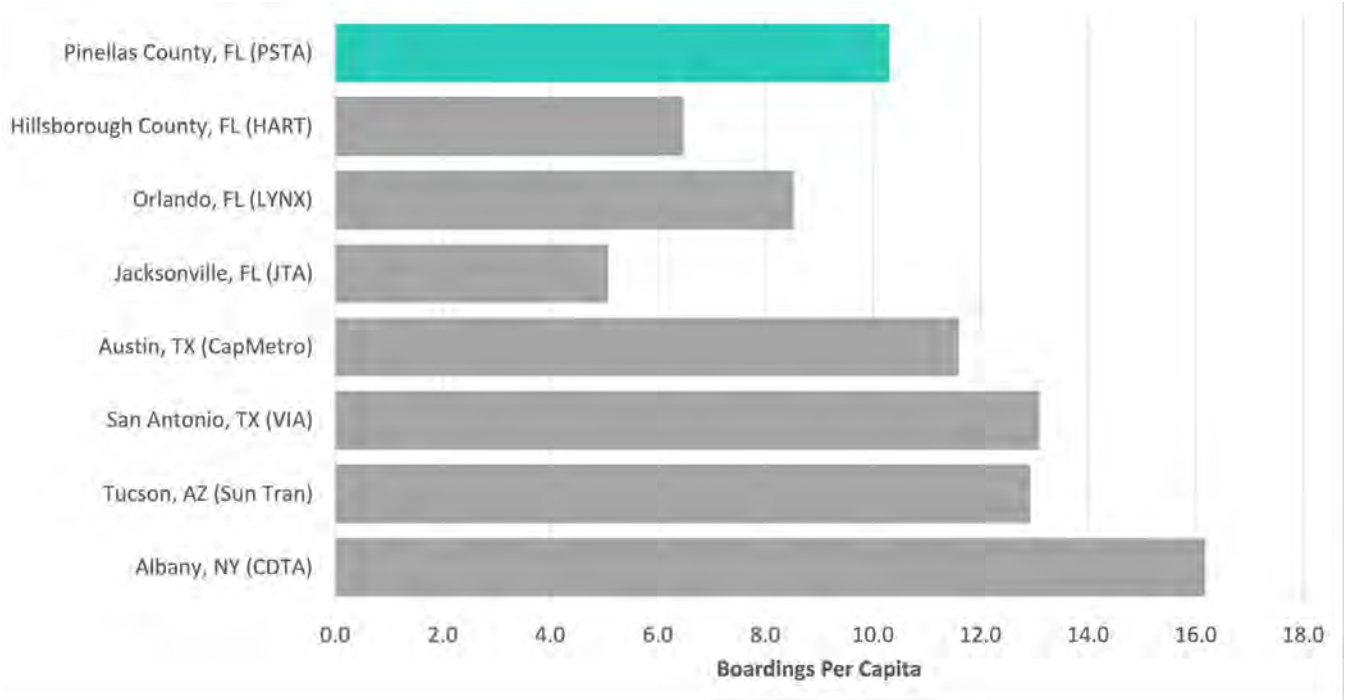


Figure 52: Fixed Route Service Boardings per Capita, 2021



If PSTA could invest in more service there would still be questions about how and where to invest in new or improved services. Even with an expanded budget, PSTA probably cannot meet the needs and demands of all stakeholders in the county.

For example, if PSTA increased the frequency of service and made it available for longer hours in the densest, most proximate parts of the county, making it useful for a large numbers of people, that would likely lead to a significant increase in ridership per capita.

Alternatively, PSTA could invest more resources in running more routes that cover a much larger area of the county than today, at frequencies and spans similar to today's. While this wouldn't lead to a large increase in ridership, it would expand transit as an option for many people, even if it isn't an attractive option.

The questions of how to balance frequency with coverage, and how much service to pay for, both relate to people's feelings that the transit network is valuable and relevant to their lives. If people do not understand what goals the PSTA transit network is trying to achieve, then there will be some natural reluctance to increase investment in the transit system.

Some communities adopt goals like "increasing transit usage" or "reducing car emissions". These are goals which depend on making transit useful to lots of people such that they can "maximize ridership". Implicit in this statement, however, is a constraint: there is a limit to how much funding is available to increase ridership. A transit agency cannot spend infinite amounts of money pursuing each additional rider in pursuit of "maximum" ridership.

The more specific way to state this goal, then, is to "maximize ridership within a fixed budget." Even if the budget grows, it is and will always be limited. People who value the environmental, business, or development benefits of transit will talk about ridership as the key to meeting their goals. Since the transit agency is operating under a fixed budget, the measure they should be tracking is not sheer ridership but ridership relative to cost. They would not be satisfied simply by an increase in ridership until they knew what it cost the transit agency to achieve that increase.

The cost of a transit route (and a whole system) relates primarily to the time spent by operators running the route, since most of the cost of transit is in the wages paid to everyone running the system day-to-day.

In the transit business, the measurement of time spent operating service is called "service hours" or sometimes "revenue hours". One bus operating on a route, picking up and dropping of passengers has spent one "service hour". Service hours are a direct measure of the quantity of service.

The service hours provided on each route, and to each stop, will depend on the following factors:

- Length of the route
- Operating speed of the route (since a slower operating speed means that covering the same distance takes more time)
- Frequency of service along the route or to the stop (since higher frequency is supplied by more buses and operators out driving the route)
- Span of service along the route each day and each week

Productivity is usually defined as ridership relative to cost. In this report, productivity is measured as boardings per service hour:

$$Productivity = \frac{Ridership}{Cost} = \frac{Boardings}{Service\ Hours}$$

Shown in **Figure 53**, PSTA’s productivity is higher than Orlando, Jacksonville, and Austin, but lower than its other four peers. Hillsborough County has much higher productivity than PSTA.

This suggests that the system is around the middle, compared to peers, at getting riders relative to the service provided. Local factors like land use may be affecting this result, or it could be a result of decisions to pursue more coverage service in Pinellas County compared to peers. If ridership were primary goal for PSTA, we would want to increase productivity.

The actual dollar cost of providing service depends on the total amount of service, and the costs for each hour of service. As shown in **Figure 54**, PSTA’s costs per hour of service provided are at the low end of the range compared to its peers at about \$103 per service hour. Hillsborough and Jacksonville have higher costs per hour compared to PSTA. This suggests that PSTA is doing well in managing its costs and using its resources efficiently.

Figure 53: Fixed Route Boardings per Service Hour, 2021

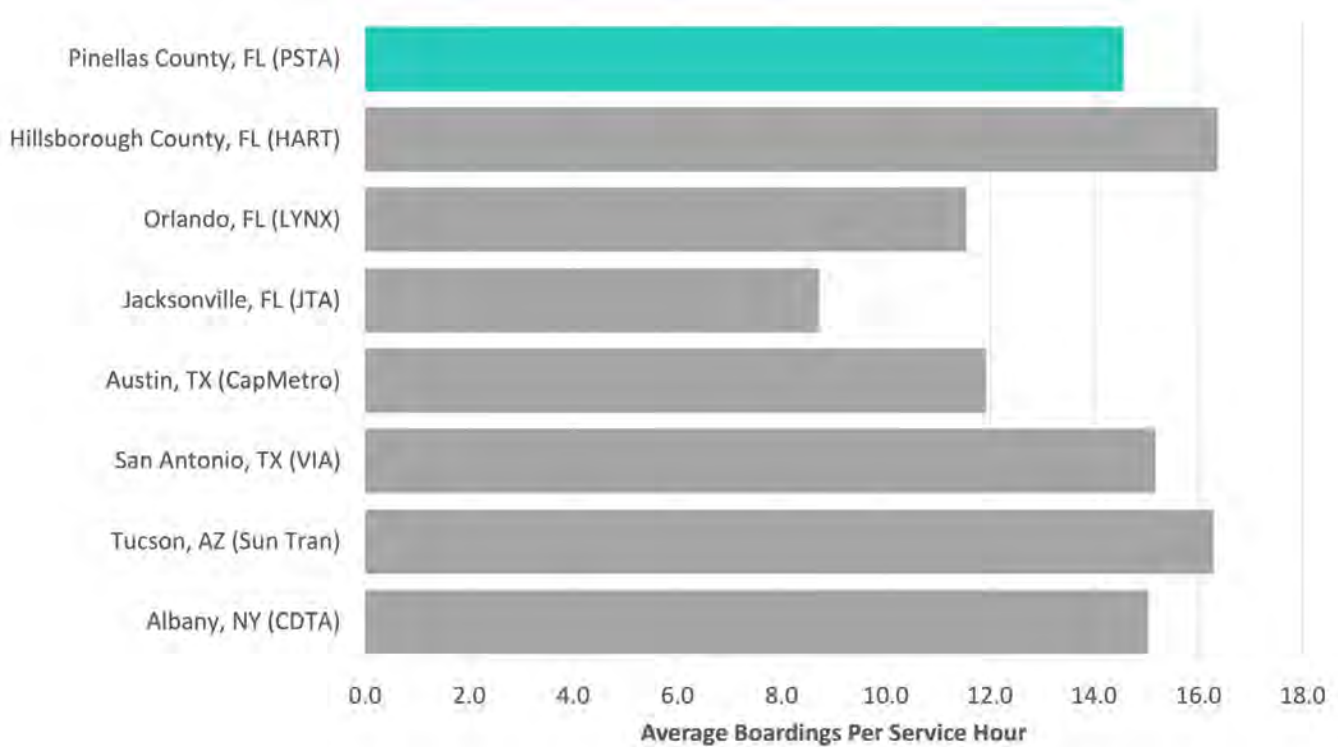
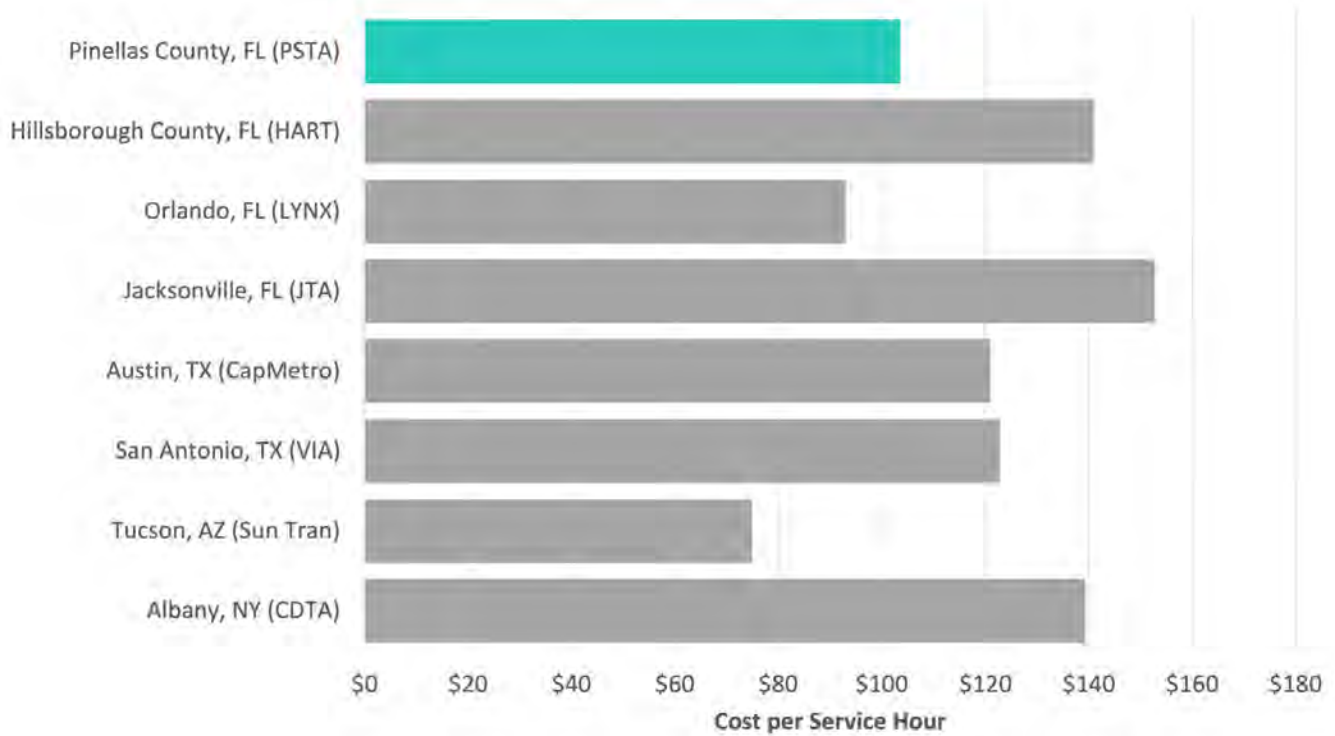


Figure 54: Fixed Route Operating Costs per Service Hour, 2021



3.4.12 Existing Service Review Summary

The service review identified several observations that are important to consider in the recommendations and future design of the PSTA system. In general, PSTA’s fixed-route ridership and productivity saw significant decline since 2020 and only started to show signs of recovery in 2023. Ridership in 2024 showed a slight decline.

- The PSTA route network is truly multi-nodal and serves the far reaches of the county, requiring some riders to occasionally transfer at least twice to complete their trip.
- Many routes operate very long distances, and service can encompass multiple transfer hubs and transit centers.
- Performance metrics indicate that many routes operate efficiently and carry a healthy load; however, several routes have lower productivity, and ridership on the system is declining.
- Many PSTA transfer hubs and transit centers are in or near large shopping malls and other retail centers. To a large extent, much of the system is oriented to connecting these retail centers; however, many retailers and retail centers are struggling, and being so heavily oriented toward and dependent on them could be a threat to PSTA’s productivity, depending on how well they adapt to changing real estate market trends.
- PSTA provides very good geographic coverage throughout Pinellas County; however, some routes are circuitous and indirect, detracting from their potential.
- PSTA is gradually increasing service level on transit priority corridors identified by Forward Pinellas to levels typically associated with priority service (i.e., 15 minutes or shorter).

- The peer comparison suggests that PSTA is likely under-investing in its service relative to the demand in Pinellas County. PSTA has managed to keep its costs in control – PSTA has lower costs per service hour than its Florida peers, which would help maximizing investment should the region decide to invest more in transit.
- PSTA has completed and implemented its latest Community Bus Plan, a complete overhaul of its fixed-route system at the time of this TDP update (October 2025) to increase ridership and improve efficiency. It is recommended that PSTA should closely monitor the network performance after the adjustment period – typically two months after the changes took place – and compare them against FY24 ridership and productivity statistics summarized in this section to determine the effect of the network changes.
- PSTA also adopted, or in the process of adopting other changes, including Flamingo Fares, expanding pass programs, and increasing enforcement effort to attract more riders, to encourage existing riders to ride transit more often, and to minimize the impact to fare revenue from fare evasion.

3.5 Transit Demand Estimation

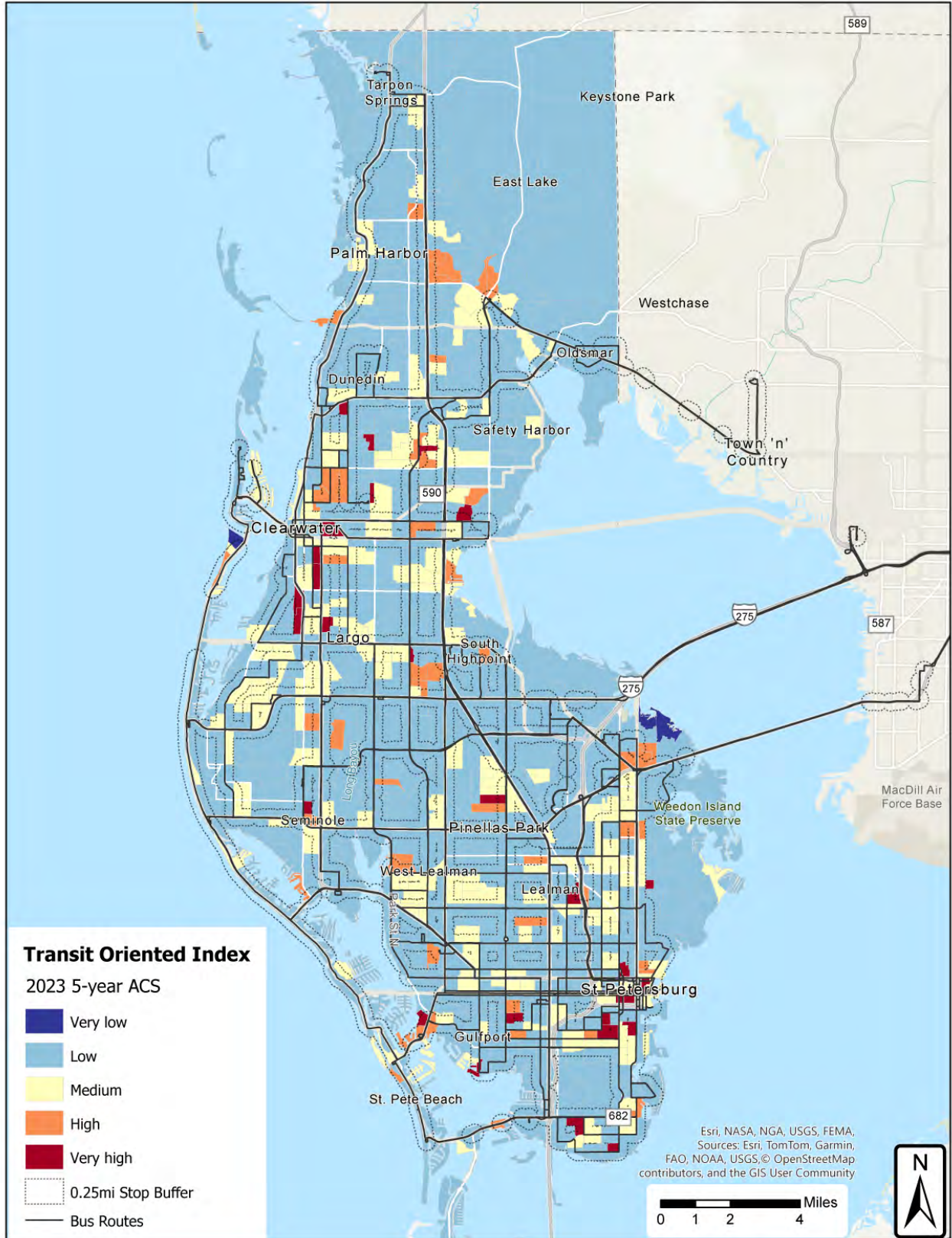
Two demand assessment techniques were utilized to estimate the potential transit demand within Pinellas County – Transit Oriented Index (TOI) and Density Threshold Assessment (DTA). These two techniques are described in detail in the following sections.

3.5.1 Transit Oriented Index

The TOI estimates the potential transit demand by examining the level of population groups who are, traditionally, most likely to rely on transit to fulfill their transportation needs -- senior, youth, low-income populations, and zero-car households. These population groups often have limited access to motor vehicles, have diminished ability, or are not qualified to operate one. The TOI was developed to identify areas within the county where these populations are more likely to reside. Density for each of the four populations was calculated at Census block group level then standardized to values between 0 and 1. These standardized values were then summed together and divided into four categories – “very high”, “high”, “medium”, and “low” using equal intervals to indicate levels of transit orientation. Census block groups with a result of 0 – block groups with zero senior, youth, low-income populations or zero-car household – are classified as “very low”.

As shown in **Figure 55**, the distributions of these populations were mapped against existing transit coverage to evaluate demand for transit use as well as gaps between demand and coverage. Areas with “very high” and “high” transit orientation are primarily concentrated in denser urban neighborhoods or along major arterials in the county. Nearly all areas with “very high” or “high” transit orientation are within or partially overlapped by 0.25mi buffer from PSTA transit stops, with the exception of area at 47th Avenue NE and Bay Street NE in St. Petersburg, area at Union Street and N Keene Road in Dunedin, and area at SR 590 and SR 611 in Clearwater.

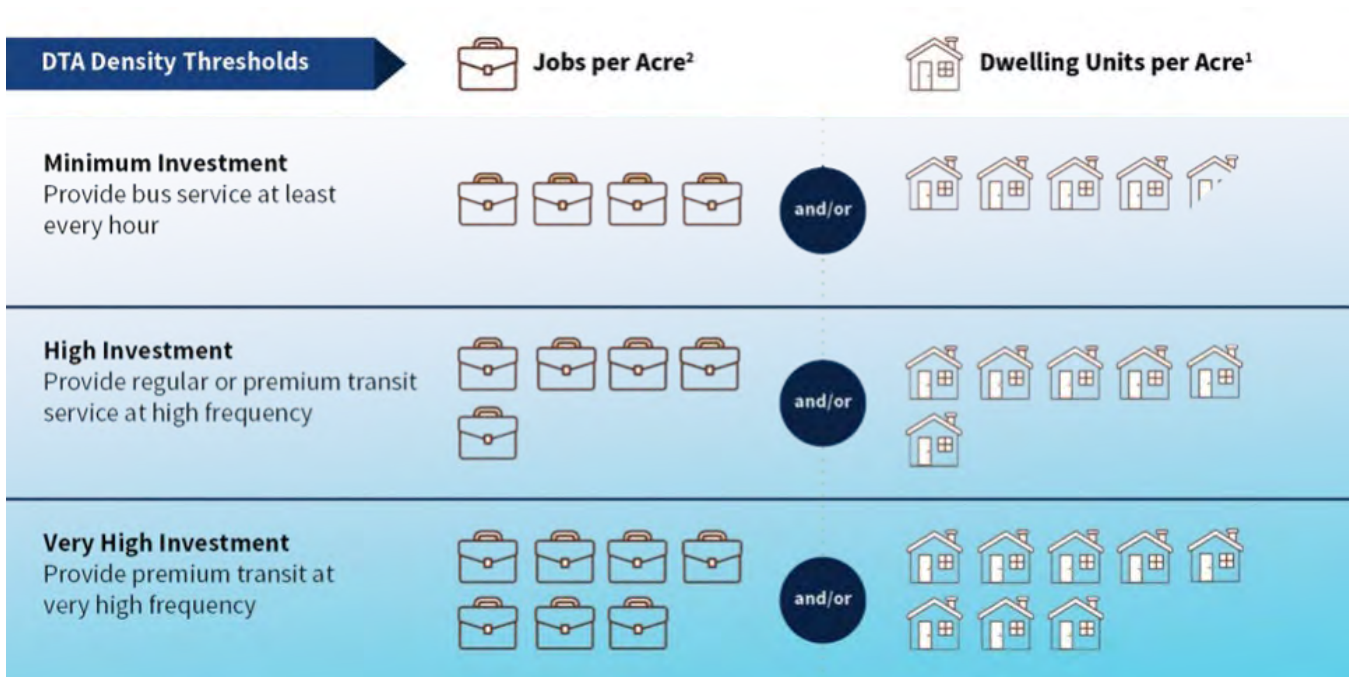
Figure 55: Population Compared to PSTA Coverage



Density Threshold Assessment

The DTA estimates the potential transit demand by assessing the likelihood for total activities – residential and employment density within the county. This includes both the traditional transit market and discretionary market. Two assessments were conducted, one uses the most recent Census survey data (2023 5-year ACS and 2022 Longitudinal Employer-Household Dynamics [LEHD]), the other uses the latest 2050 dwelling unit and employment forecast developed for the Advantage Pinellas 2050 LRTP. Density thresholds for population and employment were selected based on industry standards and research⁵, as documented in **Figure 56**. **Figures 57 and 58** illustrate the results of the assessments, respectively.

Figure 56: DTA Density Thresholds



The 2022/2023 DTA analysis shows that majority of the “high investment” and “very high investment” areas are covered by current PSTA services with adequate service levels, with the exception of an area at Union Street and N Keene Road in Dunedin.

The 2050 DTA analysis shows that majority of the growth is forecast to occur in areas covered by current transit network, with most of the higher investment areas already covered by transit with adequate service levels. However, growth in some areas, particularly along US-19, SR-60, and SR-580 may indicate the need for higher service levels.

⁵ Population density: TRB, National Research Council, TCRP Report 16, Volume 1 (1996), “Transit and Land Use Form,” November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

Employment density: Based on review of research on relationship between transit technology and employment densities.

Figure 57: DTA Analysis of PSTA Services, 2023

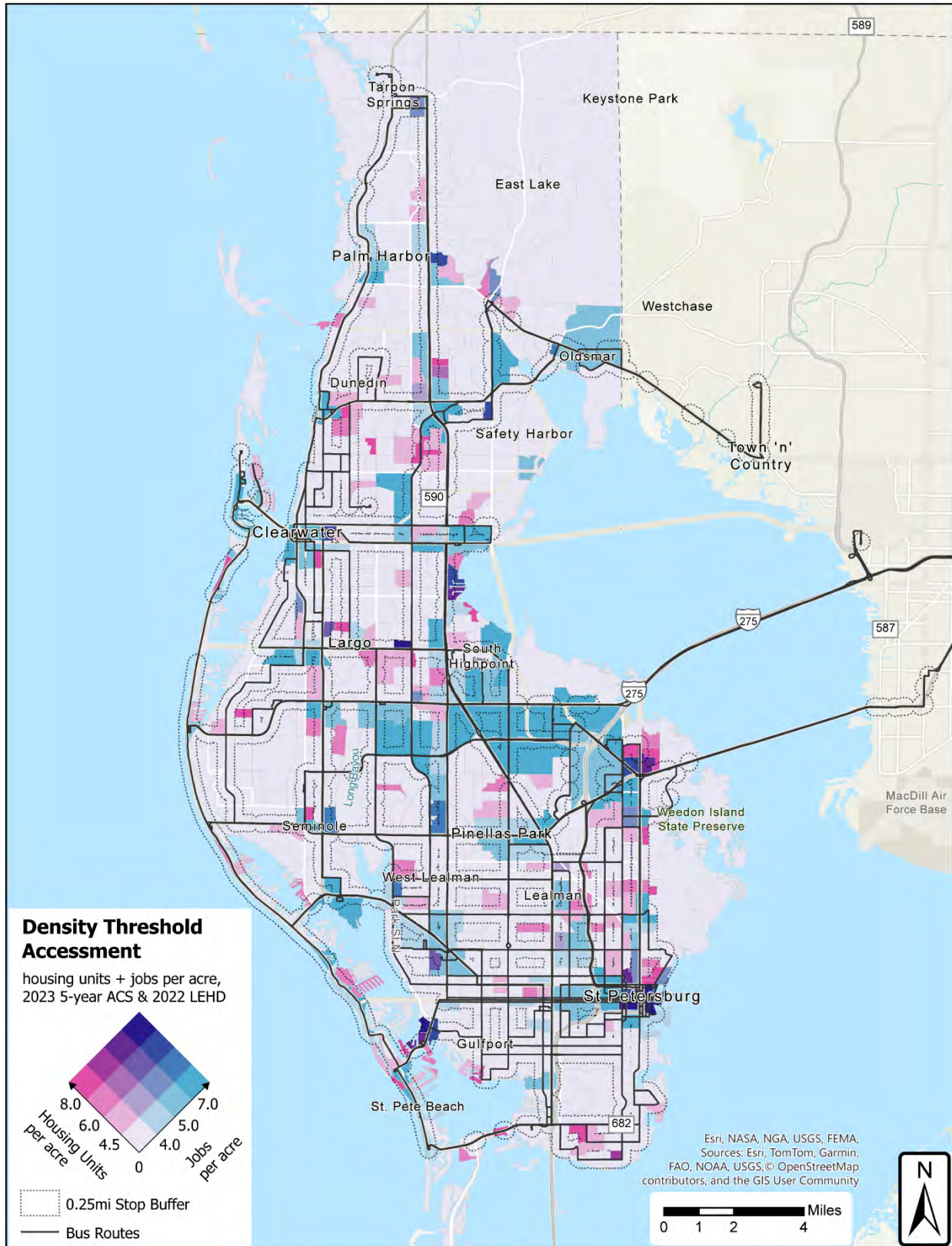
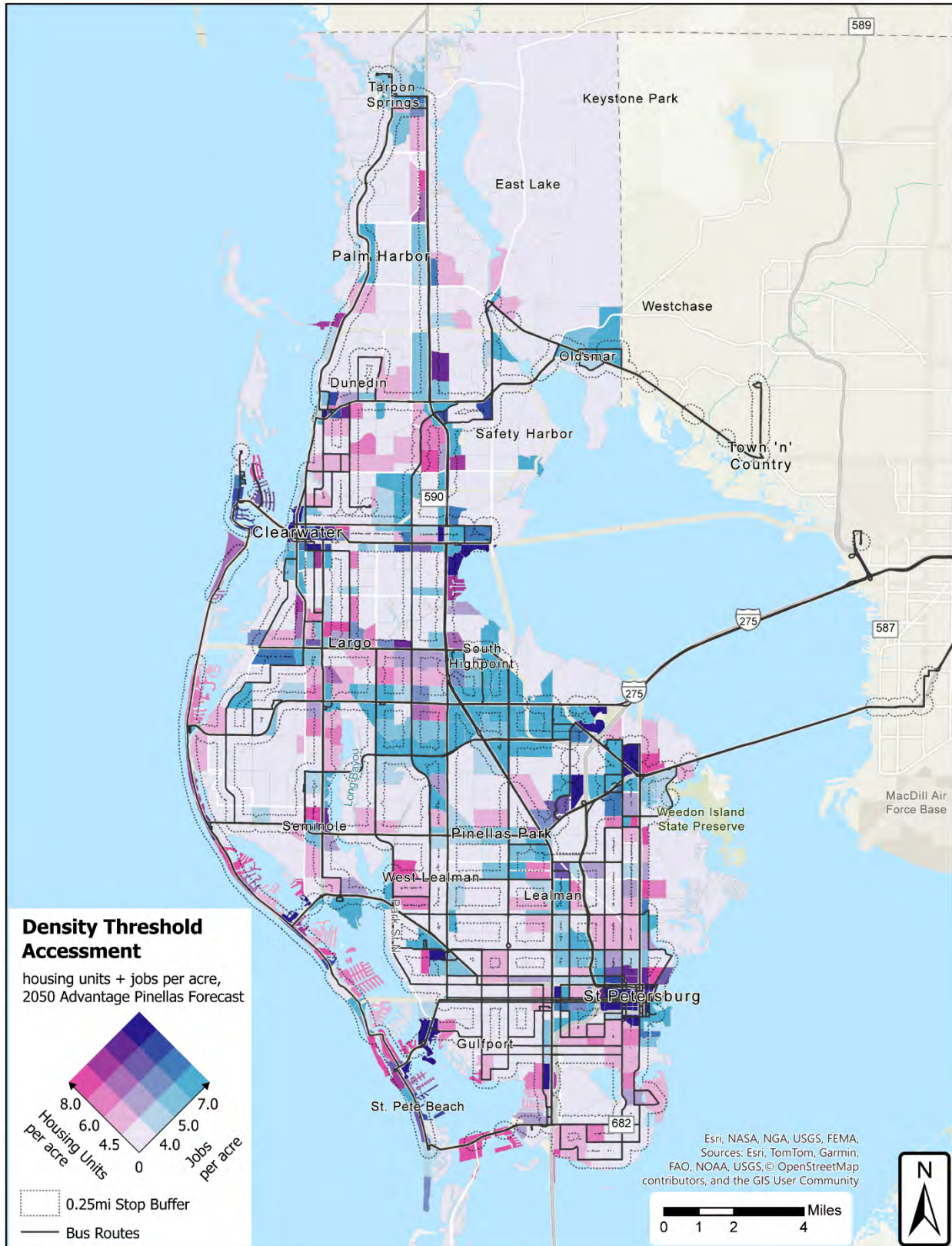


Figure 58: DTA Analysis of PSTA Services, 2050



3.5.2 Service Span and Frequencies

Figures 59 through 67 illustrate PSTA’s fixed route network by frequency during different times on a typical weekday, representing AM peak (8:00 AM), mid-day (1:00 PM), PM peak (5:00 PM), evening (9:00 PM), late evening (11:00 PM), and mid-night (12:00 AM). Routes are color-coded to show frequencies – red (15-minute or better), blue (20-minute), green (30-minute), dark blue (hourly or longer), and light grey (out of service). As shown in the figures, frequencies remain largely consistent throughout the day between AM peak and PM peak on most routes with minimal reduction during the mid-day. Most of the hourly service become unavailable at 9:00 PM and some higher frequency routes operate at 30-minute headway. By 11:00 PM, most routes are out-of-service leaving only a handful operating hourly service, except SunRunner and Spark, Route 19, Central Avenue Trolley, and Suncoast Beach Trolley operating at 30-minute headway. By mid-night, SunRunner, Spark, and Central Avenue Trolley are the only three routes operating at 30-minute headway, while Route 19 operates hourly service. On Fridays and Saturdays, SunRunner operates at 15-minute headways until midnight.

Figures 68 through 73 show the frequencies during the same times on a typical Saturday. Service span and frequencies are largely the same as on weekdays, except for limited express routes 91, 100, and 300, which do not operate on Saturdays.

Figures 74 through 79 show the frequencies during the same times on a typical Sunday. Overall, while most of the routes are still operating, except Route 91, 100, and 300, which do not operate on Sundays, most routes operate at lower frequencies than on weekdays or on Saturdays. SunRunner and Spark are the only two routes consistently operate at 15-minute headway during day time. At night time, most routes stop operating by 9:00 PM, leaving only Sunner, Spark, and Suncoast Beach Trolley operating at 30-minute headway. SunRunner and Spark are the only two routes operating past midnight, at 30-minute headway.

3.6 Connectivity and First/Last-Mile Gaps

An analysis was conducted to evaluate accessibility and connectivity from key locations of the county using PSTA’s system. Using Remix, several key locations were chosen based on ridership and popularity to examine the area that a transit rider would be able to access using a combination of walking and transit services. The analysis assumes transit services operates on-time – i.e., services would operate exactly as scheduled. Wait times for transit services are factor into the analysis if needed. **Figures 80 to 93** below illustrate the area transit riders can travel to within 15 minutes to an hour, with an interval of 15 minutes, from various locations in Pinellas County on a typical weekday at noon.

PSTA’s Direct Connect program provides discounted Transportation Network Company (TNC) trips for first/last-mile connections. An FDOT-sponsored study⁶ evaluating the Direct Connect program in 2021 suggests that on average, Direct Connect trip length was 3.13 miles. **Figure 94** shows the combined driving isochrones from each Direct Connect location within 3.13 miles. This combined isochrone covers approximately 94% of the county’s residents and 96% of the employment, estimated based on percentage of areas overlapped between Census geography and the isochrone.

⁶ *Evaluating the connection between transit and TNCs (Transportation Network Companies) in Pinellas County for statewide application.* Peng, Zhong-Ren. (2021). University of Florida, sponsored by Florida Department of Transportation.

Figure 59: PSTA Route Frequency, Weekdays 8:00AM

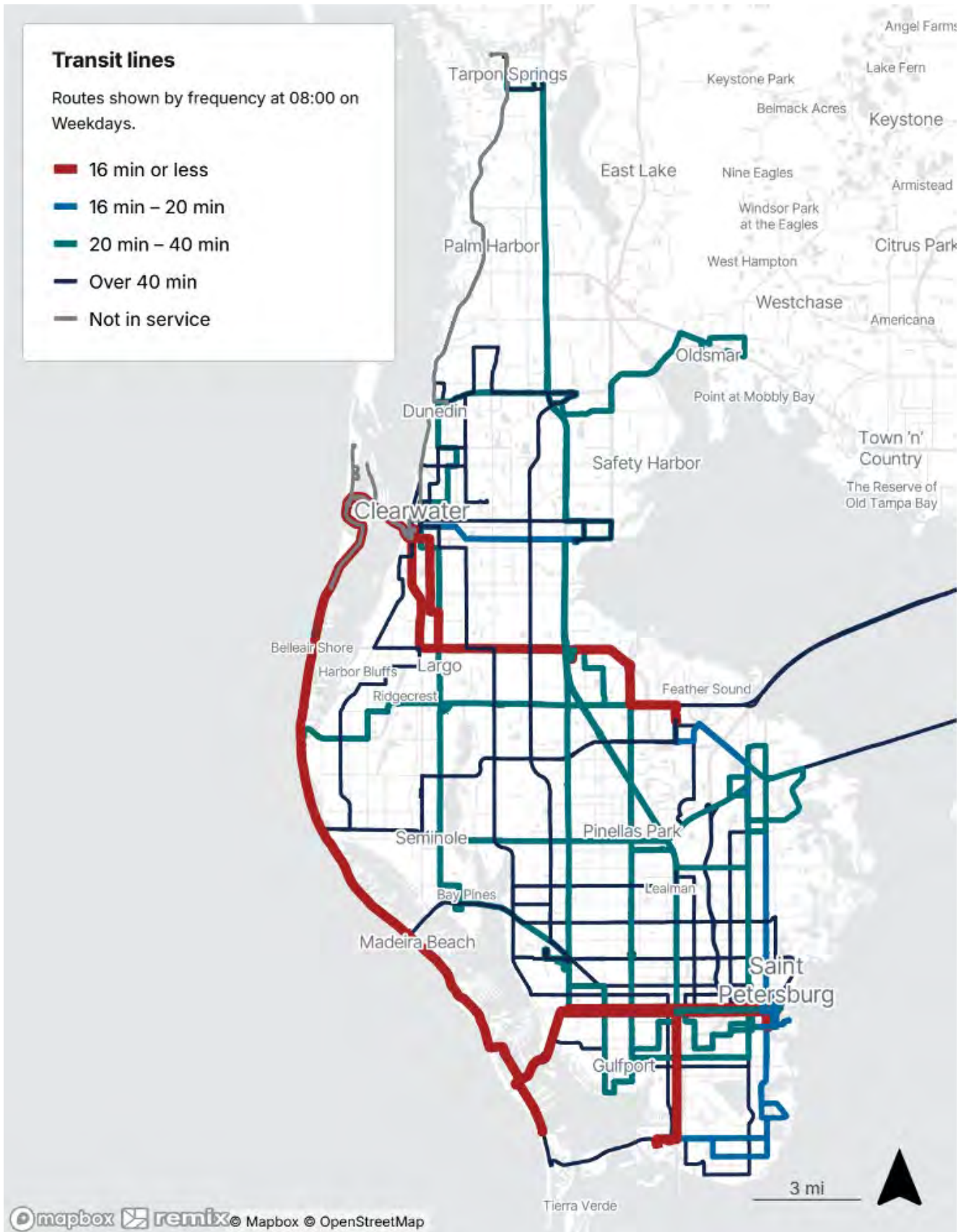


Figure 60: PSTA Route Frequency, Weekdays 1:00PM

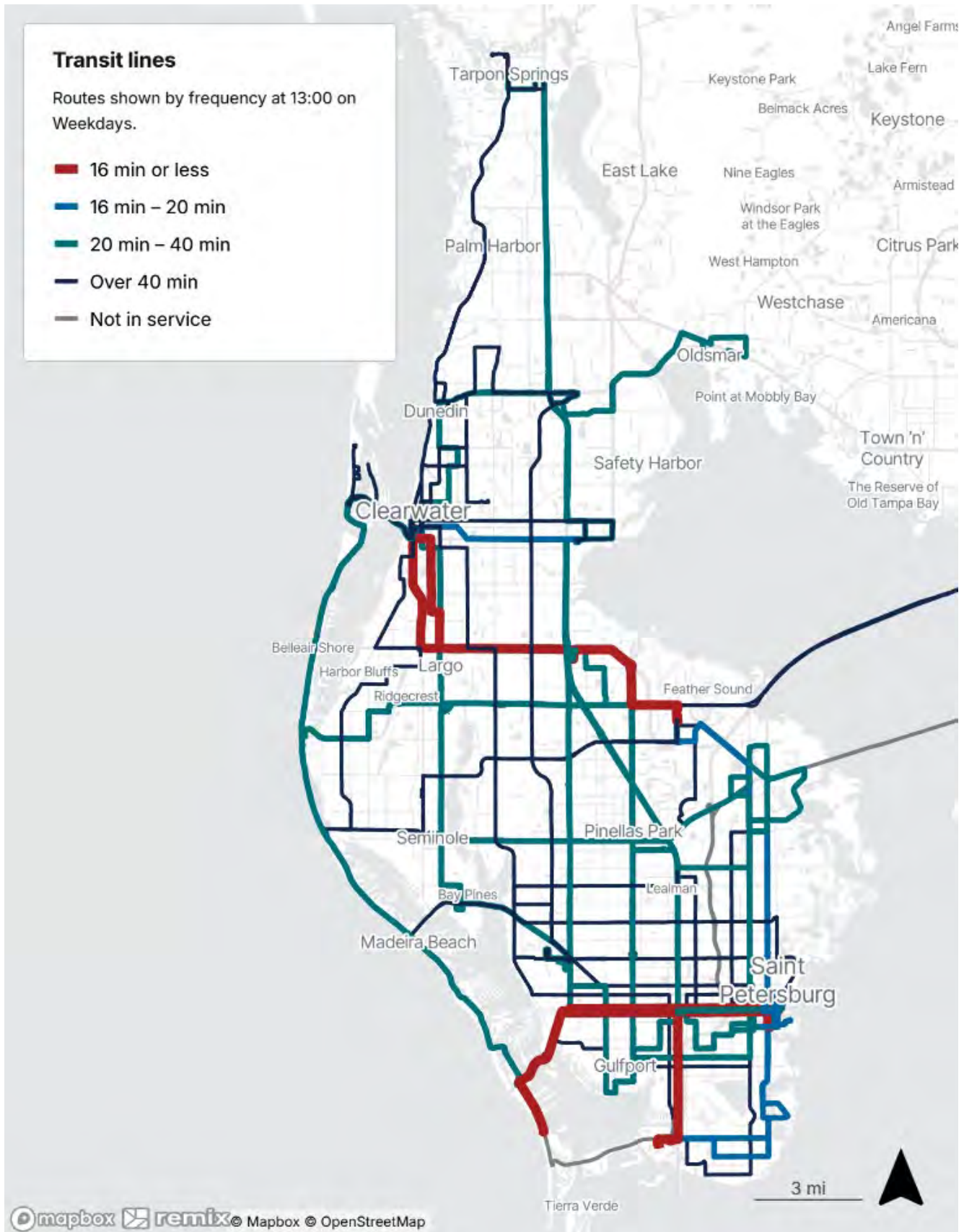


Figure 61: PSTA Route Frequency, Weekdays 5:00PM

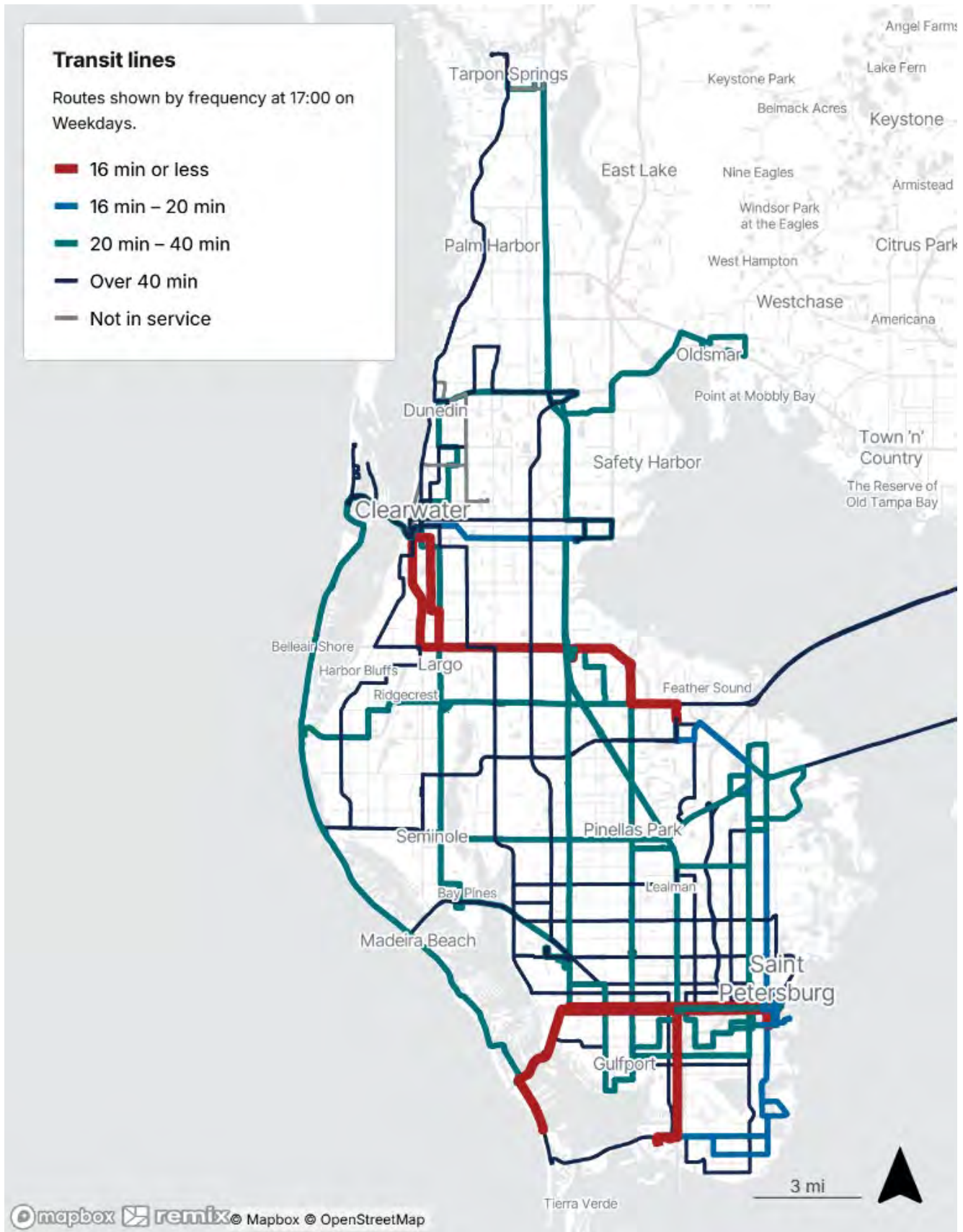


Figure 62: PSTA Route Frequency, Monday-Thursday 9:00PM

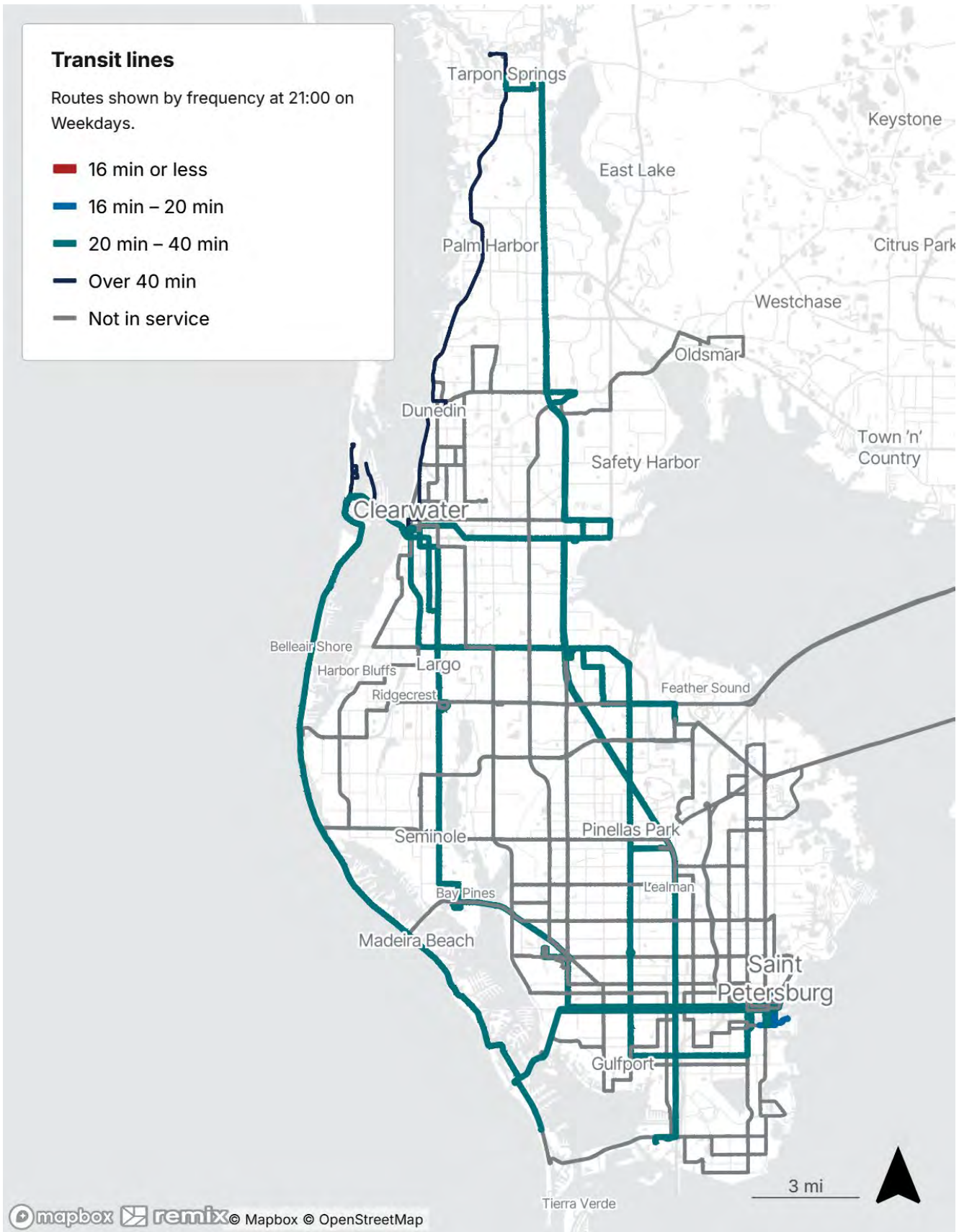


Figure 63: PSTA Route Frequency, Friday 9:00PM

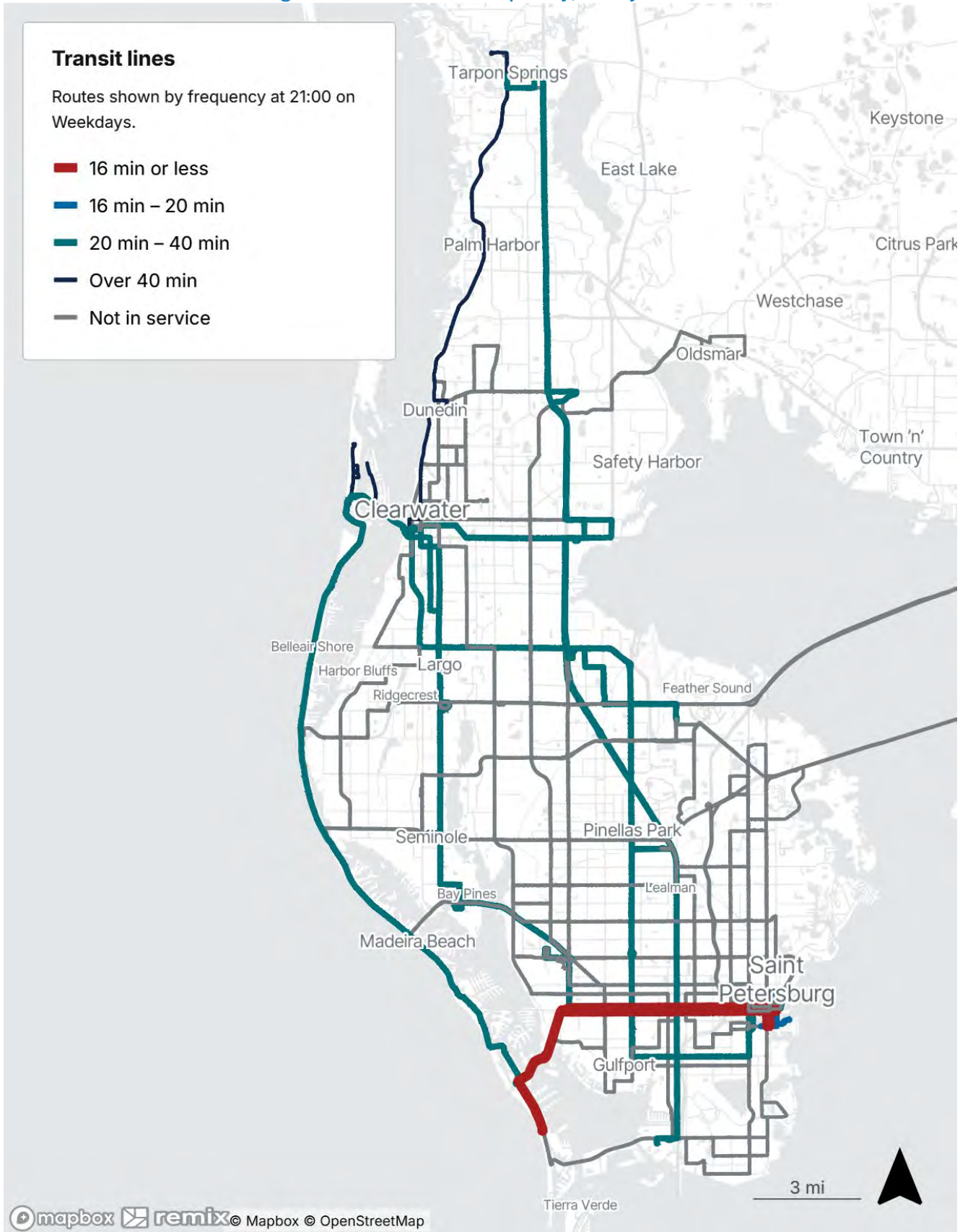


Figure 64: PSTA Route Frequency, Monday-Thursday 11:00PM

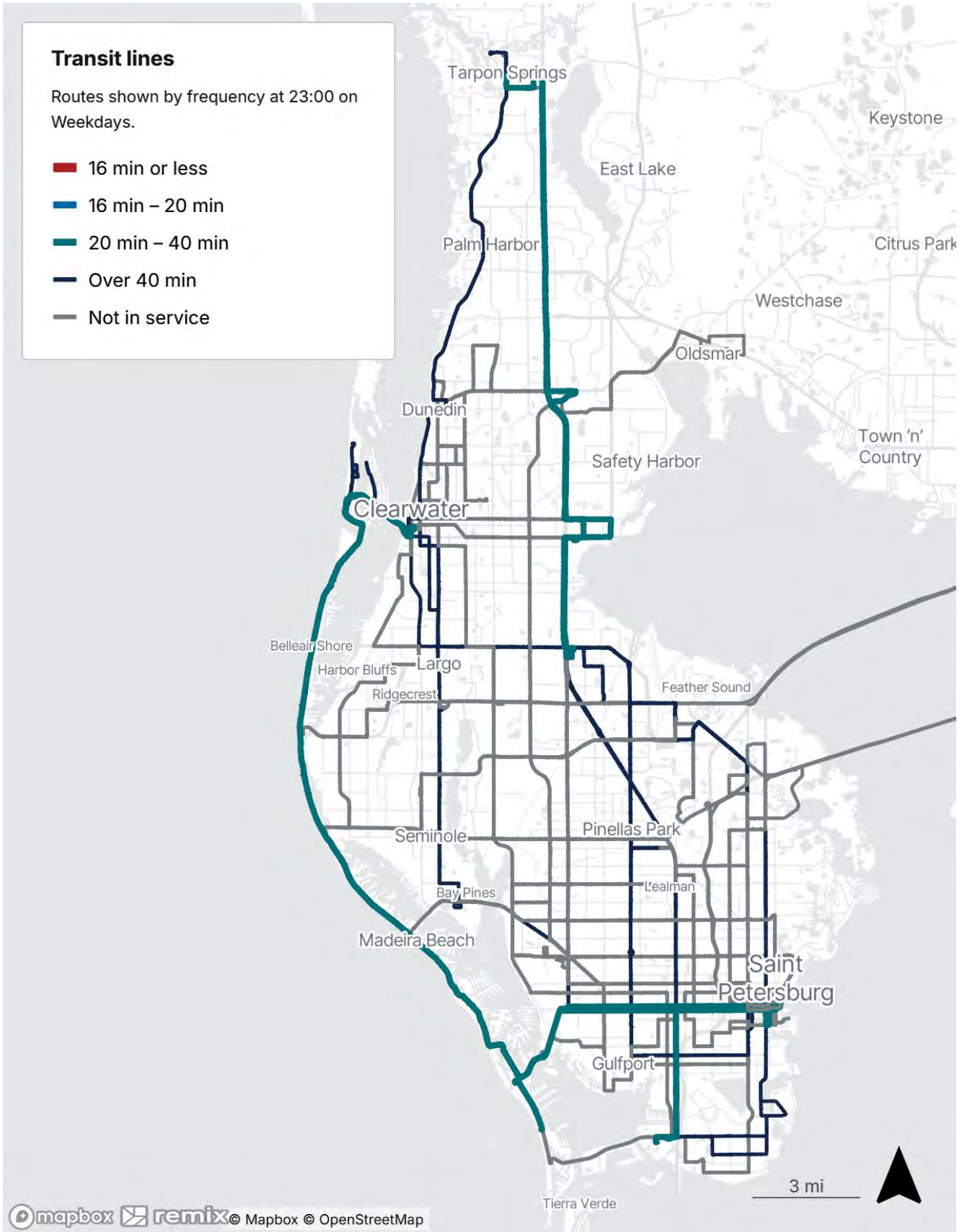


Figure 65: PSTA Route Frequency, Friday 11:00PM

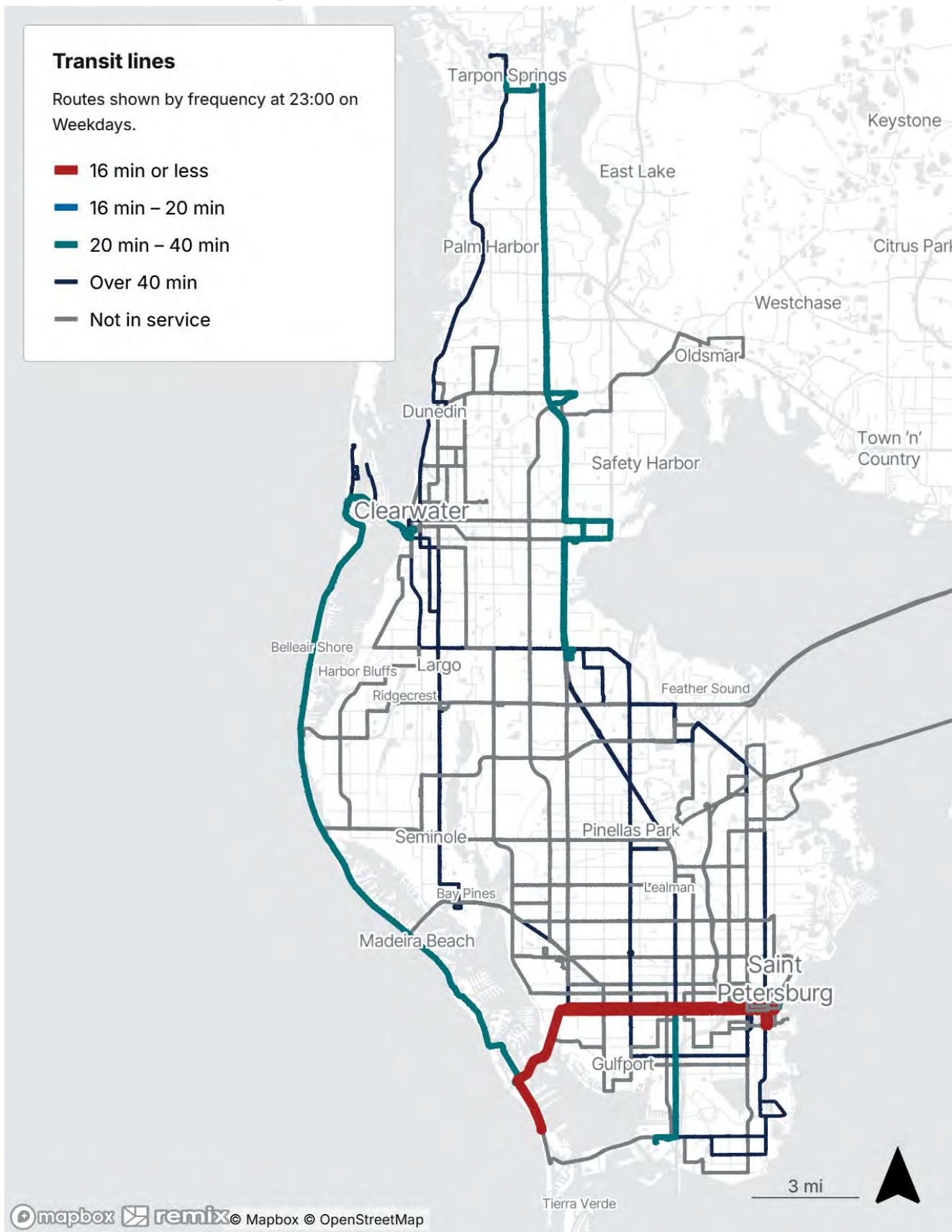


Figure 66: PSTA Route Frequency, Monday-Thursday 12:00AM

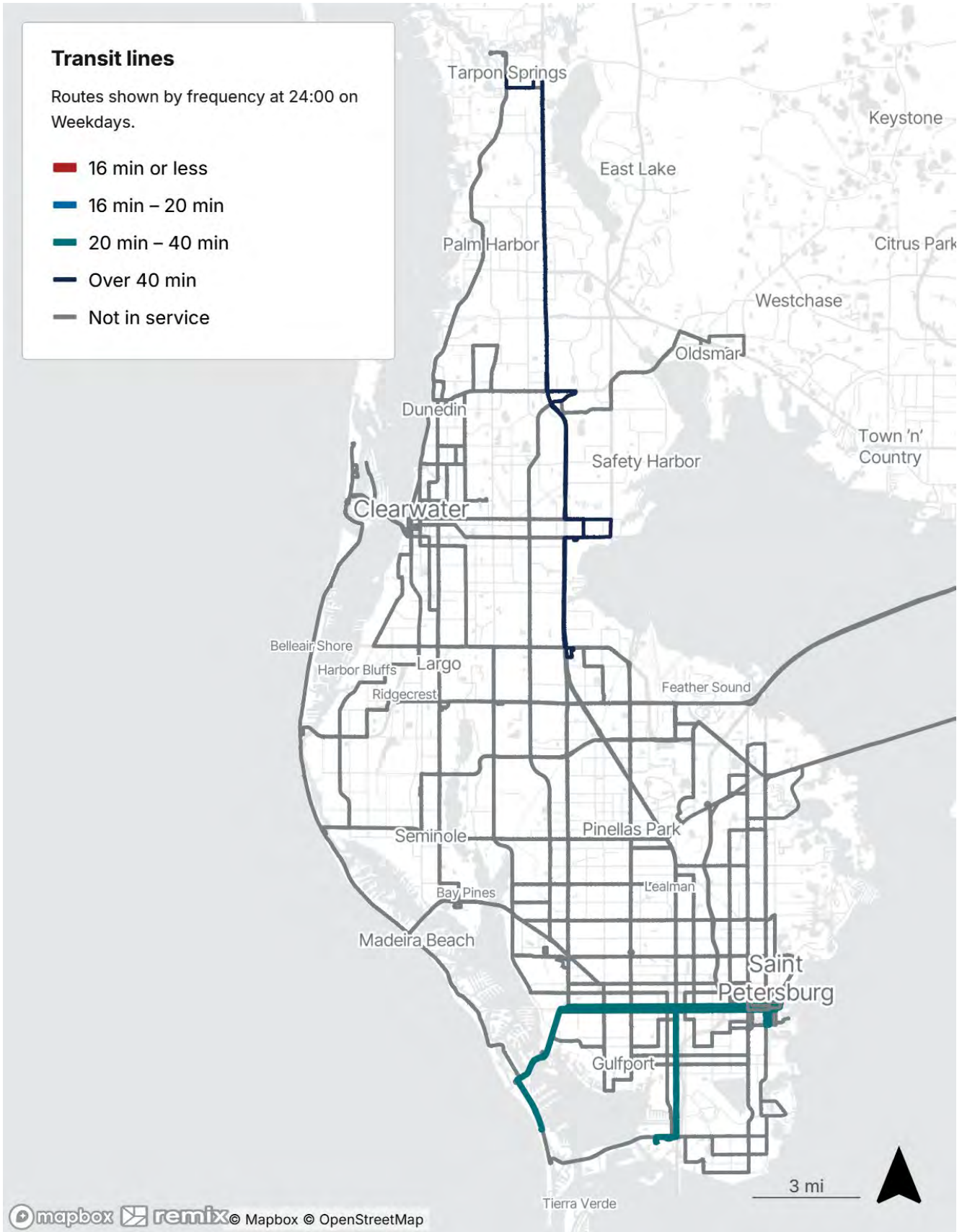


Figure 67: PSTA Route Frequency, Friday 12:00AM

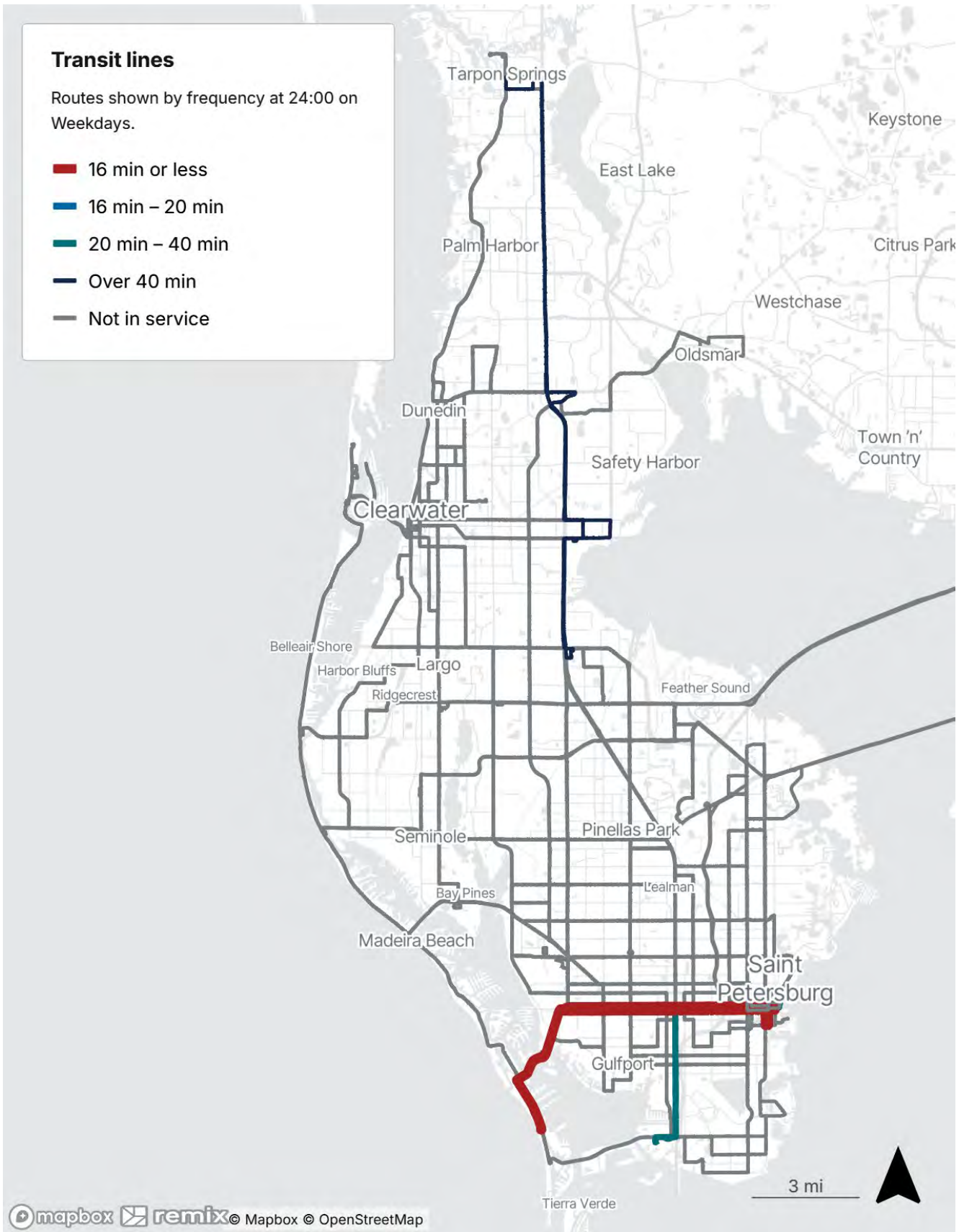


Figure 68: PSTA Route Frequency, Saturdays 8:00AM

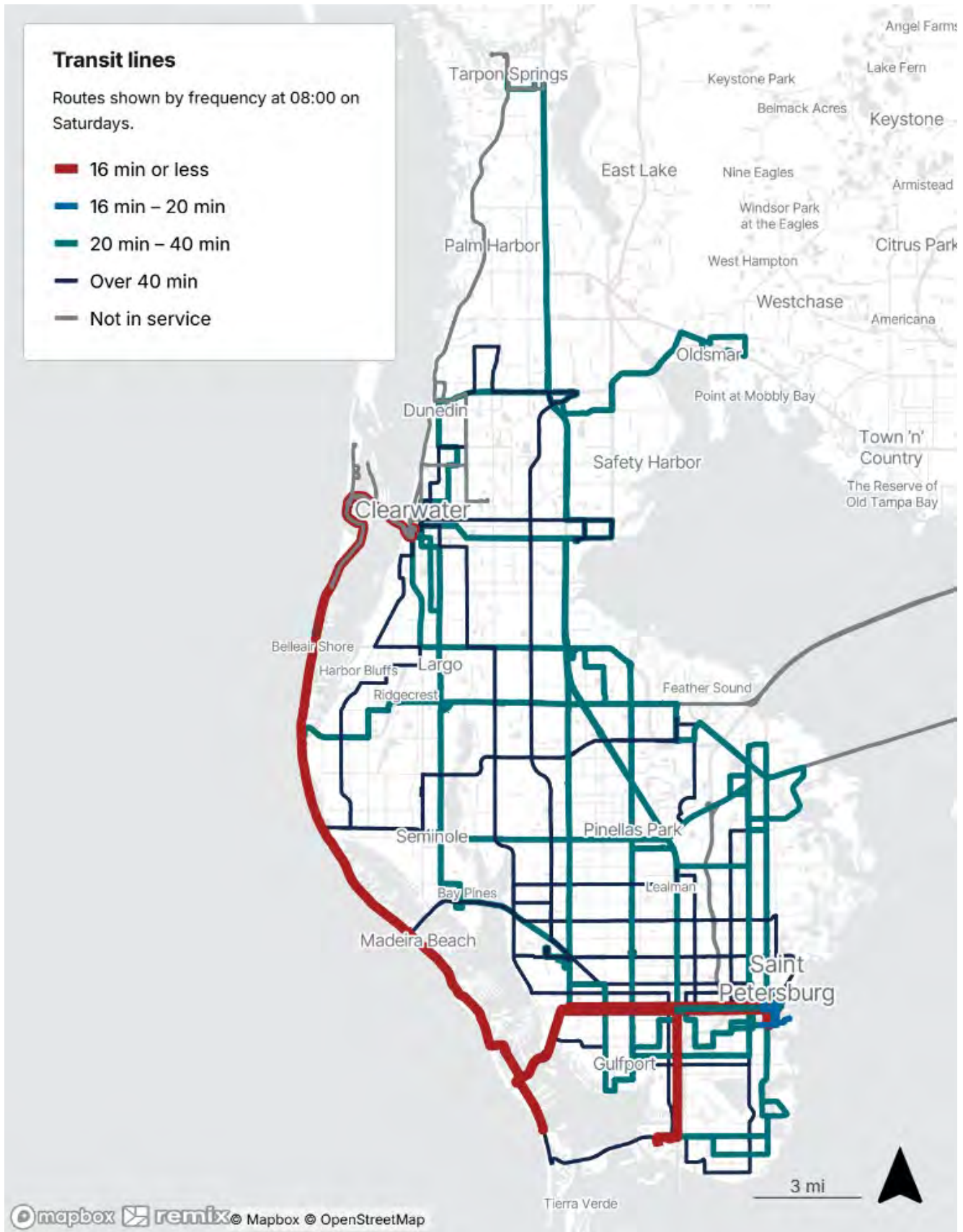


Figure 69: PSTA Route Frequency, Saturdays 1:00PM

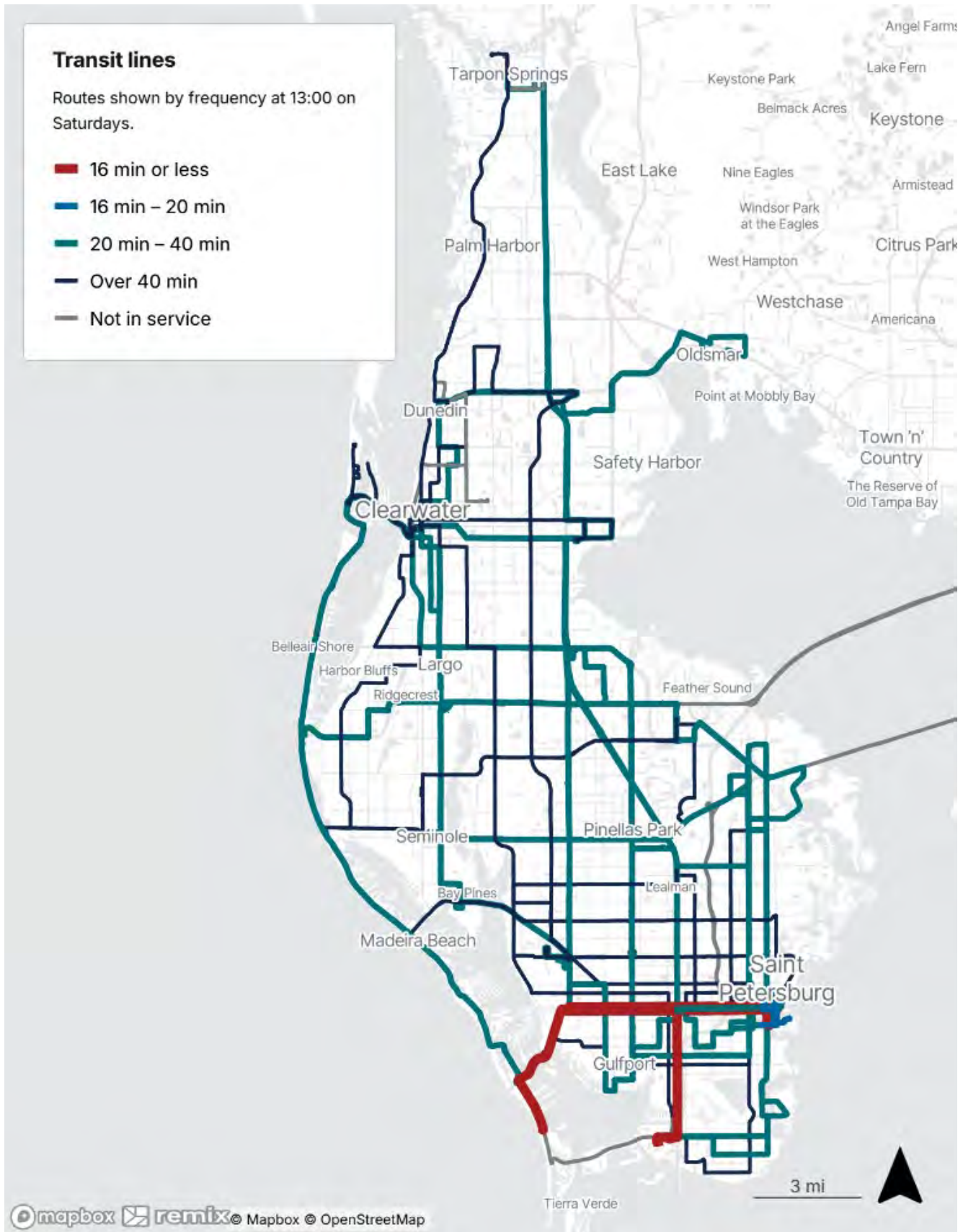


Figure 70: PSTA Route Frequency, Saturdays 5:00PM

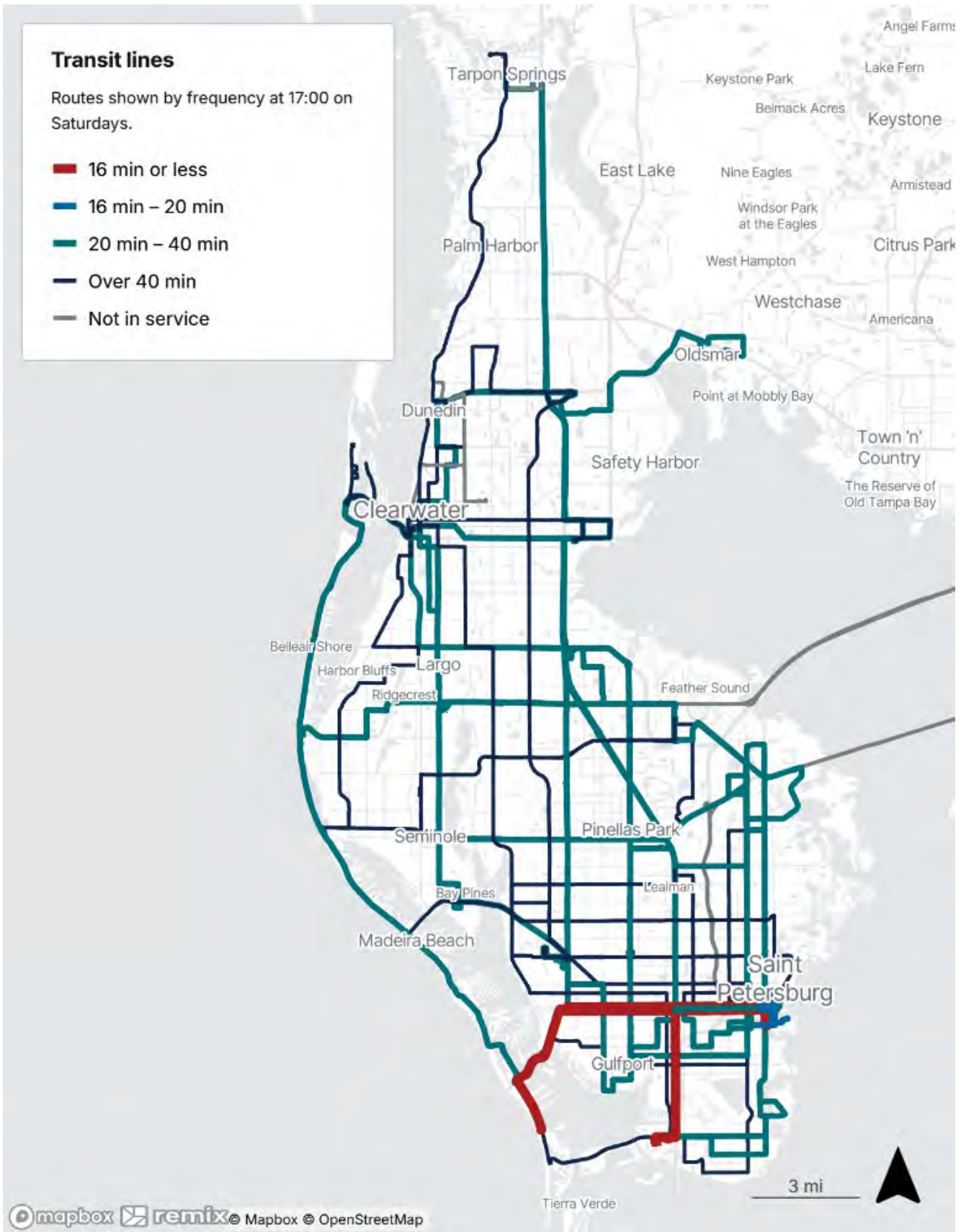


Figure 71: PSTA Route Frequency, Saturdays 9:00PM

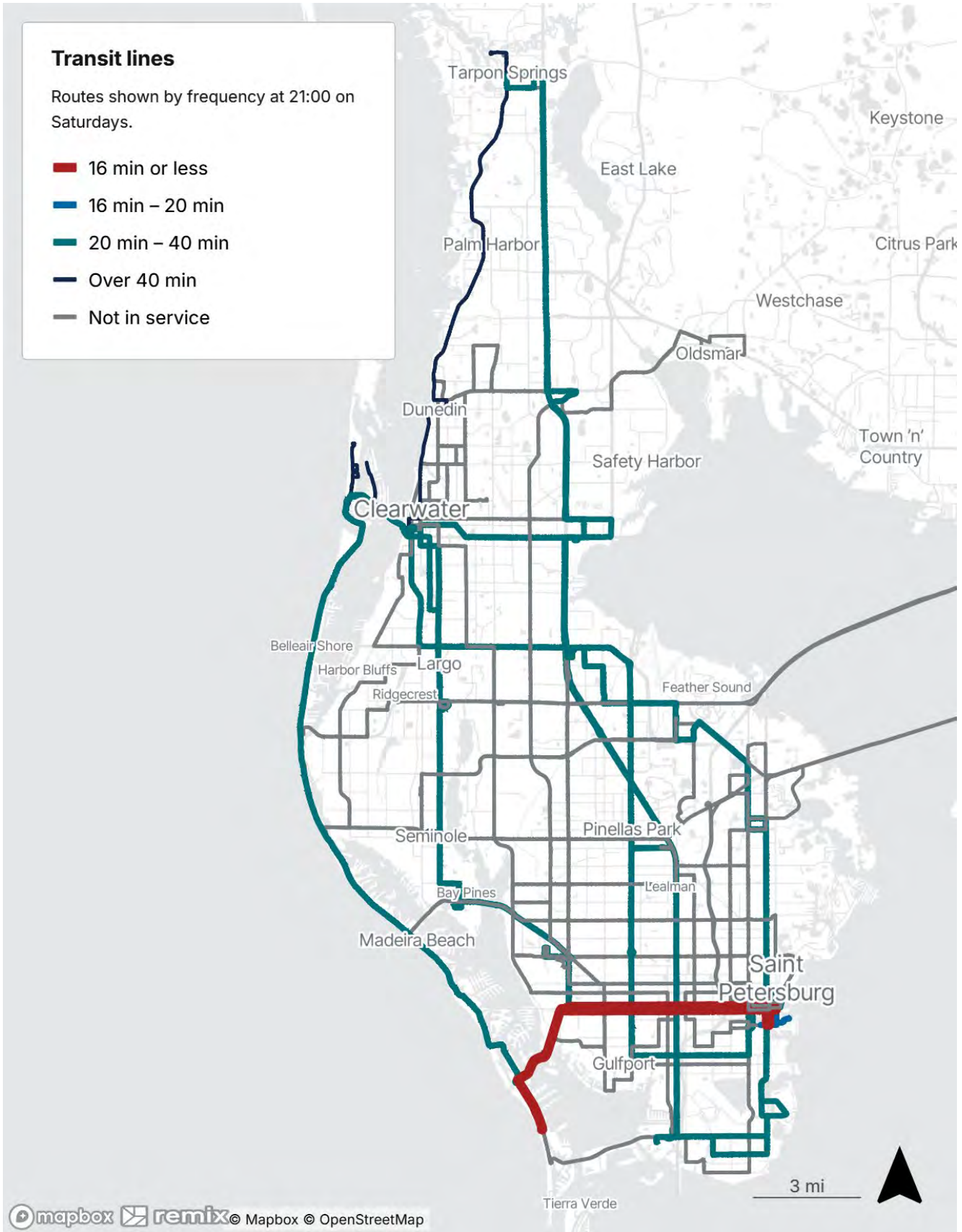


Figure 72: PSTA Route Frequency, Saturdays 11:00PM

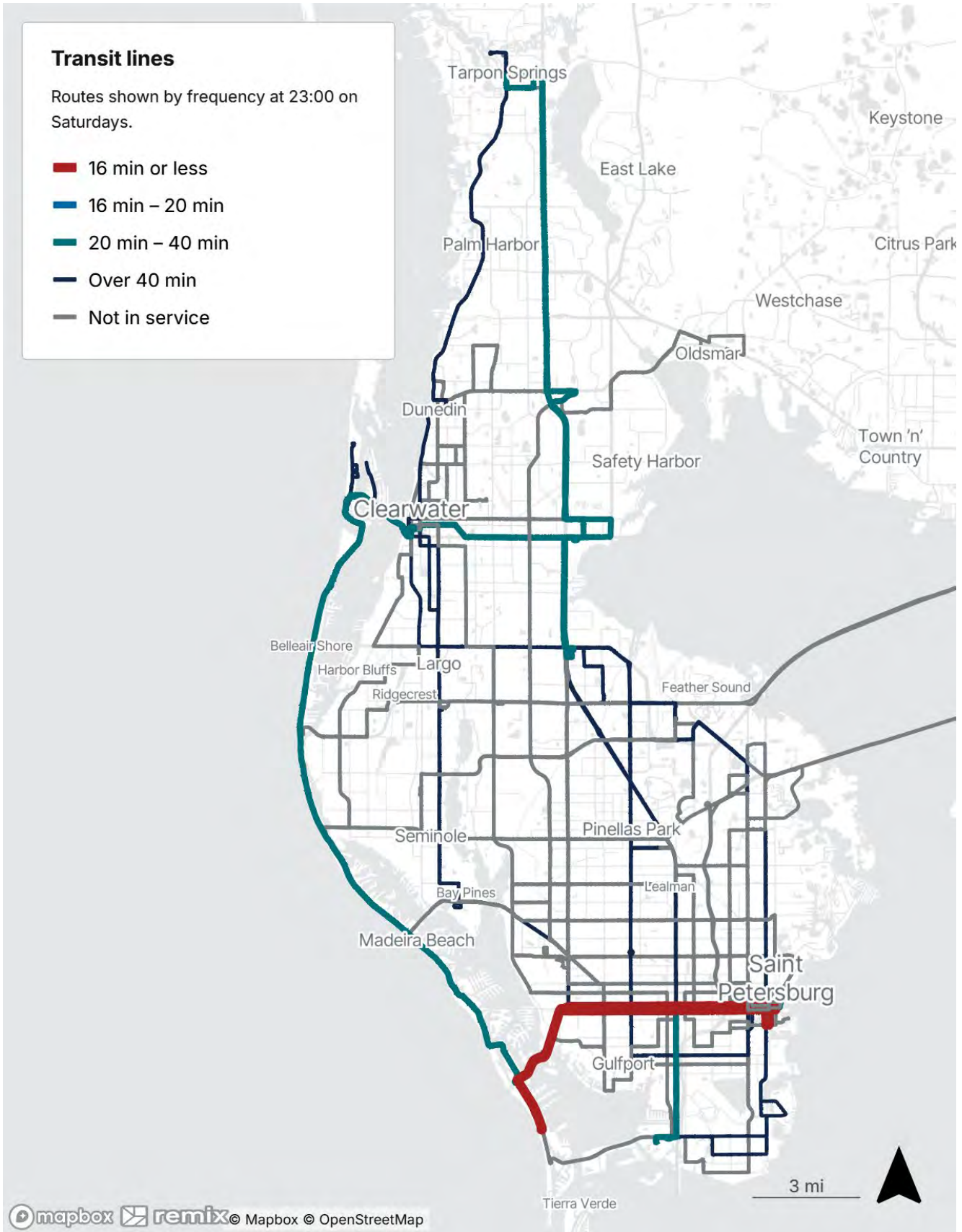


Figure 73: PSTA Route Frequency, Saturdays 12:00AM

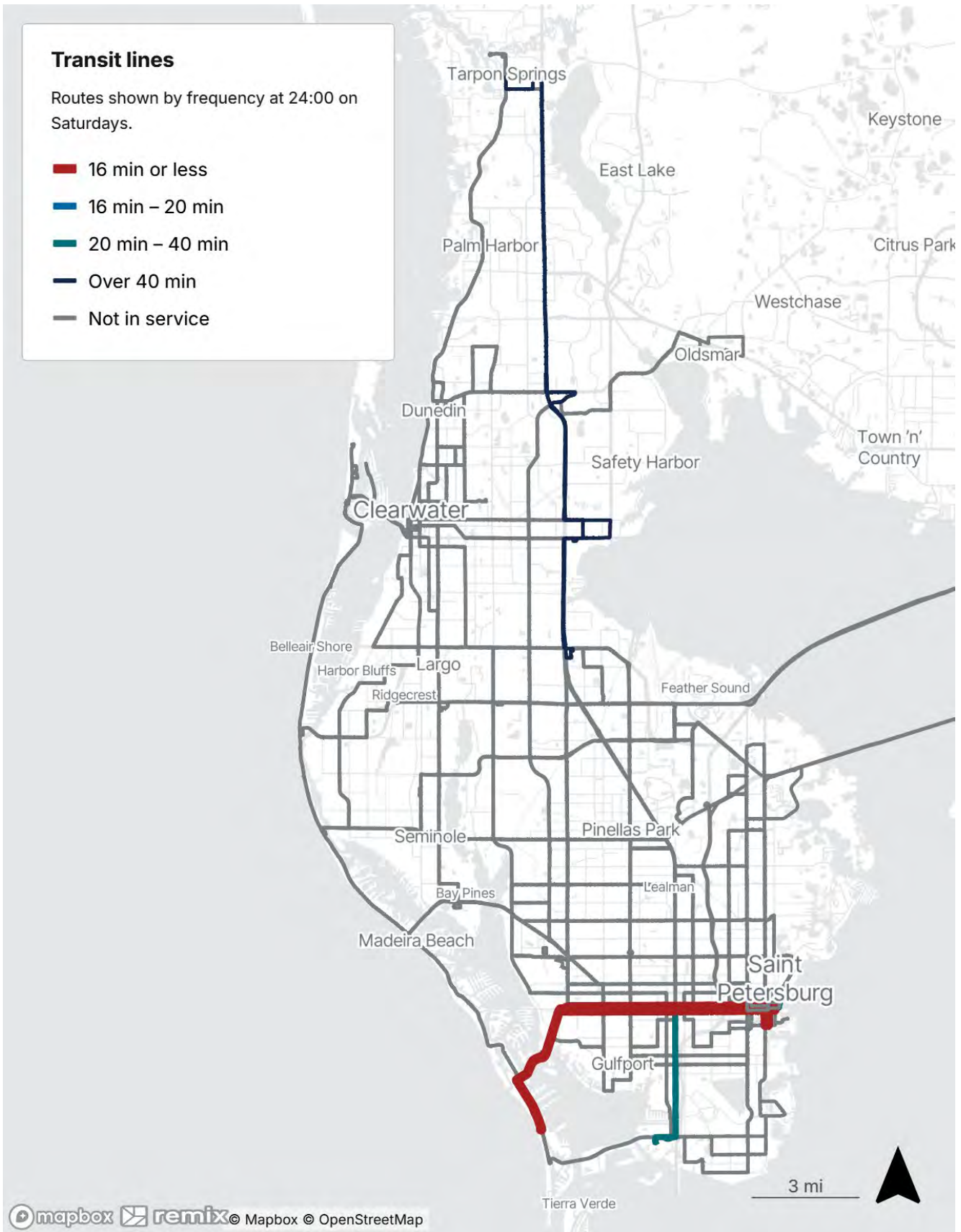


Figure 74: PSTA Route Frequency, Sundays 8:00AM

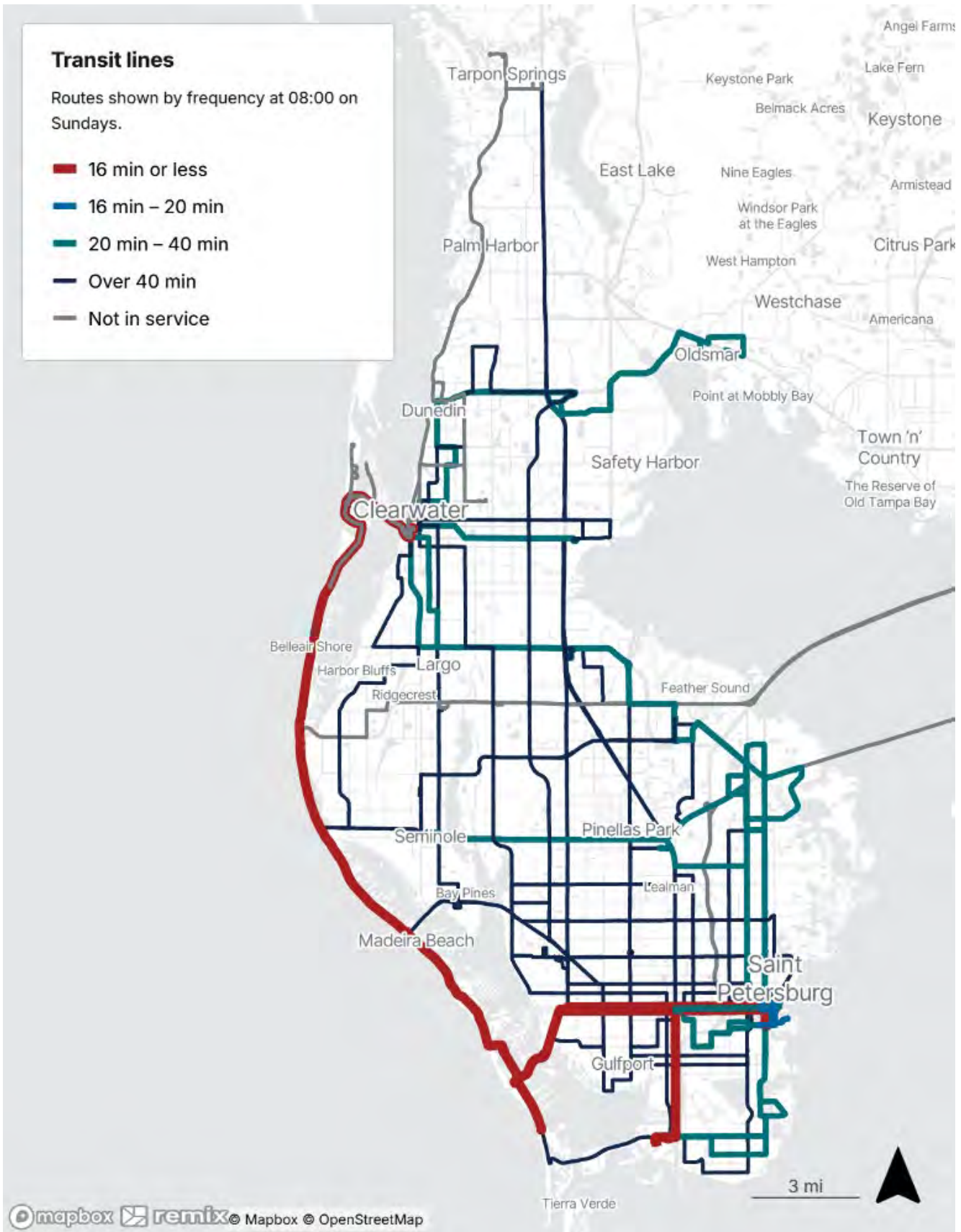


Figure 75: PSTA Route Frequency, Sundays 1:00PM

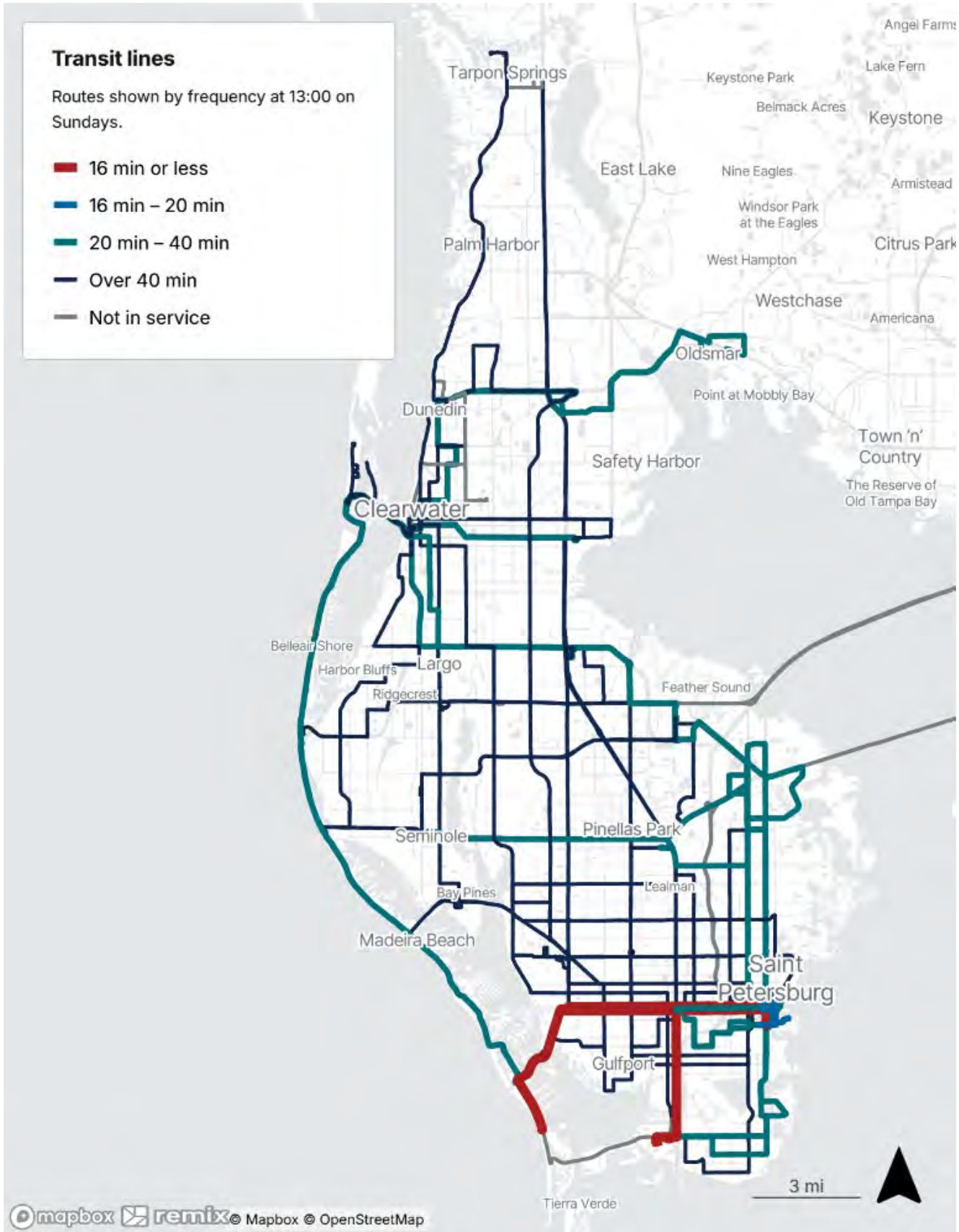


Figure 76: PSTA Route Frequency, Sundays 5:00PM

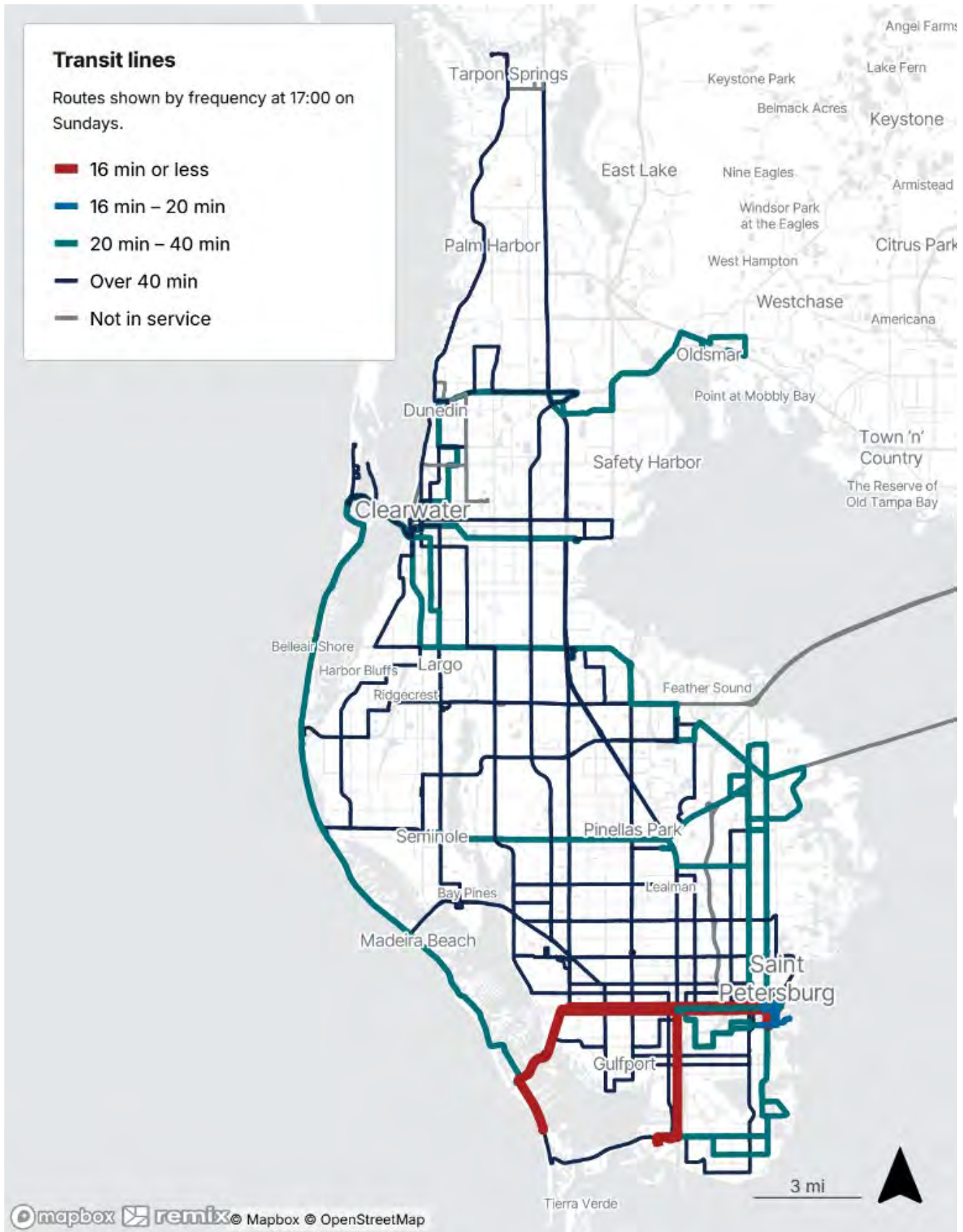


Figure 77: PSTA Route Frequency, Sundays 9:00PM



Figure 78: PSTA Route Frequency, Sundays 11:00PM

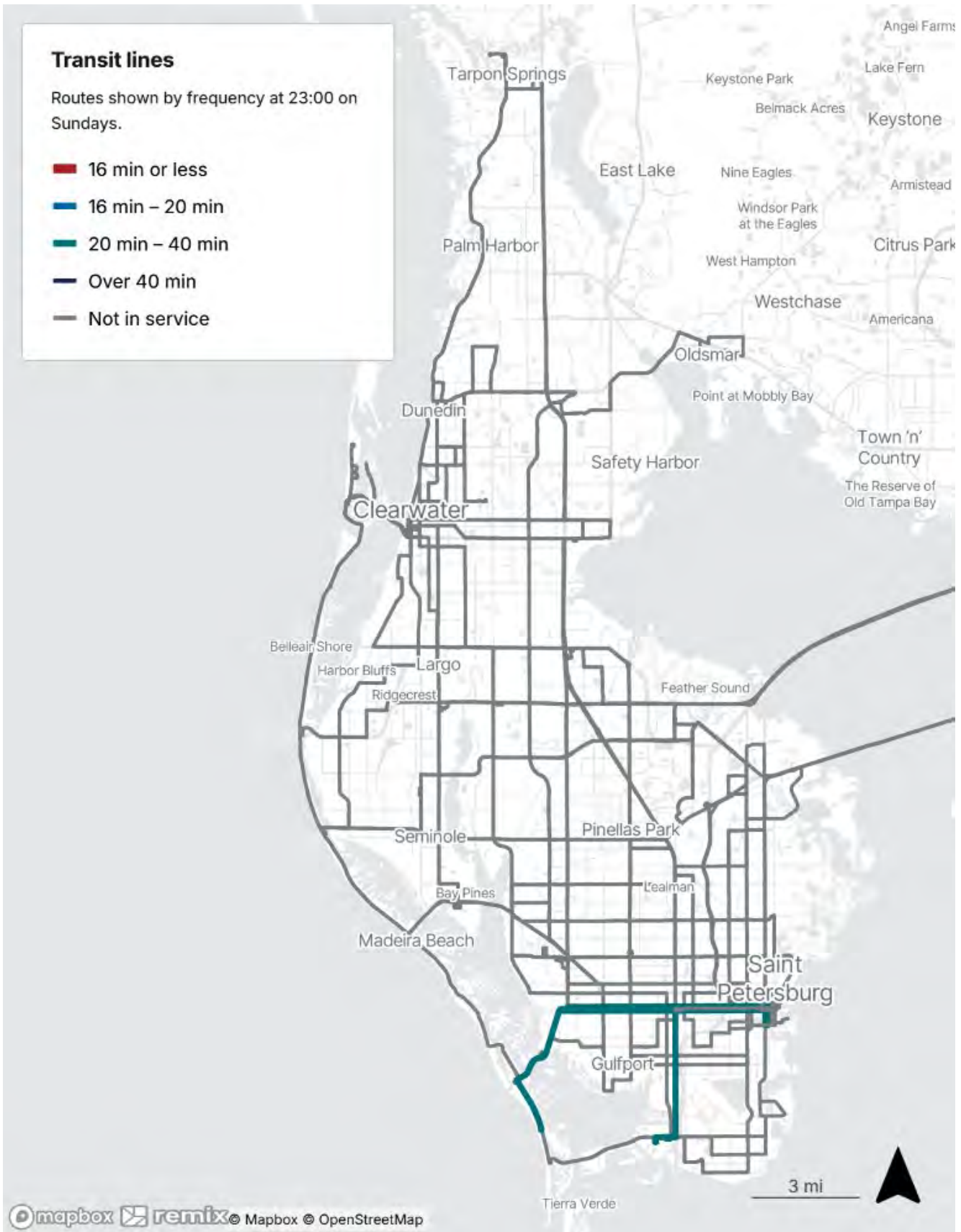


Figure 79: PSTA Route Frequency, Sundays Midnight

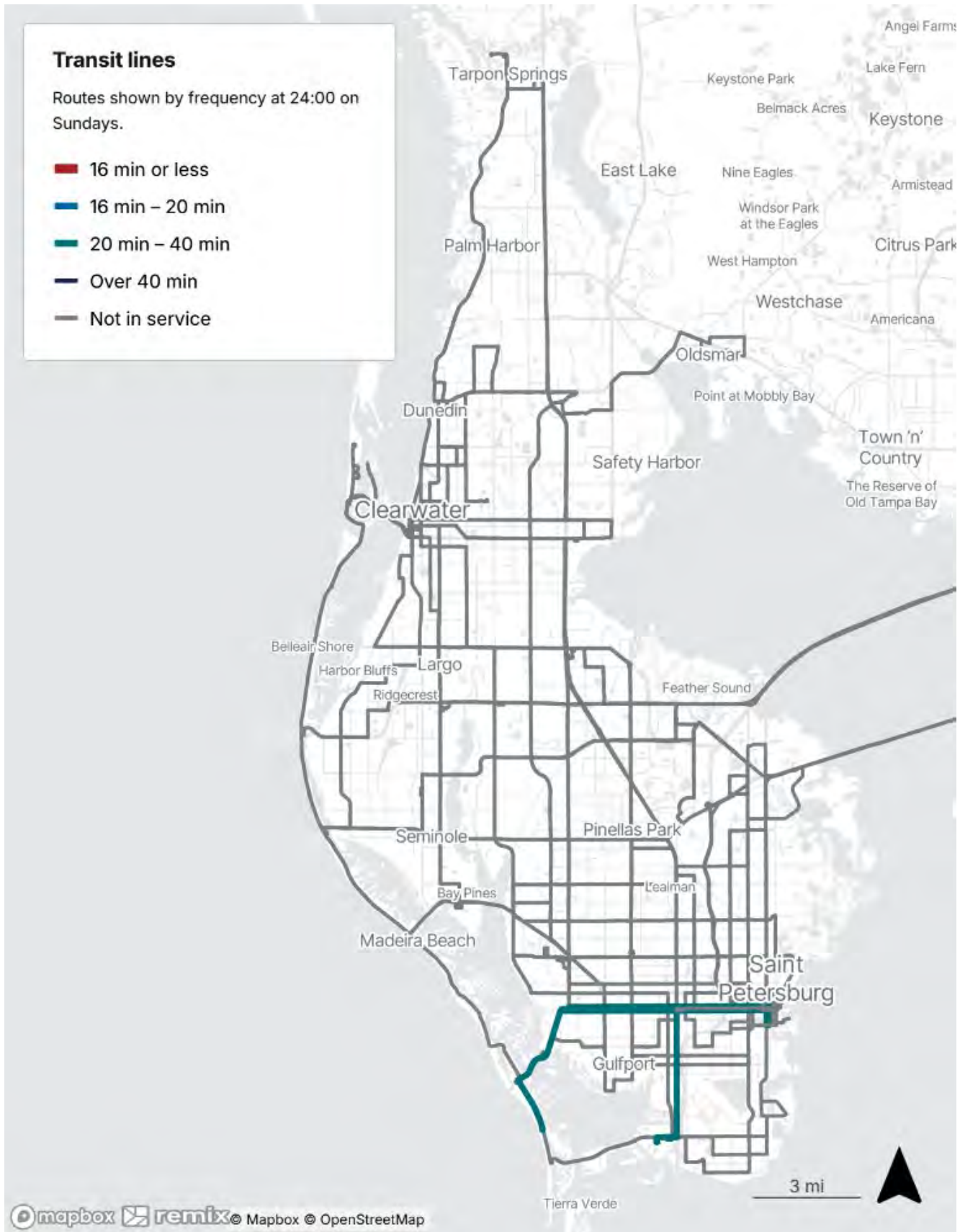


Figure 80: Distance Traveled within 60 Minutes from 34th Street S & 18th Avenue S

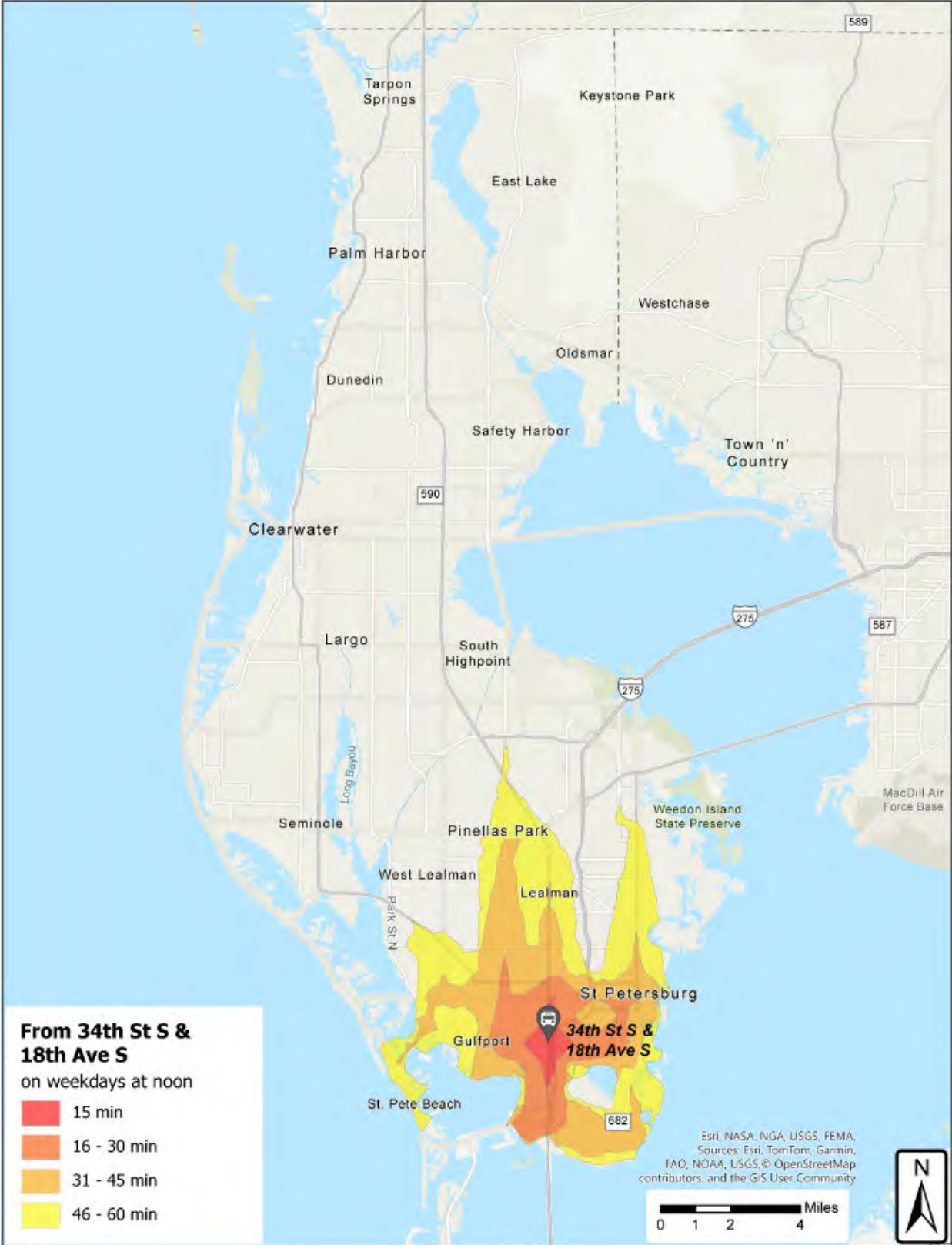


Figure 81: Distance Traveled within 60 Minutes from 34th Street N & 22nd Avenue N



Figure 82: Distance Traveled within 60 Minutes from Child's Park

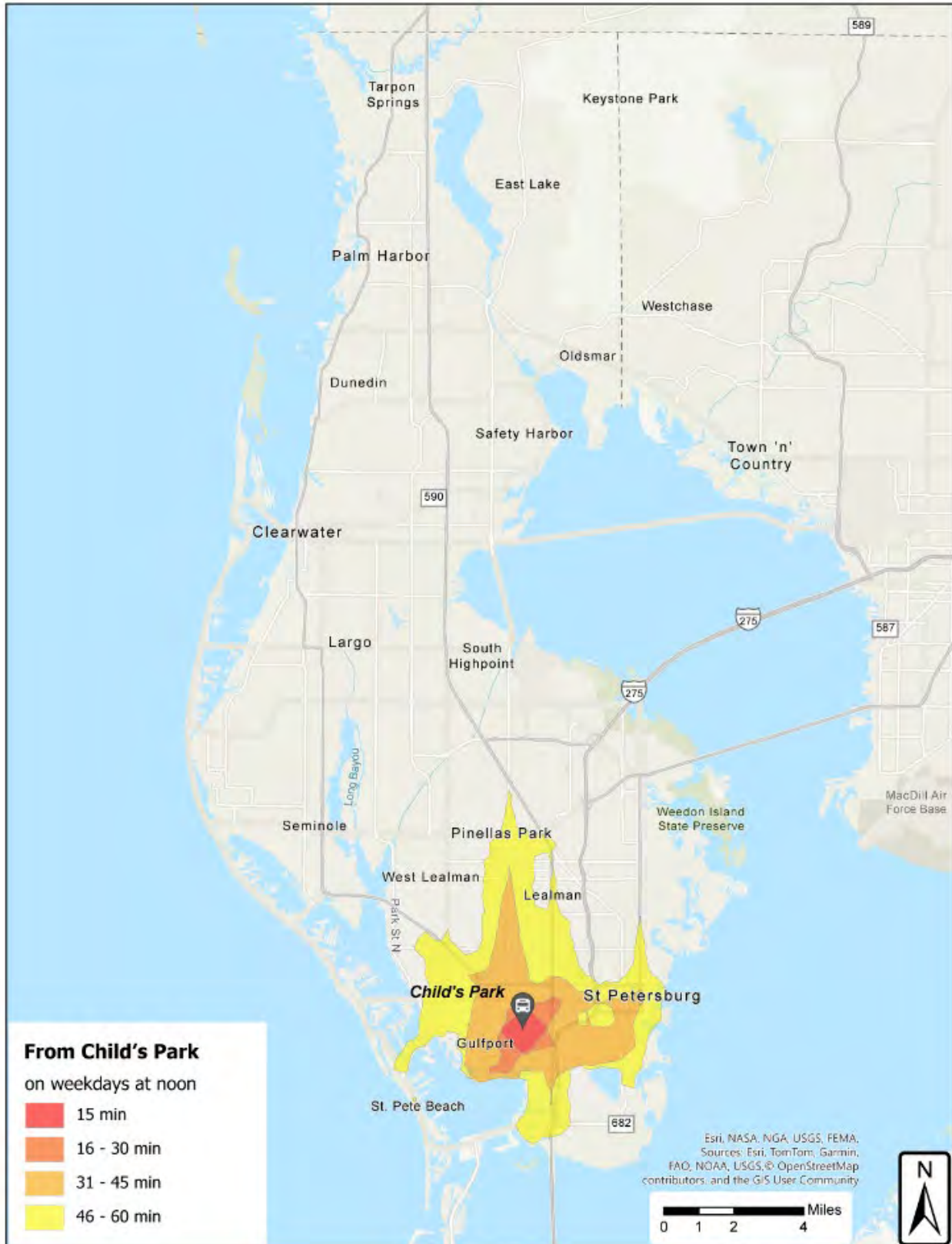


Figure 83: Distance Traveled within 60 Minutes from Disston Plaza

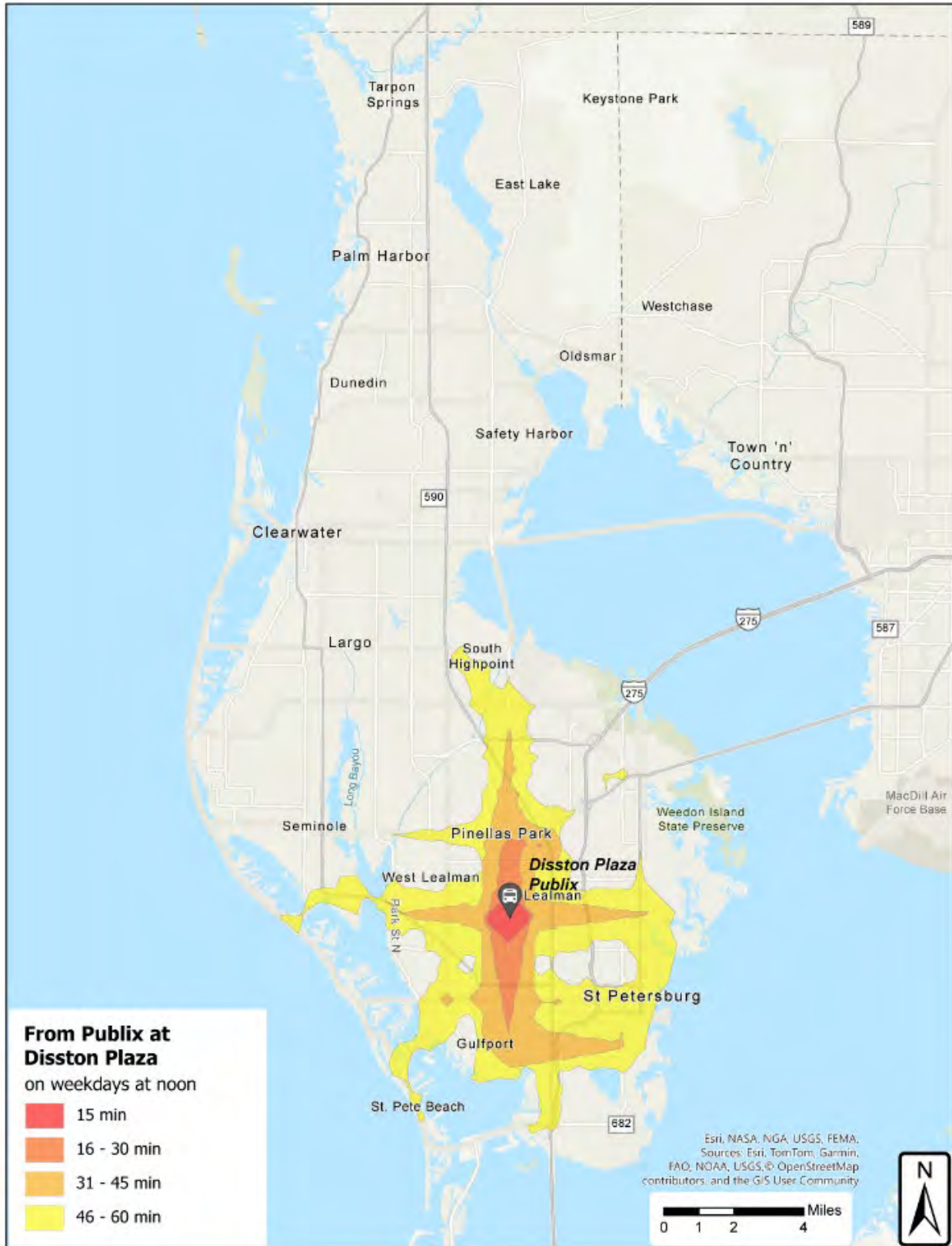


Figure 84: Distance Traveled within 60 Minutes from Downtown Clearwater

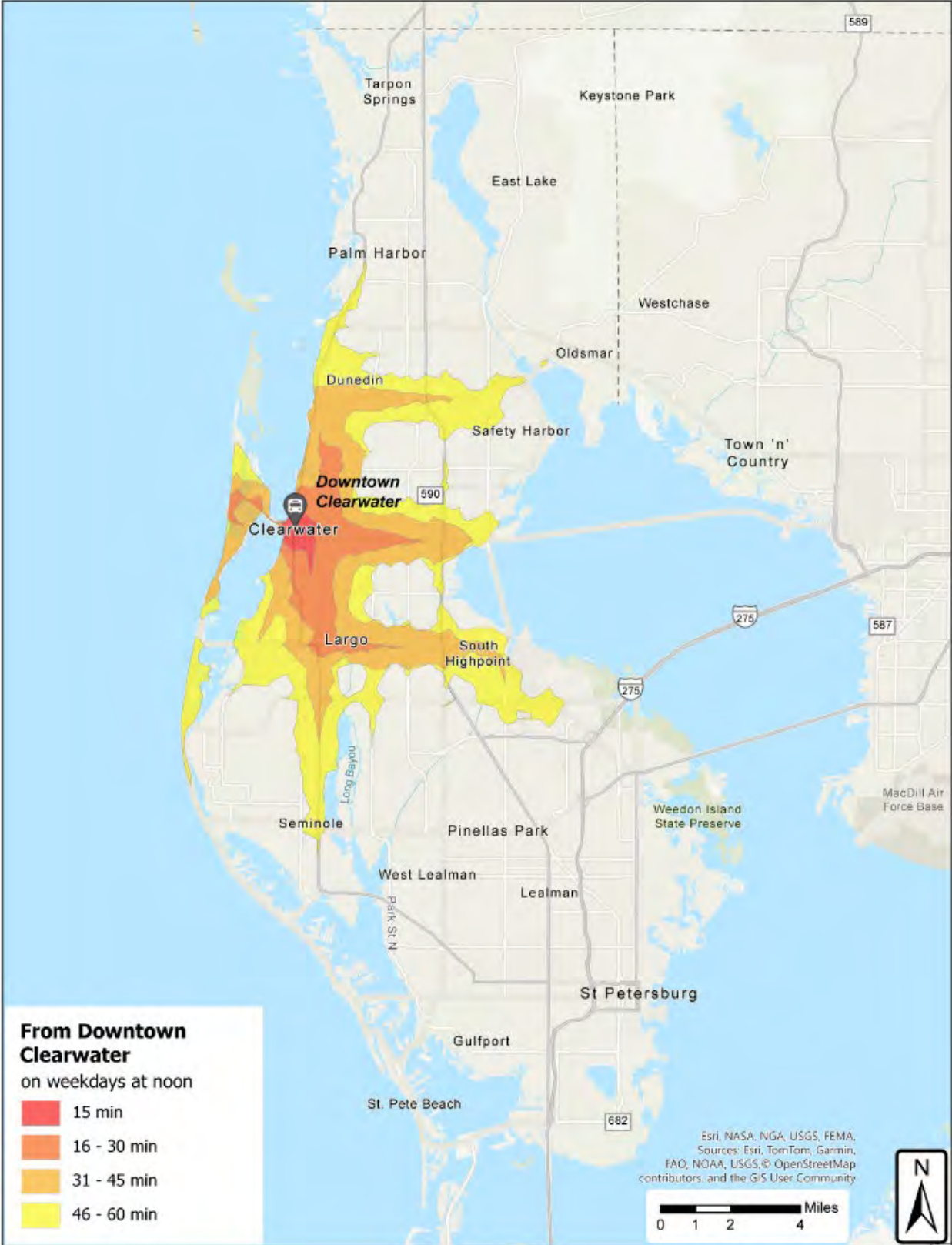


Figure 85: Distance Traveled within 60 Minutes from Downtown St. Petersburg

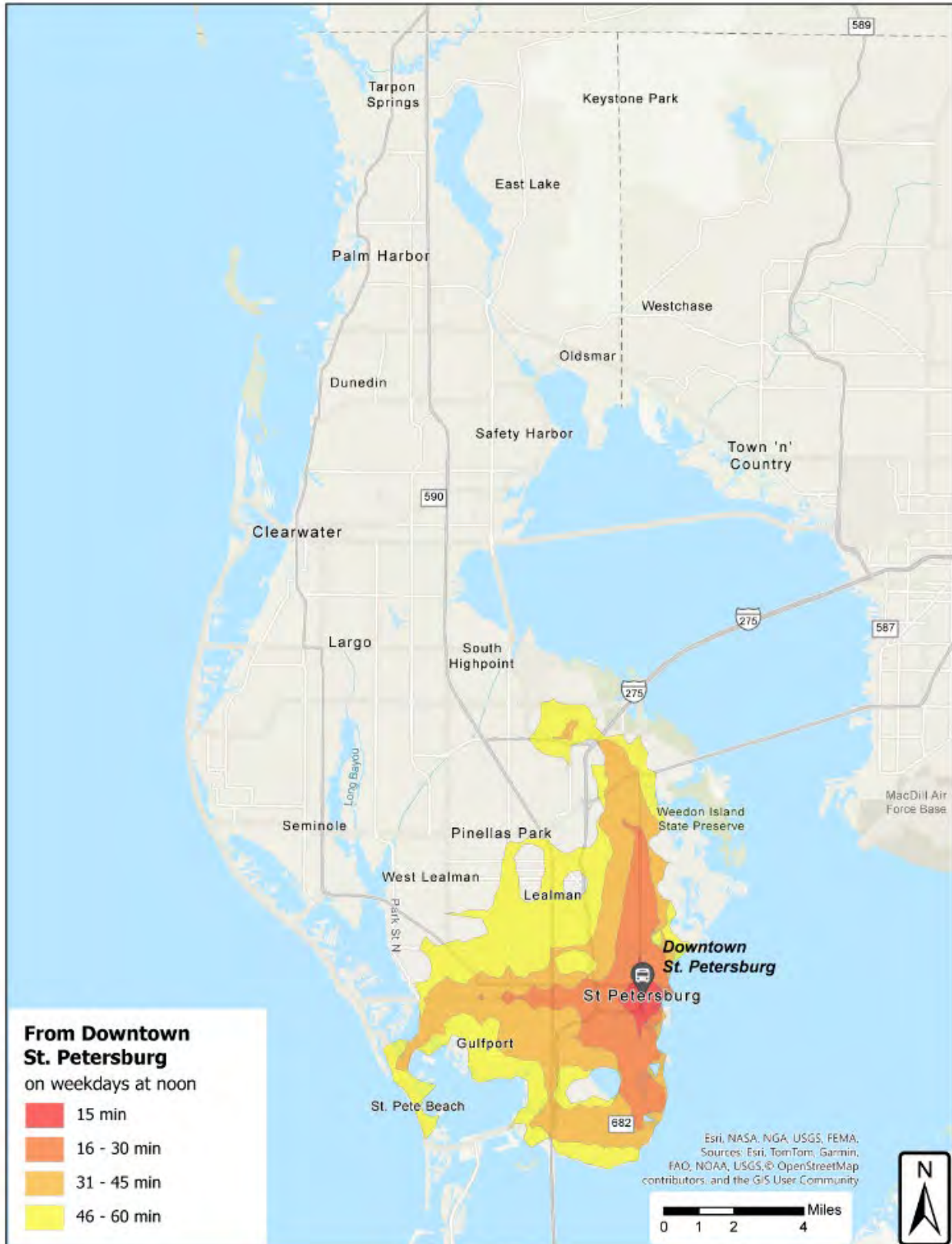


Figure 86: Distance Traveled within 60 Minutes from Dunedin

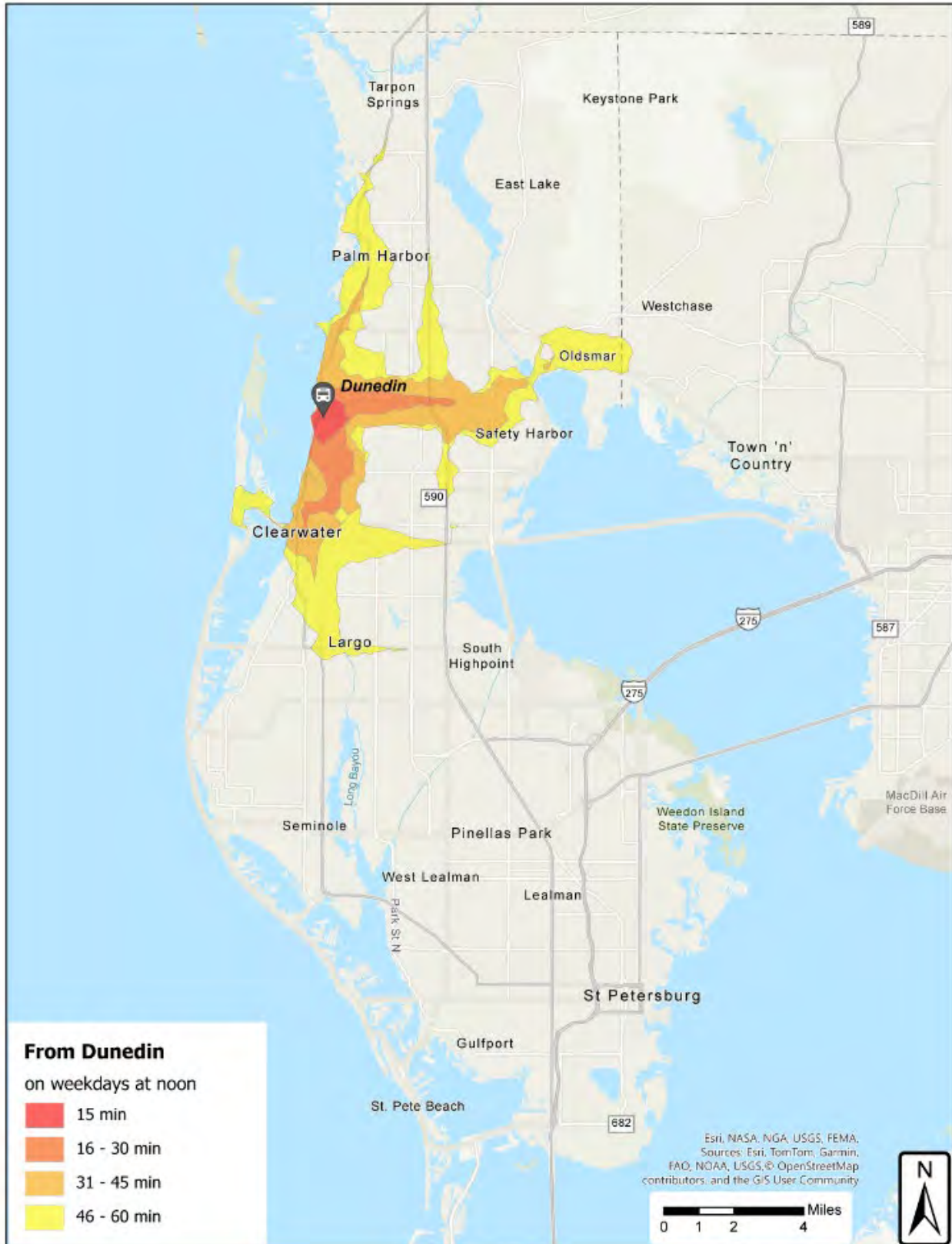


Figure 87: Distance Traveled within 60 Minutes from Indian Rocks Road & Walsingham Road

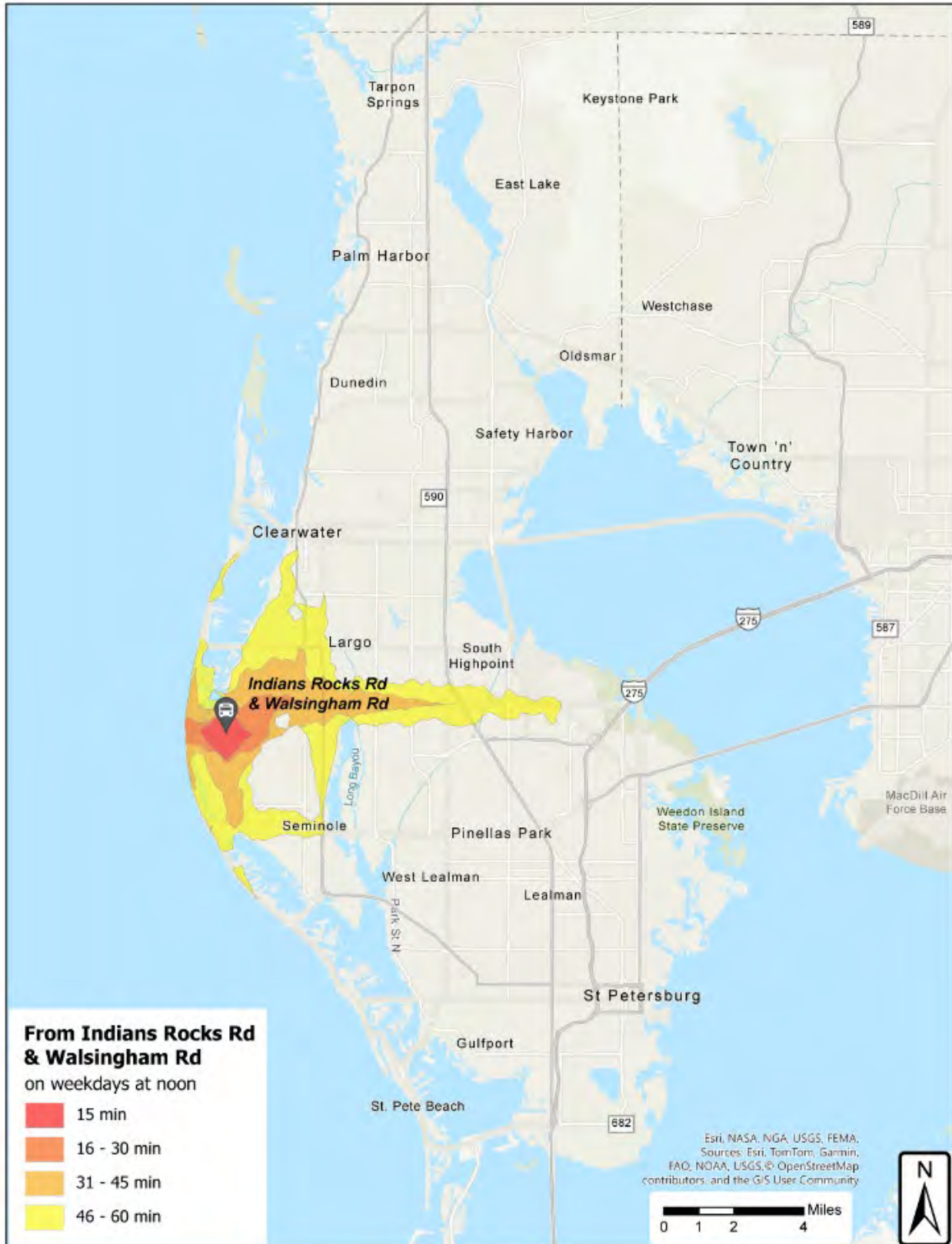


Figure 88: Distance Traveled within 60 Minutes from Gateway Mall

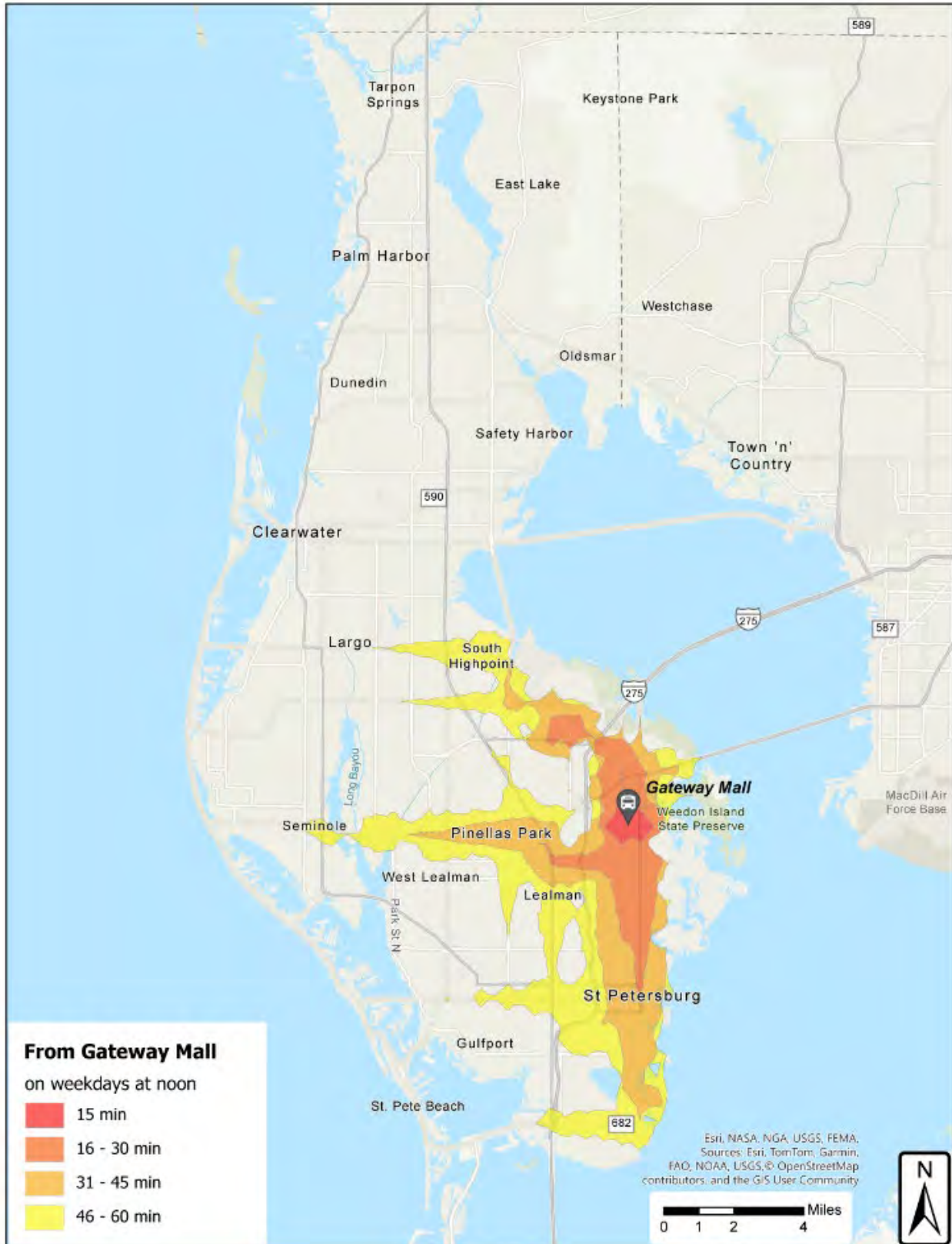


Figure 89: Distance Traveled within 60 Minutes from Largo Transit Center

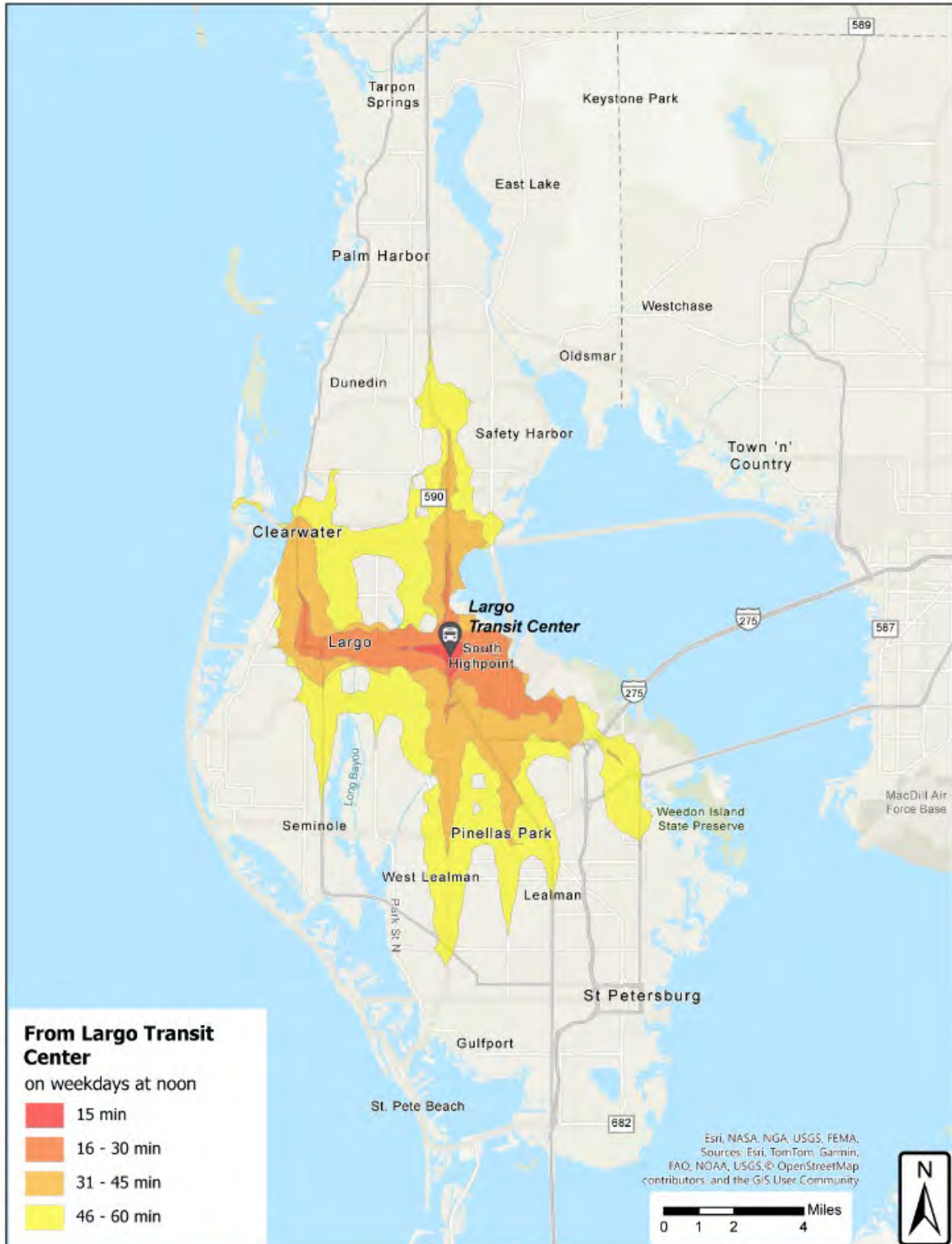


Figure 90: Distance Traveled within 60 Minutes from Madeira Beach



Figure 91: Distance Traveled within 60 Minutes from 34th Street Terminal

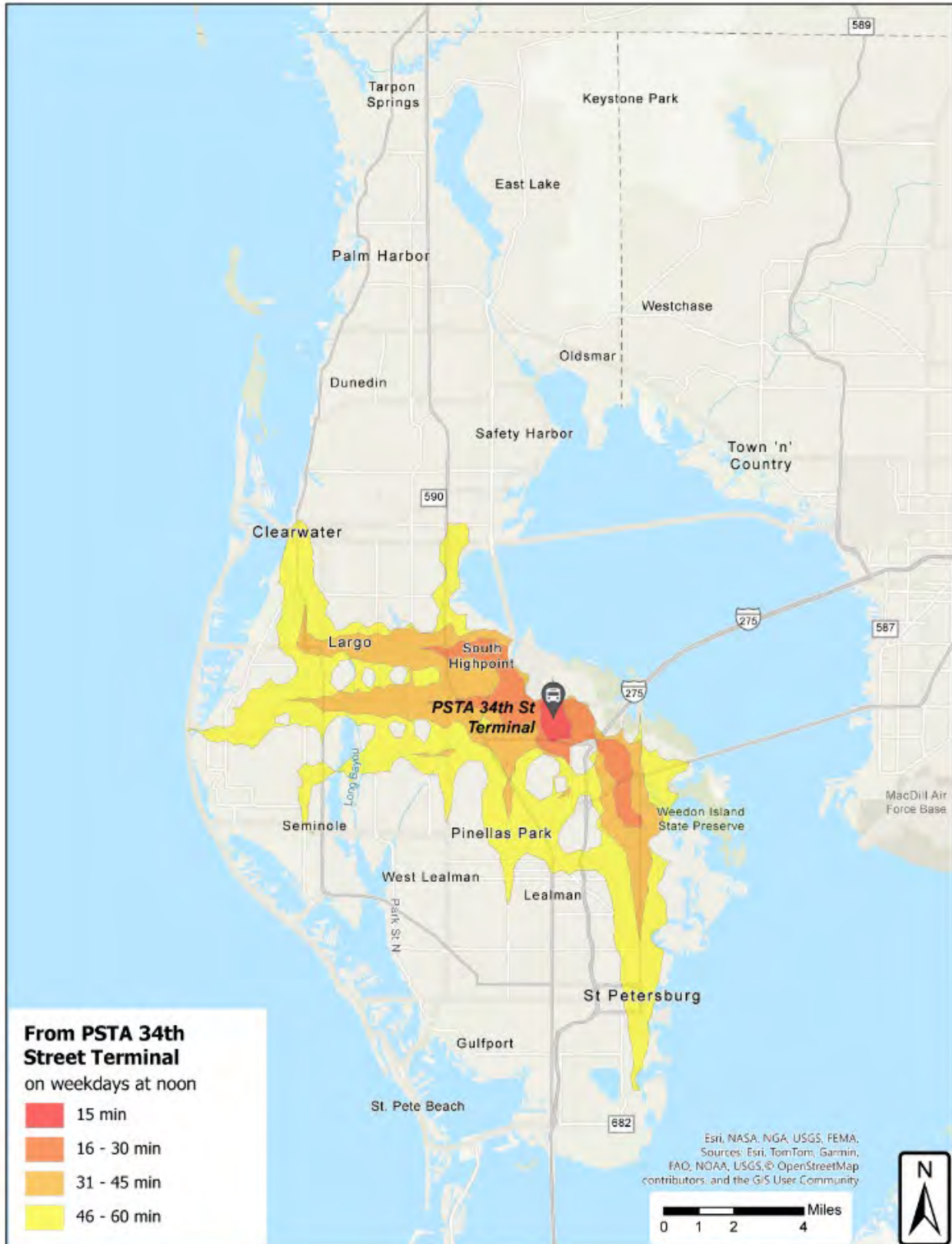


Figure 92: Distance Traveled within 60 Minutes from St. Pete Beach

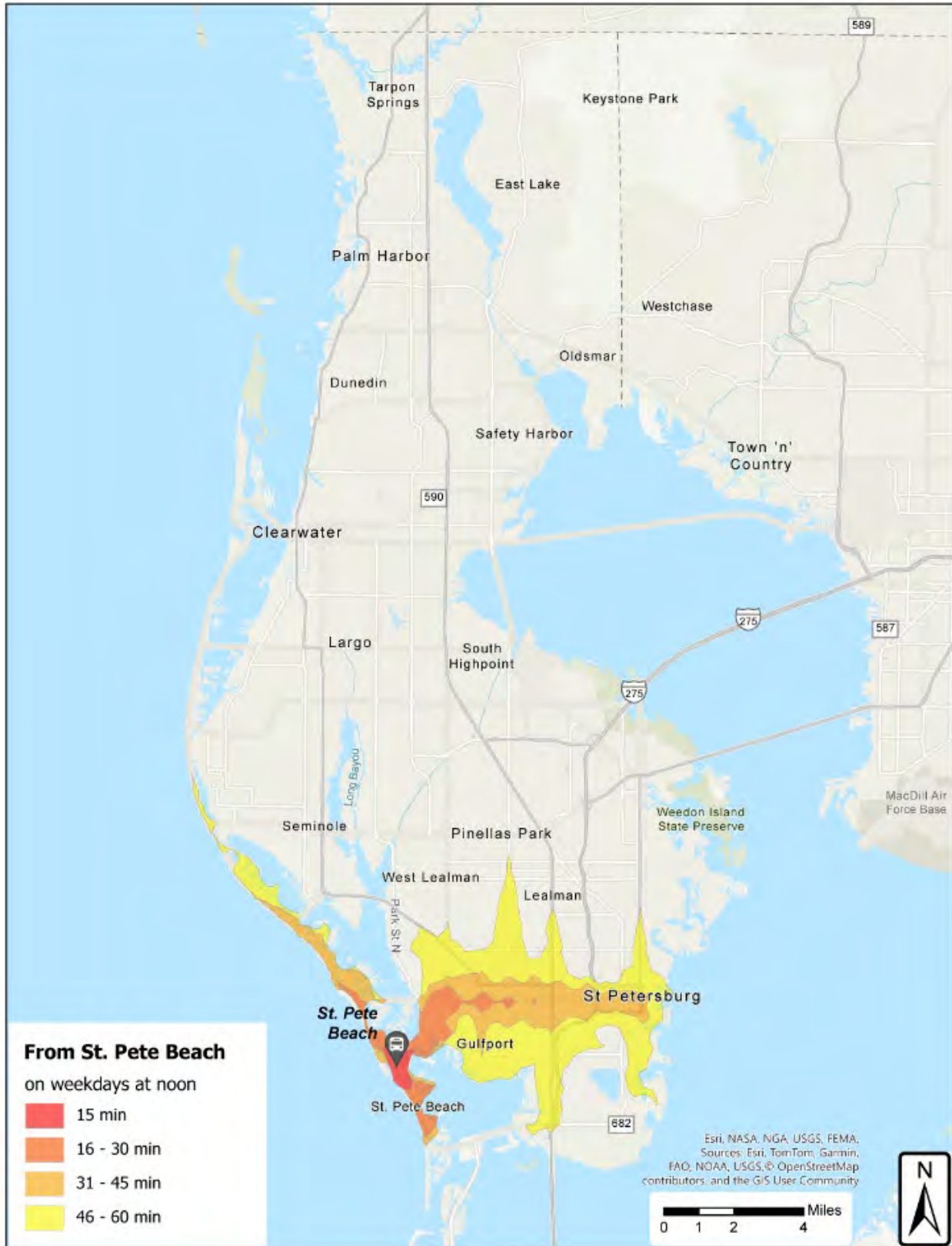


Figure 93: Distance Traveled within 60 Minutes from Walmart St. Petersburg

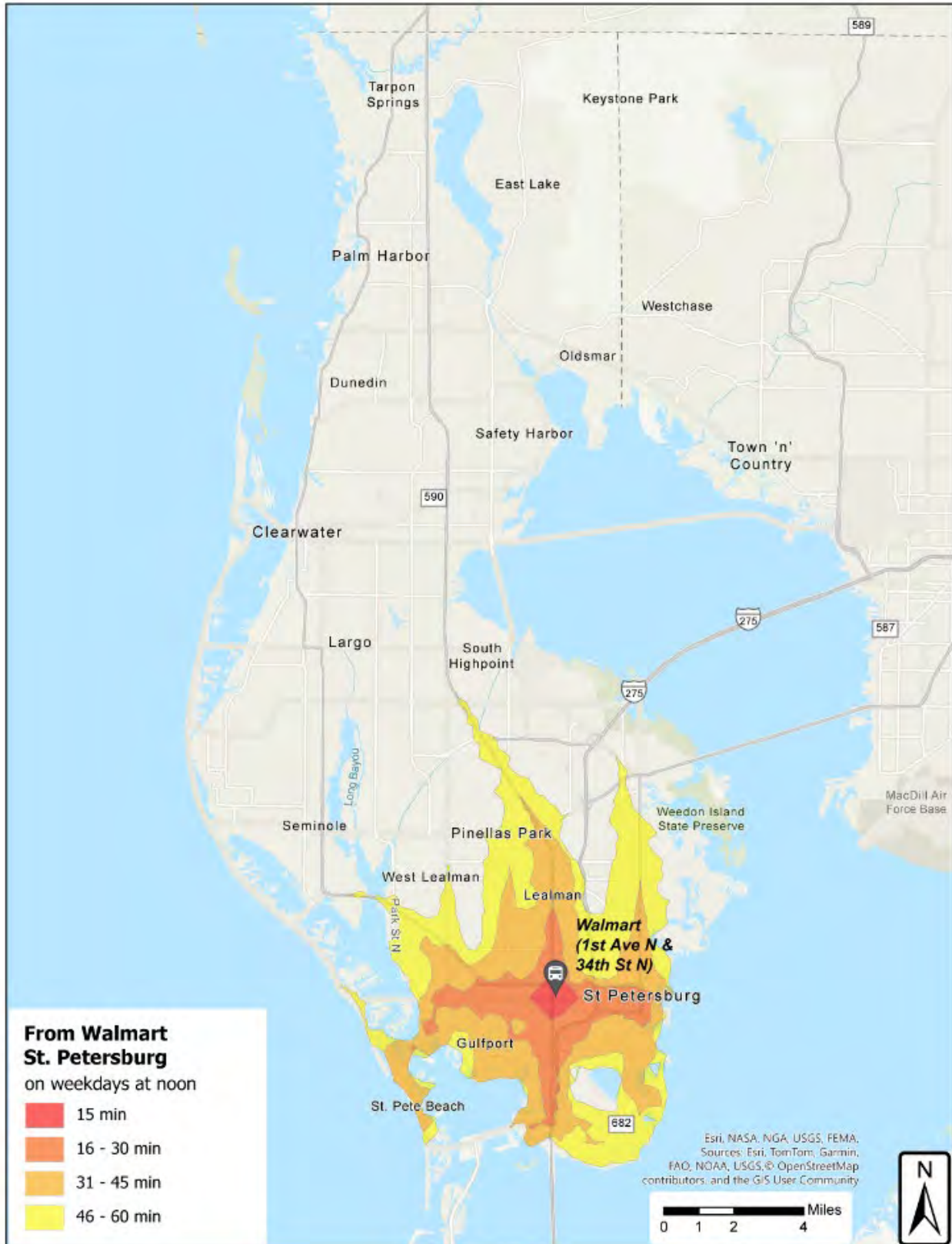
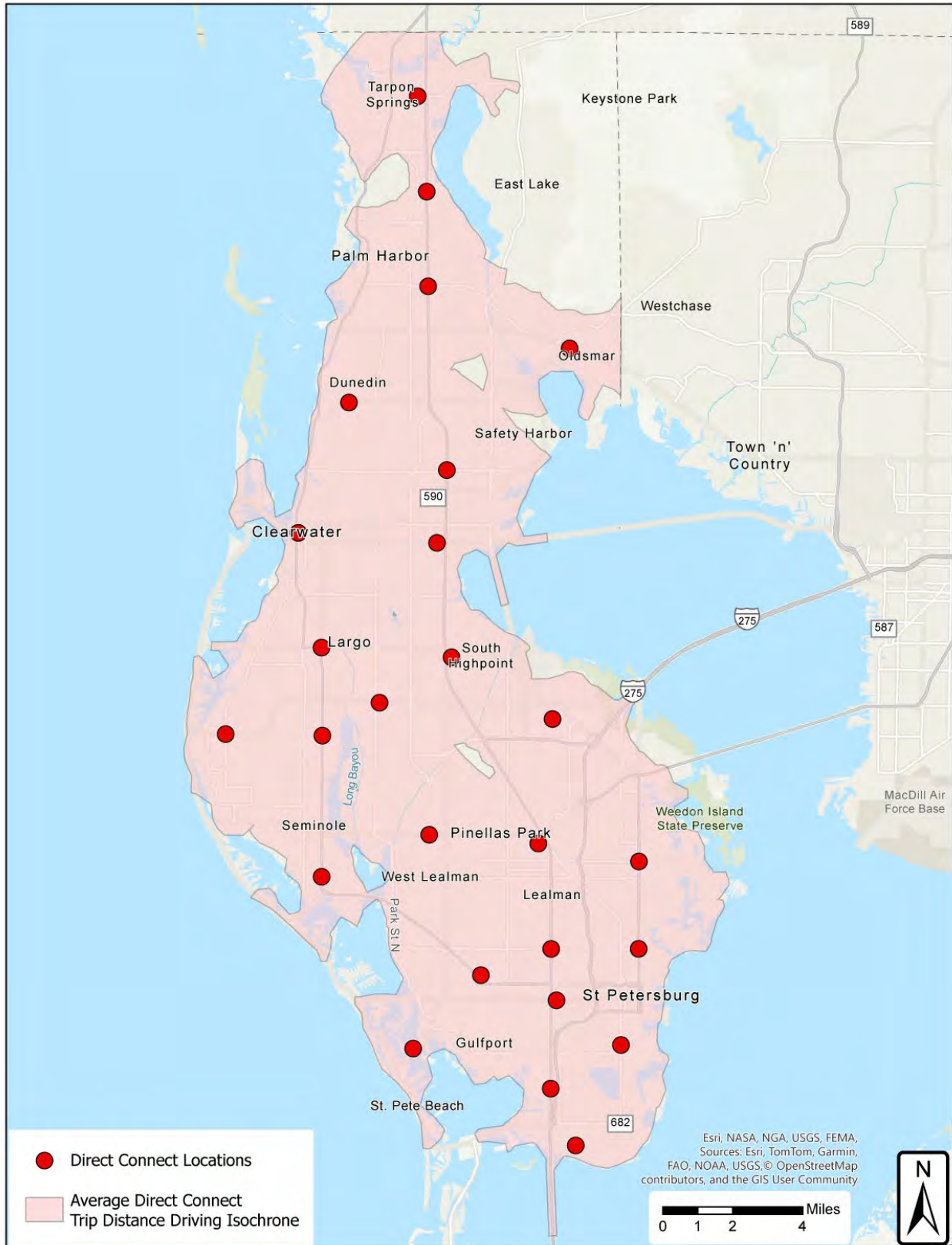


Figure 94: Direct Connect Coverage Isochrone Analysis



3.6.1 Alternatives

PSTA has identified two alternative scenarios based on different funding assumptions. Scenario 1, Existing Service, and Scenario 2, Community Bus Plan. The following describes the scenarios.

Scenario 1: Existing Service

The Existing Service alternative assumes that PSTA’s existing bus network, DART paratransit service, and innovative mobility programs (Mobility on Demand, Direct Connect/TD Direct Connect, Healthy Hop, TD Late Shift programs) will be maintained. The capital side of this scenario also includes revenue vehicle replacement for existing services.

Scenario 2: Community Bus Plan

This scenario is based on the recommendations from the 2025 Community Bus Plan which is redesigned based on the existing network to create a more connected, efficient, and rider-friendly transit network across the region. It introduces streamlined no-transfer routes, variant route options for flexibility, and significant frequency improvements on key corridors. New services such as Spark Rapid, and neighborhood flex shuttles enhance accessibility, while route replacements consolidate legacy lines for better coverage and reliability. This plan prioritizes simplicity, faster travel times, and expanded service options to meet the evolving needs of the community. Key highlights include:

- **No-Transfer Routes:** SunRunner BRT, Spark, Route 4, Route 9, Route 38, Route 65, Route 78
- **Variant Routes Introduced:** 4A/4B, 9A/9B, 18A/18B, 52A/52B, 59A/59B, 74A/74B, 78A/78B
- **Frequency Improvements:** Spark at 15-min; Route 4 & 9 Sunday service improved; Route 52 weekday doubled
- **New Services Added:** SunRunner BRT, Spark Rapid, Expanded Route 29, New Route 66 Connector, Community Shuttle Pilot, Suncoast Beach Trolley Integration, Neighborhood Flex Service, Beach Loop Enhancement, Late-Night Connector

Route Replacements: Multiple legacy routes consolidated for efficiency (e.g., Route 34 → Spark, Route 7 → 9B & 29). A summary of the Community Bus Plan improvements are provided in **Table 14**.

Table 14: Community Bus Plan Scenario Summary of Improvements by Route Classification

Route Type	No-Transfer / One-Seat Routes	Variant Routes (A/B)	Frequency Changes	Route Replacements	New Services
Premium (≤20 min)	Spark	Spark (premium service)	Spark: 15-min weekday frequency	Route 34 → Spark	SunRunner Express, Spark Rapid
Frequent (≤29 min)	Route 4, Route 9	4A/4B, 9A/9B	Route 4 & 9: Sunday frequency improved (60 → 30 min)	Route 7 → 9B & 29; Route 14 → 9A, 24, 49; Route 15 → 9A & 66	Expanded Route 29, New Route 66 Connector

Route Type	No-Transfer / One-Seat Routes	Variant Routes (A/B)	Frequency Changes	Route Replacements	New Services
Local (30–59 min)	Route 38, Route 65, Route 78	18A/18B, 52A/52B, 59A/59B, 74A/74B, 78A/78B	Route 52: Weekday 30 → 15 min; Route 59: 15 → 30 min; Route 74: 20 → 30 min; Routes 18, 34, 52: 30-min all day	Route 23 → 24 & 66; Route 32 → 16; Route 52LX → 49 & 52; Route 66L → 91; Route 68 → 18, 38 & SCBT; Route 75 → 54 & 74B; Route 76 → 70	Community Shuttle Pilot, SCBT Integration
Community (≥60 min)	—	—	—	Route 79 → 49, 66 & SunRunner/Central Avenue Trolley	Neighborhood Flex Service
Trolley	—	—	Suncoast Beach Trolley & Jolley Trolley: staggered for 15-min frequency on Clearwater Beach	—	Beach Loop Enhancement
Limited	—	—	—	Routes 67 & 812 → 78	Late-Night Connector

Scenario 3: Vision Network

The Vision Network alternative builds upon the 2025 Community Bus Plan. This alternative assumes all of the improvements outlined in Scenario 2 and adds a series of premium transit priority corridors identified in Section 4. They are as follows:

1. Alternate US 19
2. 4th Street North and South
3. US 19 South
4. East Bay Drive/Roosevelt Boulevard
5. US 19 North
6. Gulf to Bay Boulevard/SR 60
7. 49th Street North and South
8. SR 580
9. Park Boulevard

The Vision Network Plan has been incorporated into Forward Pinellas’ 2050 *Advantage Pinellas* plan. Incremental expansion toward the fulfilment of this plan will be implemented as new revenue sources become available.

3.6.2 Ridership Projections

Ten-year ridership projections are a requirement for TDP major updates FDOT’s guidance for forecasting ridership includes the following: “An estimation of the community’s demand for transit service using the planning tools provided by the Department, or a department-approved transit demand estimation technique with supporting demographic, land use, transportation, and transit data. The result of the transit demand estimation process shall be a ten-year annual projection of transit ridership.”

Transit ridership demand projections for PSTA’s existing transit network were estimated using Transit Boardings and Estimation Tool (T-BEST), the FDOT-recommended and approved ridership estimation software for TDPs. This tool is able to gauge route-level and systemwide demand for existing and proposed networks.

Model Inputs

The T-BEST model uses a series of demographic and transit network data to forecast ridership. The inputs and the assumptions made in modeling the PSTA system are described below. The PSTA model used the latest T-BEST Land Use Model structure (T-BEST Land Use Model 2024) and the underlying parcel-level data from the Florida Department of Revenue (DOR). The DOR parcel data is integrated with the Institute of Transportation Engineers (ITE) Trip Generation land use categories to produce trip estimates by parcel

Transit Network

The transit route network for the existing PSTA transit system prior to the Community Bus Plan implementation was created using General Transit Feed Specification (GTFS) data as of May 2024. The GTFS data were verified to ensure the most recent bus service spans and headways were used.

Socioeconomic Data

The base socioeconomic data used in T-BEST was obtained from the downloadable Florida 2024 Socioeconomic Data Package, which includes the following:

- Decennial Census Block Geography and Demographic Tables
- ACS 5-Year Estimates Tables
- LEHD Workplace Area Characteristics (aggregated into Commercial, Service and Industrial categories)
- Florida Department of Revenue state-wide Parcel Land Use Data.

The model uses the socioeconomic data inputs to estimate transit market demand within ¼-mile of each stop. For estimating future year demand, T-BEST relies on growth rates to project population and employment data. This is accomplished in one of two ways: countywide growth rates from the Bureau of Economic and Business Research (BEBR) or forecasted socioeconomic data by TAZ obtained from the Tampa Bay Regional Planning Model.

Model Validation

Prior to performing ridership estimates, the T-BEST model was validated based on average route-level ridership data from January 2024 to May 2024 obtained from PSTA. The route-level ridership used to validate the model is summarized in **Table 15**.

Table 15: Route-level Ridership Validation

Route	Weekday	Saturday	Sunday
Route 4	2190	1312	661
Route 5	116	73	70
Route 7	473	318	263
Route 9	1166	517	454
Route 11	696	464	276

Route	Weekday	Saturday	Sunday
Route 14	1000	762	448
Route 15	410	263	204
Route 16	131	69	51
Route 18	2315	1692	973
Route 19	1288	941	601
Route 20	381	277	231
Route 22	90	72	-
Route 23	533	388	216
Route 32	78	74	-
Route 34	2247	1688	1062
Route 38	331	237	155
Route 52	3162	2105	1232
Route 52LX	284	-	-
Route 58	116	-	-
Route 59	1322	730	436
Route 60	1101	781	629
Route 61	665	388	224
Route 62	501	199	-
Route 65	205	145	74
Route 66	125	-	-
Route 67	257	189	-
Route 68	115	115	106
Route 73	280	202	-
Route 74	865	369	224
Route 75	406	307	247
Route 76	248	175	-
Route 78	679	625	376
Route 79	1352	639	346
Route 90	24	22	22
Route 100	252	-	-
Route 300	144	-	-
Route 812	77	62	-
Route CAT	799	795	599
Route JTC	287	386	257

Route	Weekday	Saturday	Sunday
Route JTNB	109	138	104
Route JTSB	508	546	470
Route LOOPR	166	317	280
Route SCBT	617	1438	1136
Route SR	2044	2240	1721

Ridership Forecasts

Once the model was validated, ridership forecasts for the base year (2025) and horizon years (2035) were developed. The analysis was performed to estimate Ten Year demand for the existing and proposed service. The ridership forecasts reflect the following scenarios:

- **2025 No Build Scenario** – This scenario reflects ridership for the TDP base year with existing services maintained at 2024 service levels.
- **2035 CCBN Scenario** – This scenario reflects ridership estimates for 2035 with the Community Bus Plan implemented.
- **2035 Vision Plan Scenario** – This scenario reflects ridership estimates for 2035 with the CCBN network, plus 2050 Advantage Pinellas Transit Needs Plan assumptions

The forecasted annual ridership by route in 2025 and 2035 is shown in **Tables 16 and 17**. Based on the ridership forecast results, implementing the CCBN is anticipated to increase PSTA’s annual ridership systemwide by nearly 3 percent in 2035 compared to the 2035 No Build Scenario. Furthermore, the CCBN scenario is expected to increase the overall productivity of the system as boardings per service hour increase by 13 percent going from 16.4 riders per hour to 18.5.

The implementation of the Vision Plan scenario is projected to increase PSTA’s annual ridership systemwide by 55 percent compared to the 2035 No Build Scenario. The increase in ridership is largely due to the implementation of high frequency premium transit along several major corridors.

Table 16: Annual Ridership and Growth Rates with CCBN Scenario, 2024-2035

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-CCBN Network	Existing Network	TDP-CCBN Network	
4	667,172	794,083	765,883	902,096	18%
5	37,351	76,706	41,565	95,453	130%
9	350,539	336,563	418,362	390,601	-7%
11	218,048	163,022	239,662	184,018	-23%
16	39,983	391,356	44,880	482,168	974%
18	736,296	507,605	830,267	566,315	-32%
19	412,735	362,109	461,364	409,732	-11%
20	124,783	85,360	154,403	100,697	-35%
22	23,040	187,165	25,274	234,263	827%

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-CCBN Network	Existing Network	TDP-CCBN Network	
34	723,296	345,518	817,041	383,925	-53%
38	105,831	143,457	121,057	175,031	45%
52	989,311	642,167	1,075,591	702,133	-35%
58	29,580	55,283	35,324	61,467	74%
59	401,254	156,506	442,288	171,571	-61%
60	357,519	129,446	391,029	144,331	-63%
61	203,229	158,801	227,317	178,975	-21%
62	128,256	292,294	143,395	334,174	133%
65	64,303	159,045	71,301	176,452	147%
66	32,000	403,175	36,003	450,916	1152%
73	71,680	144,329	78,883	161,329	105%
74	253,383	350,535	278,996	386,584	39%
78	227,751	389,424	252,689	427,186	69%
90	8,498	15,878	19,679	43,276	120%
100	64,260	86,923	76,232	100,619	32%
300	36,720	61,339	42,127	69,645	65%
CAT	279,417	212,122	357,856	272,660	-24%
JTC	108,066	79,593	117,739	87,822	-25%
JTNB	40,902	39,272	47,261	45,401	-4%
JTSB	184,518	191,641	183,371	189,853	4%
LOOPR	74,491	111,447	86,184	134,176	56%
SCBT	296,114	300,294	296,786	310,028	4%
SUN	735,956	881,332	964,481	1,112,590	15%
Dunedin Ferry	23,993	24,201	25,677	25,812	1%
Clearwater Ferry	22,042	23,877	23,607	25,527	8%
Clearwater On demand	15,478	15,478	15,574	15,574	0%
Safety Harbor On demand	7,722	7,722	7,805	7,805	0%
New Routes					
24	N/A	314,632	N/A	369,788	N/A
29	N/A	193,603	N/A	243,808	N/A
49	N/A	598,935	N/A	692,178	N/A
54	N/A	84,900	N/A	94,854	N/A
70	N/A	87,118	N/A	96,747	N/A

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-CCBN Network	Existing Network	TDP-CCBN Network	
91	N/A	47,637	N/A	53,542	N/A
SPK	N/A	249,958	N/A	292,004	N/A
Eliminated Routes					
7	152,254	N/A	180,768	N/A	N/A
14	321,206	N/A	373,576	N/A	N/A
15	130,033	N/A	156,511	N/A	N/A
23	169,020	N/A	194,147	N/A	N/A
32	19,968	N/A	24,356	N/A	N/A
52LX	72,420	N/A	78,657	N/A	N/A
67	65,792	N/A	72,770	N/A	N/A
68	41,277	N/A	47,967	N/A	N/A
75	133,665	N/A	148,092	N/A	N/A
76	63,488	N/A	76,027	N/A	N/A
79	399,249	N/A	457,404	N/A	N/A
812	19,712	N/A	21,749	N/A	N/A
Totals	9,683,601	9,901,851	11,048,977	11,403,126	3%

Table 17: Annual Ridership and Growth Rates with Vision Plan Scenario, 2024–2035

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-Vision Network	Existing Network	TDP-Vision Network	
5	37,351	68,927	41,565	83,192	100%
11	218,048	155,714	239,662	173,318	-28%
16	39,983	84,827	44,880	110,456	146%
19	412,735	409,787	461,364	460,542	0%
20	124,783	94,820	154,403	111,293	-28%
22	23,040	43,893	25,274	53,572	112%
34	723,296	430,213	817,041	470,401	-42%
38	105,831	154,115	121,057	185,864	54%
58	29,580	49,648	35,324	54,574	54%
60	357,519	378,567	391,029	417,855	7%
61	203,228	172,456	227,317	193,863	-15%
62	128,256	250,165	143,395	287,891	101%
65	64,303	103,087	71,301	113,761	60%

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-Vision Network	Existing Network	TDP-Vision Network	
66	32,000	394,218	36,003	441,699	1127%
73	71,680	118,583	78,883	131,619	67%
90	8,498	17,223	19,679	50,181	155%
100	64,260	61,437	76,232	71,894	-6%
300	36,720	36,600	42,127	41,897	-1%
CAT	279,417	324,399	357,856	431,941	21%
JTC	108,066	122,343	117,739	133,909	14%
JTNB	40,902	38,278	47,261	44,686	-5%
JTSB	184,518	187,760	183,371	187,314	2%
LOOPR	74,491	74,966	86,184	87,647	2%
SCBT	296,114	278,392	296,786	298,731	1%
SUN	735,956	868,969	964,481	1,143,338	19%
Dunedin Ferry	23,993	26,204	25,677	28,246	10%
Clearwater Ferry	22,042	25,004	23,607	26,784	13%
Clearwater On demand	15,478	15,478	15,574	15,574	0%
Safety Harbor On demand	7,722	7,722	7,805	7,805	0%
New Routes					
4A	N/A	486,336	N/A	571,281	N/A
4B	N/A	468,112	N/A	550,585	N/A
9A	N/A	428,240	N/A	521,022	N/A
9B	N/A	400,025	N/A	484,981	N/A
18A	N/A	260,643	N/A	299,510	N/A
18B	N/A	273,684	N/A	314,246	N/A
24	N/A	352,176	N/A	414,741	N/A
29	N/A	164,727	N/A	201,615	N/A
49	N/A	633,920	N/A	731,034	N/A
52A	N/A	238,549	N/A	260,522	N/A
52B	N/A	251,230	N/A	275,696	N/A
54	N/A	91,526	N/A	102,260	N/A
59A	N/A	83,180	N/A	92,169	N/A
59B	N/A	99,526	N/A	111,204	N/A
70	N/A	95,891	N/A	106,872	N/A
74A	N/A	189,938	N/A	211,563	N/A

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-Vision Network	Existing Network	TDP-Vision Network	
74B	N/A	197,125	N/A	220,761	N/A
78A	N/A	240,031	N/A	266,224	N/A
78B	N/A	253,666	N/A	282,771	N/A
91	N/A	54,883	N/A	61,635	N/A
101	N/A	428,983	N/A	512,390	N/A
102	N/A	617,515	N/A	673,270	N/A
103	N/A	236,703	N/A	268,747	N/A
104	N/A	245,002	N/A	267,395	N/A
105	N/A	672,067	N/A	748,631	N/A
106	N/A	334,601	N/A	366,986	N/A
107	N/A	722,480	N/A	793,372	N/A
108	N/A	469,535	N/A	527,919	N/A
109	N/A	426,225	N/A	477,204	N/A
727	N/A	218,889	N/A	289,851	N/A
SPK	N/A	194,473	N/A	215,921	N/A
Tampa Bay Ferry	N/A	35,390	N/A	38,024	N/A
Eliminated Routes					
4	667,172	N/A	765,883	N/A	N/A
7	152,254	N/A	180,768	N/A	N/A
9	350,539	N/A	418,362	N/A	N/A
14	321,206	N/A	373,576	N/A	N/A
15	130,033	N/A	156,511	N/A	N/A
18	736,296	N/A	830,267	N/A	N/A
23	169,020	N/A	194,147	N/A	N/A
32	19,968	N/A	24,356	N/A	N/A
52	989,311	N/A	1,075,591	N/A	N/A
52LX	72,420	N/A	78,657	N/A	N/A
59	401,254	N/A	442,288	N/A	N/A
67	65,792	N/A	72,770	N/A	N/A
68	41,277	N/A	47,967	N/A	N/A
74	253,383	N/A	278,996	N/A	N/A
75	133,665	N/A	148,092	N/A	N/A
76	63,488	N/A	76,027	N/A	N/A

Route Name	2025		2035		Ridership Growth
	Existing Network	TDP-Vision Network	Existing Network	TDP-Vision Network	
78	227,751	N/A	252,689	N/A	N/A
79	399,249	N/A	457,404	N/A	N/A
812	19,712	N/A	21,749	N/A	N/A
Totals	9,683,600	14,835,866	11,048,977	17,120,249	55%

On-demand Ridership Forecasts

The on-demand ridership forecast was based on a study – “Estimating Ridership of Rural Demand-Response Transit Services for the General Public”, published by NCTR (National Center for Transit Research) in 2016. Based on the study, the forecasts used a recommended regression model developed using data from the 2023 American Community Survey (ACS) as well as the adopted socioeconomic data from the Tampa Bay Regional Planning Model (TBRPM). The model is as follows:

Natural log of ridership =

- 0.83 × natural log of population
- + 7.99 × percentage of population aged 65 or older
- + 21.15 × percentage of population without access to a vehicle
- 0.65 if the agency also operates a fixed-route service
- 0.41 × percentage of population that has access to other demand-response service
- + 0.77 if the agency operates strictly within a municipality
- 0.24 × natural log of the fare
- 0.81 if agency operates in FTA region 4

The on-demand ridership results are shown in **Tables 16** and **17** above.

3.7 Coordination and Consistency with Plans

This section documents the plans review completed for this TDP. A review of various transportation planning and programming documents is presented to identify policies or issues that could impact the provision of public transit services in Pinellas County. This review includes relevant federal, state and local transportation plans. The resulting plans review serves as the basis for identifying PSTA’s needs and future goals and objectives for the next 10 years.

3.7.1 Plans Review

Selected federal, regional, state, and local plans, programs, and policies that influence transit operations, infrastructure, and policy were reviewed to understand the potential implications for PSTA. Findings from this review ensure consistency with other applicable planning efforts and to help PSTA better understand its transit operating environment. The remainder of this section provides a summary of plans, programs, and studies reviewed for this effort and key considerations for the situation appraisal.

Local Plans and Studies

Advantage Pinellas – 2050 Pinellas County Long Range Transportation Plan

The Advantage Pinellas 2050 Long Range Transportation Plan (LRTP) is Pinellas County’s strategic blueprint for mobility, accessibility, and economic opportunity through the year 2050. Developed by Forward Pinellas, the plan aligns transportation investments with countywide land use, housing, and economic development goals, ensuring projects are eligible for state and federal funding.

The Guiding Principles of the plan are as follows:

- **Invest in Workforce and Economic Opportunity:** Prioritize transportation projects that support job growth, business development, and access to employment centers.
- **Think and Act Regionally:** Connect Pinellas County’s assets—such as major employment hubs, educational institutions, and recreational destinations—to the broader Tampa Bay region.
- **Foster a Safe Transportation System:** Reduce traffic fatalities and injuries, improve intersection safety, and design streets for all users.
- **Strengthen Communities:** Support vibrant, resilient neighborhoods through improved transit, active transportation (walking, biking), and affordable housing connections.
- **Use Data and Technology:** Leverage analytics, innovation, and emerging technologies to optimize transportation investments and adapt to changing travel patterns.

The Advantage Pinellas Transit Needs Plan was developed to guide the long-term transit strategy for Pinellas County as part of the 2050 Advantage Pinellas LRTP. The plan evaluates eight major corridors for premium transit investment. The corridors are as follows:

- **US 19 North:** Gateway to Pasco County
- **US 19 South:** 58th Street S to Gateway
- **4th Street North and South:** 45th Avenue S to Gateway
- **49th Street North and South:** 22nd Avenue S to Gateway
- **Park Boulevard:** Britton Plaza to Gulf Boulevard
- **East Bay Drive/Roosevelt Boulevard:** Gateway to Downtown Clearwater
- **Gulf to Bay Boulevard/SR 60:** Tampa International Airport to Clearwater Beach
- **SR 580:** Northwest Transfer Center to Downtown Clearwater

Forward Pinellas MPO Unified Planning Work Program

The Forward Pinellas MPO Unified Planning Work Program (UPWP) details transportation planning projects and programs scheduled for Pinellas County over a two-year period. The current UPWP, covering July 1, 2024, to June 30, 2026, outlines the planning activities and tasks, including the following:

- Update and maintain multimodal transportation inventories and databases
- Transit planning efforts that include coordination, outreach, corridor studies, TDP annual update, analysis, and innovative solutions
- Multimodal planning and program support, including reports, plans, and analysis
- Supports travel and tourism
- Coordinate with the FDOT Five-Year Work Program
- Implement the 2045 and 2050 LRTPs
- Support the regional transit and TD planning

- Support regional multimodal planning
- Implement Downtown St Petersburg Mobility Study
- Explore a regional MPO

Forward Pinellas MPO Transportation Improvement Program (TIP)

The Forward Pinellas MPO's Transportation Improvement Program (TIP) lists all cost-feasible projects scheduled over the next five years. Updated annually to allocate funding, the current TIP covers fiscal years 2026–2030. It includes:

- Downtown Clearwater Intermodal Transit Center replacement and upgrades
- A financial plan including the five-year funding summary for all MPO projects, with proper funding sources:
 - Federal - \$850.3 million
 - Federal Earmark - \$13.6 million
 - Local - \$262.7 million
 - Right of Way and Bridge Bonds - \$377.1 million
 - State Infrastructure Bank (SIB) - \$298.0 million
 - State 100% - \$1.08 billion
 - Toll/Turnpike - \$240.4 million

2021–2030 PSTA Transit Development Plan

Required by FDOT for transit agencies that receive State funding, the 2021–2030 TDP is an evolving document that serves as strategic guidance for public transit development in the county over the 10- year period. A major update to this plan is conducted every five years, with a progress report completed every year. The stated mission of this TDP is to safely connect people to places. To achieve this, PSTA lists five goals in its 2021-2030 TDP:

- Community Support: Perception in the community and support from municipal, State and Federal Partners.
- Financial Stability: Being a responsible Steward of financial resources
- Customer Satisfaction: Customer perceptions about our service
- Employee Engagement: Fostering an engaging workplace that supports and inspires employees to succeed.
- Commitment to Performance: Using data to improve performance

Countywide Land Use Plan

Pinellas faces unique challenges: limited land for outward growth, a diverse mix of established neighborhoods, and a growing need for sustainable mobility. The Forward Pinellas Countywide Land Use Plan is the blueprint guiding this evolution, ensuring that every decision about where and how the county grows is coordinated, strategic, and future-focused.

At the heart of the plan is a vision for vibrant, connected communities—places where people can live, work, and play without relying solely on cars. To achieve this, the Countywide Plan directs higher-density redevelopment into designated activity centers and multimodal corridors. These corridors are the lifeblood of Pinellas's transit network: they are the places where buses, rapid transit, bikes, and pedestrians converge, and where investments in mobility have the greatest impact.

Transit-oriented development (TOD) is a cornerstone of this strategy. By encouraging compact, mixed-use development along transit corridors, the plan brings more residents and jobs within easy reach of frequent, reliable transit. This not only boosts ridership and makes transit more efficient, but also supports local businesses, reduces traffic congestion, and creates walkable neighborhoods with access to amenities and green spaces.

The Countywide Plan Map designates these corridors and centers, ensuring that local governments align their zoning and development regulations with countywide priorities. Any proposed changes to land use must be reviewed for consistency, guaranteeing that new growth supports transit and multimodal options rather than undermining them.

This coordinated approach is closely linked to the Advantage Pinellas Long Range Transportation Plan. Land use and transportation planning go hand in hand: as new housing and jobs are concentrated in transit-supportive areas, transportation investments—like expanded bus rapid transit, improved bike trails, and safer pedestrian crossings—are targeted where they will be most effective.

FY 2022-2027 Transportation Disadvantaged Service Plan

PSTA serves as the CTC for the Pinellas County TD Program, which serves lower-income residents of the county who do not have access to their own transportation. The five-year Transportation Disadvantaged Service Plan (TDSP) is the guiding plan for Pinellas County’s TD Program. PSTA’s current TDSP was updated in May 2025 and covers the five-year planning period of FYs 2022–2027.

The goals and objectives are as follows:

- Goal: Deliver cost-effective and efficient transportation services to the transportation disadvantaged in Pinellas County who do not have access to transportation to meet their transportation needs.
 - Objective 1.1: Utilize fixed route bus system with regional fare media (Flamingo) whenever possible
 - Objective 1.2: Promote trip sharing
- Goal: Provide reliable transportation services to the transportation disadvantaged while also being innovative and responsive to community needs and local, state and federal policies.
 - Objective 2.1: Streamline application process to meet local and state requirements while being user-friendly
 - Objective 2.2: Conduct community outreach to promote TD Program and engage in discussion on community needs
 - Objective 2.3: Promote innovative services
- Goal: Address the transportation needs of the elderly, disabled and low-income citizens within the Tampa Bay region.
 - Objective 3.1: Coordinate transportation disadvantaged planning in the Tampa Bay region.

Advantage Alt 19 Transit Alternatives Evaluation

This study evaluates premium transit alternatives for the Alternate US Highway 19 corridor in Pinellas County, aiming to improve connectivity, support economic development, and serve diverse travel markets across five jurisdictions. The primary goals of the corridor study include:

- Provide a range of options for housing, jobs, and transportation
- Enhance connectivity to employment centers, educational institutions, and other key regional destinations
- Improve safety for motorists, bicyclists, and pedestrians
- Celebrate unique assets of neighborhoods, cities, and the region
- Better quality of life for all

The study recommends a phased approach: short-term implementation of high-frequency, branded bus service with transit signal priority between Downtown Clearwater and Grand Central Station in St. Petersburg, followed by long-term corridor-based BRT operations with enhanced stations.

St. Pete Beach | Gulf Boulevard Safety Study

The St. Pete Beach Gulf Boulevard Safety Study evaluates safety conditions and identifies conceptual improvement alternatives along Gulf Boulevard from 35th Avenue to 75th Avenue. Relevant recommendations and concepts include the following:

- Implement leading pedestrian intervals (LPIs) at all intersections.
- Restripe roadway to take surplus of space away from medians to provide wider bike lanes and/or bike lane buffer or flex posts
- Transit infrastructure and enhancements
- Improvements that provide great transit access
- Transit signal priority and technology to support transportation micromobility
- Adding crosswalks and implementing automated pedestrian crossings
- Implement longer pedestrian crossing times during peak hours/peak season
- Conduct mid-block crossing studies, specifically one adjacent to the transit stop at 102nd Avenue
- Install pedestrian crossing signs at all intersection approaches

Forward Pinellas Active Transportation Plan

The 2020 Forward Pinellas Active Transportation Plan (ATP) evaluated bicycle and pedestrian infrastructure throughout Pinellas County. It highlighted the significance of active transportation, examined prior plans and studies from local agencies, reviewed current facilities, and performed an equity analysis. The plan identified regional needs for cyclists and pedestrians and pinpointed projects to fill essential gaps in the network. In total, 47 projects were proposed, with ten prioritized for detailed concept summaries that included ratings for safety, connectivity, accessibility, comfort, and quality of life—scores determined in 2020.

For the 2024 ATP update, the existing conditions memo was revised to include updated health, economic, and environmental data, new studies and plans published since 2020, and recently constructed bicycle and pedestrian infrastructure. Additional analyses were added, as described in Tech Memo V, which addressed bicycle level of traffic stress (LTS), pedestrian level of comfort (PLOC), and accessibility measures for biking and walking. The update also provided a comparison between stress/comfort scores and accessibility along roadways. Furthermore, it incorporated findings from the 2023 Environmental Justice Report and introduced Equity Emphasis Areas. After reviewing, all ten priority projects remained on the list, with their cost estimates adjusted for inflation from 2020 to 2024.

Safe Streets Pinellas Action Plan

The Safe Streets Pinellas Action Plan was developed by Forward Pinellas to address the high rate of serious injuries and fatalities on Pinellas County roadways, with a goal of achieving zero deaths and serious injuries by 2045. The plan is grounded in the Vision Zero philosophy, which prioritizes safety for all road users including pedestrians, bicyclists, transit riders, and motorists by recognizing that human error is inevitable and that the transportation system should be designed to minimize the consequences of those errors. Data analysis revealed that vulnerable users such as pedestrians and bicyclists are disproportionately represented in severe and fatal crashes, and that high-injury corridors often overlap with areas of high transit ridership and communities of concern. Community outreach, collision trend analysis, and demonstration projects informed the identification of a High-Injury Network (HIN), which comprises just 3% of the roadway network but accounts for 40% of serious and fatal collisions

Key recommendations include focusing safety improvements on the HIN, especially where it intersects with transit stops and serves vulnerable populations. The plan calls for a mix of engineering countermeasures (such as safer crosswalks, protected intersections, and traffic calming), non-engineering strategies (like education, equitable enforcement, and data-driven monitoring), and policy changes to support safer street design and transit access. Forward Pinellas also recommends ongoing collaboration with local governments, law enforcement, public health, and PSTA to analyze transit stop locations on the HIN and implement targeted improvements. By prioritizing safety investments in high-risk areas and integrating transit considerations, the plan aims to create a safer, more accessible transportation network for all

Regional Plans and Studies

TBARTA US 19 Regional Rapid Transit Feasibility Study

The US 19 Regional Rapid Transit (RRT) project aims to evaluate the feasibility of implementing a high-capacity transit solution along the US 19 corridor, stretching from SR 52 in Pasco County to the Gateway area in Pinellas County. The study was initiated to identify a viable alternative for transit investment, secure consensus among key stakeholders—including county agencies, FDOT, MPOs, and transit boards—and develop cost estimates and implementation steps. The corridor was divided into four segments based on geographic and operational characteristics, with the goal of enhancing regional connectivity, competitiveness for Federal Transit Administration (FTA) funding, and integration into local LRTPs.

The analysis found that an express bus alternative offers a cost-effective, scalable solution for initial implementation, with 12-hour or peak-only service, 30-minute frequency, and modest capital investment. As the corridor evolves, the report recommends transitioning to low investment BRT with enhanced features such as transit signal priority (TSP), queue jumps, and upgraded stations, followed by a longer-term vision for high investment BRT premium infrastructure.

State Plans and Studies

Complete Streets Implementation Update: Handbook (2018) and Design Manual (2026)

FDOT adopted its Statewide Complete Streets Policy to ensure transportation facilities safely serve users of all ages and abilities. The policy emphasizes context-sensitive, multimodal design that supports pedestrians, bicyclists, transit riders, motorists, and freight movement.

Implementation included updates to guidance, standards, manuals, and internal processes, culminating in the FDOT Design Manual (FDM), which provides detailed direction for designing facilities that reflect land-use context, community needs, and multimodal travel patterns.

The 2026 FDM update strengthens:

- Context classification as the basis for roadway design
- Multimodal accommodation for walking, biking, transit, and shared-use paths
- Land-use integration to align transportation design with real-world activity patterns

Successful application depends on coordination with local governments for context classification, land-use planning, and project development. Supplemental materials (e.g., the Complete Streets brochure) reinforce themes such as community visioning, multimodal network planning, and safety.

Florida Transportation Plan

Florida's LRTP establishes a statewide framework for developing state, regional, and local transit services, as required by state and federal law. The plan directs agencies to pursue innovative, multimodal approaches that meet mobility needs today and in the future.

Key Emphasis Areas:

- Safety & Security: Protect residents, visitors, and businesses.
- Resilient Infrastructure: Maintain durable, high-quality transportation assets.
- Connected & Reliable Mobility: Improve movement of people and freight across modes.
- Equity & Accessibility: Provide transportation choices that serve all users.
- Economic Strength: Support statewide economic development through mobility investments.
- Community Enhancement: Deliver transportation solutions that improve local quality of life.
- Environmental Stewardship: Ensure transportation systems support environmental health.

Florida's Strategic Intermodal System Policy Plan

The Strategic Intermodal System (SIS) Policy Plan is Florida's framework for prioritizing and investing in the state's most critical transportation facilities—including highways, rail, airports, seaports, and transit hubs—to support economic competitiveness and quality of life. The plan's main objectives are to expand transportation choices and integrate different modes for interregional trips, ensure efficient and reliable multimodal connectivity across Florida and beyond, and align transportation investments with economic development goals. For multimodal transportation, this means a strong emphasis on connecting various travel modes (like rail, bus, air, and sea), improving intermodal hubs and connectors, and coordinating with regional and local systems to enable seamless, end-to-end trips for people and freight.

Federal Funding Reauthorization

The Infrastructure Investment and Jobs Act (IIJA) authorizes up to \$108 billion for public transportation, including \$91 billion in guaranteed funding. It is the largest federal investment in public transportation in the nation's history. The IIJA legislation reauthorizes surface transportation programs for FY 2022-2026 and provides advance appropriations for certain programs. The legislation will help improve public transportation in America's communities by advancing key priorities such as safety, modernization, new technologies and accessibility.

3.7.2 Key Takeaways and Coordination Strategies

PSTA will continue to build on its existing coordination and collaboration with the Forward Pinellas MPO to support the consideration and inclusion of TDP priority projects in MPO Transportation Improvement Program (TIP) updates, the UPWP, corridor studies, and other planning efforts. Additionally, PSTA will continue to coordinate and collaborate with data and outreach efforts to support all relevant listed planning activities.

PSTA will also remain aligned with the LRTP's goals by supporting investments in transportation projects that promote safe and healthy communities, strengthen economic opportunities, and enhance mobility throughout Pinellas County and the broader Tampa Bay region.

The following are the key takeaways from local, regional and state plans affecting transit service, infrastructure, and policy:

- **Long-term commitment to transit investment:** Countywide plans prioritize sustained investment in transit to support mobility, economic growth, and eligibility for state and federal funding through 2050.
- **Premium transit corridor focus:** Major corridors are identified for premium transit, signaling future capital and service expansion priorities.
- **Strong integration of land use and transit:** Policies direct higher-density, mixed-use development into multimodal corridors and activity centers to support frequent, reliable transit and transit-oriented development (TOD).
- **Emphasis on safety and Vision Zero:** Transit planning is closely tied to safety policy, with targeted improvements on high-injury corridors, especially near transit stops and for vulnerable users.
- **Equity-driven service planning:** Transit policies explicitly address the needs of low-income, elderly, and disabled populations, supported by the Transportation Disadvantaged Service Plan and equity analyses.
- **Technology and data-driven operations:** Plans call for transit signal priority, analytics, performance monitoring, and innovative service models to improve reliability and efficiency.
- **Multimodal network integration:** Transit investments are coordinated with walking, biking, and micromobility infrastructure to improve first/last-mile access and overall system effectiveness.
- **Stable but complex funding framework:** The Transportation Improvement Program outlines a multi-source funding structure, reinforcing the need for policy alignment to maintain project eligibility and financial sustainability.
- **Ongoing planning and policy coordination:** Regular updates to LRTPs, TDPs, ATPs, and UPWPs ensure transit policies remain aligned with changing demographics, development patterns, and regional goals.

- **Strong emphasis on multimodal design policy:** FDOT’s Complete Streets policy and Design Manual require transit facilities to safely accommodate pedestrians, bicyclists, and transit users within context-sensitive roadway designs.
- **Land-use and context integration:** Roadway and transit design decisions are explicitly tied to surrounding land use, community context, and activity patterns, requiring coordination with local governments.
- **Statewide policy alignment:** Florida’s Transportation Plan and SIS Policy Plan reinforce transit’s role in providing connected, reliable, and multimodal mobility that supports economic competitiveness and quality of life.
- **Focus on intermodal connectivity:** Policies prioritize seamless connections between transit, highways, rail, ports, and airports, strengthening end-to-end trips for people and freight.

Federal funding opportunity and expectations: The IIJA significantly expands transit funding availability, while emphasizing safety, modernization, accessibility, and readiness for advanced transit investments. These overarching themes and specific recommendations of the various plans provided significant input to guide the development of this TDP, ensuring that its goals, analyses, and recommendations are in line with local, regional, and state goals and coordinated with local, regional, and state efforts.

Coordination Strategies

PSTA should consider coordinating with the Forward Pinellas MPO to establish an annual meeting to discuss implementation of the LRTP’s transit elements and ensure the adopted TDP is incorporated into the development of LRTP transit needs. Furthermore, PSTA may consider sharing ridership or outreach data with the Forward Pinellas MPO on a regular basis to ensure consistency with any planning activities. PSTA will continue to participate in the development of and review the current UPWP and TIP.

PSTA will continue to coordinate with the appropriate parties and supply all necessary data to advance the mid-block crossing studies in addition to supporting ongoing pedestrian and bicycle improvement efforts along Gulf Boulevard and throughout the Alt US 19 corridor.

4.0 Land Use and Priority Transit Corridor Assessment

This assessment reviews local land use and urban design in the county to help PSTA identify areas suitable for transit. It also evaluates major Pinellas County corridors targeted for transit improvements over the next decade, supporting PSTA in planning future services and facility upgrades.

4.1 Land Use Policy and Growth Patterns

Effective local land use policies are an important ingredient for a successful transit system, and PSTA should seek strategies that encourage higher densities and mixed-use growth patterns in its service area. Areas with increased residential and commercial densities/growth promote walkability, making mass transit more viable and efficient.

Key findings from a review of current and future land use conditions and ongoing and planned residential/commercial growth in Pinellas County indicate the following:

- As noted, Pinellas County is the densest county in Florida, with more than 3,000 people per square mile and approximately 2,000 workers per square mile. Most current residential land use is low- to medium-density residential and lower-intensity commercial uses outside the core downtown areas, leaving room for higher-density residential and mixed-use redevelopment in activity centers and along key corridors.
- Although the land use pattern in most of Pinellas County is low- to medium-density residential, the Countywide Plan identified key activity centers and multimodal corridors that are targeted for redevelopment and enhanced transit service. There are also dense pockets designated for employment that coincide with the target employment center overlay.
- Future land use plans propose infill development and redevelopment to increase mixed uses and higher-density development along multimodal corridors throughout much of the county. In the longer term, this will promote transit use and make it easier to more efficiently serve these areas with transit.

Implications

Higher density and mixed-use redevelopment in key locations throughout Pinellas County will continue to increase the demand for alternatives to driving. To plan for service to adjust to these future needs, PSTA should continue to coordinate with Pinellas County and larger municipalities on efforts to support economic development along key corridors and at key locations where planned redevelopments are proposed. Having more robust transit service in place early can also bolster economic development efforts up front by providing benefits for developers such as reduced parking needs, a multimodal environment, and support for a greater mix of uses.

Additionally, PSTA should continue to support changes to local comprehensive plans that will result in additional density and/or transit-supportive development adjacent to established higher-density/ intensity areas. Finally, PSTA should continue to monitor performance and adjust as needed to react to possible changes in land use as Pinellas County attracts new residents, employees, and visitors to ensure that connections from residential areas to transit-supportive areas and growing employment centers exist.

4.2 Land Use and Transit Supportive Development

4.2.1 Overview of Land Use Trends

Local land use policies strongly influence transit demand by shaping where people live, work, and access services. Higher-density development, mixed land uses, complete sidewalk and bicycle networks, reduced setbacks, and concentrations of activity, such as retail, medical, educational, and recreational facilities, create conditions where transit can thrive.

Historically, Pinellas County has been characterized by low-density, auto-oriented, single-family development and separated land uses. While these patterns persist, recent planning efforts have focused on redevelopment and infill, guiding growth toward compact, mixed-use, multimodal districts. The Countywide Plan, coordinated closely with the Advantage Pinellas Long Range Transportation Plan, directs higher-density redevelopment into transit-supportive activity centers and multimodal corridors while maintaining the suburban character of existing neighborhoods.

The 2024 Countywide Plan Map Annual Update continues to refine future land use categories, strengthen support for redevelopment aligned with multimodal investments, protect employment areas, and limit growth in coastal high-hazard zones. Together with projected population and employment growth, these evolving land use patterns are expected to increasingly support transit over the coming decades.

4.2.2 Key Destinations and Activity Centers

Transit planning relies on understanding the distribution of major destinations (employment centers, retail districts, government facilities, hospitals, universities, and entertainment areas). For Pinellas County, additional important destinations include those serving older adults, lower-income residents, and people with disabilities, such as affordable housing, social service agencies, and public institutions.

While schools remain dispersed, many major trip generators are concentrated in mid- and south-county. Key activity hubs include:

- **Downtown St. Petersburg** – government and social services, major medical facilities, cultural venues, recreation areas, and the University of South Florida (USF) St. Petersburg campus.
- **Gateway Area (Ulmerton Road / Roosevelt Boulevard)** – one of the county’s largest employment centers, with significant office and industrial development.
- **Downtown Clearwater** – the county seat, home to major government and social service functions and ongoing redevelopment efforts.

As redevelopment continues in designated centers and corridors, these hubs are expected to intensify, improving the feasibility of frequent and reliable transit service. **Figure 95** shows the concentration of key destinations around the county.

4.2.3 Countywide Plan: Framework for Transit-Supportive Development

The Forward Pinellas Countywide Plan establishes a formal structure of Activity Centers, Multimodal Corridors, and Planned Redevelopment Districts. These areas are intended to accommodate compact, mixed-use development at densities that support high-quality transit. **Figure 96** shows the Countywide Plan Map.

Figure 95: Key Destinations in Pinellas County

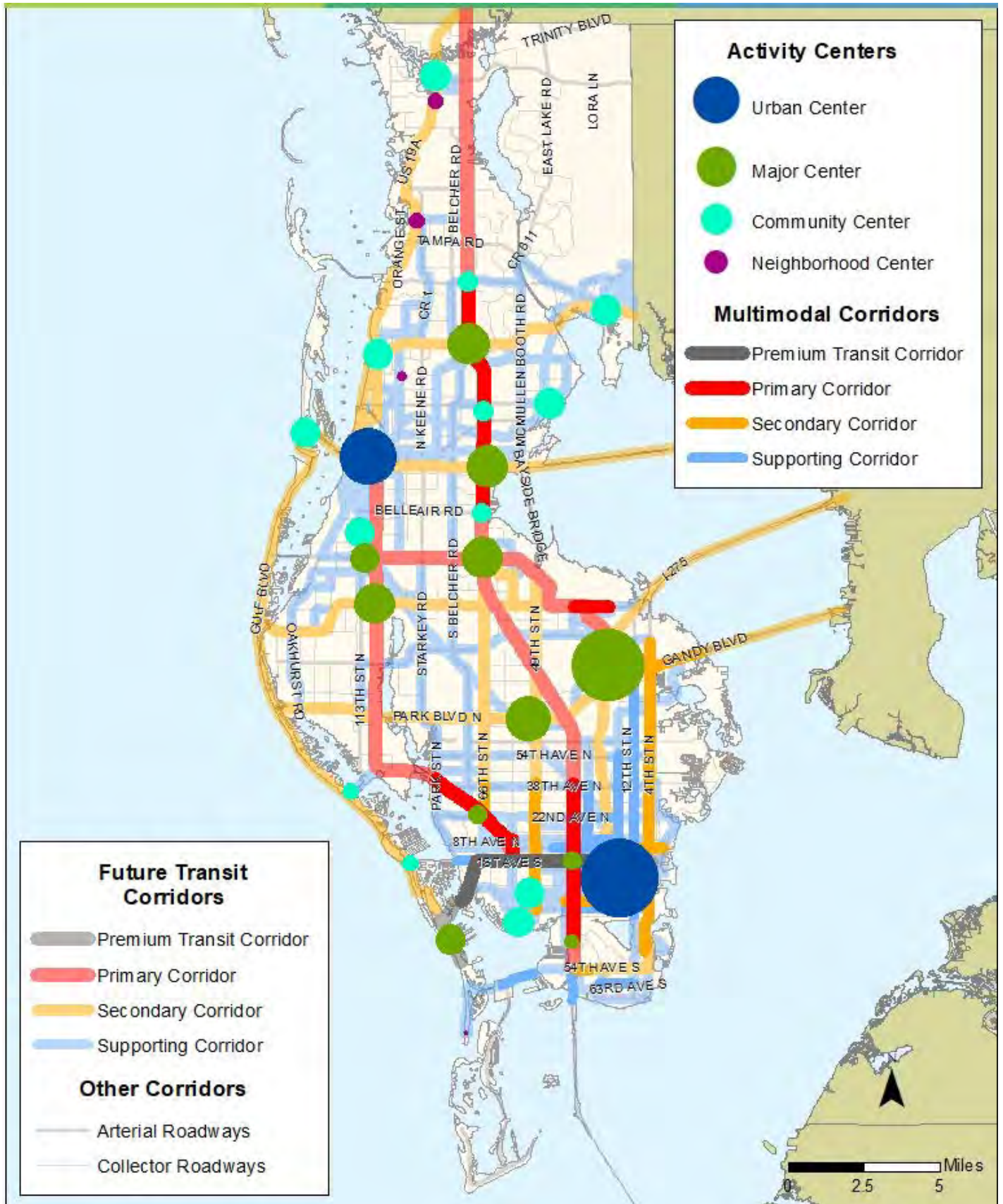
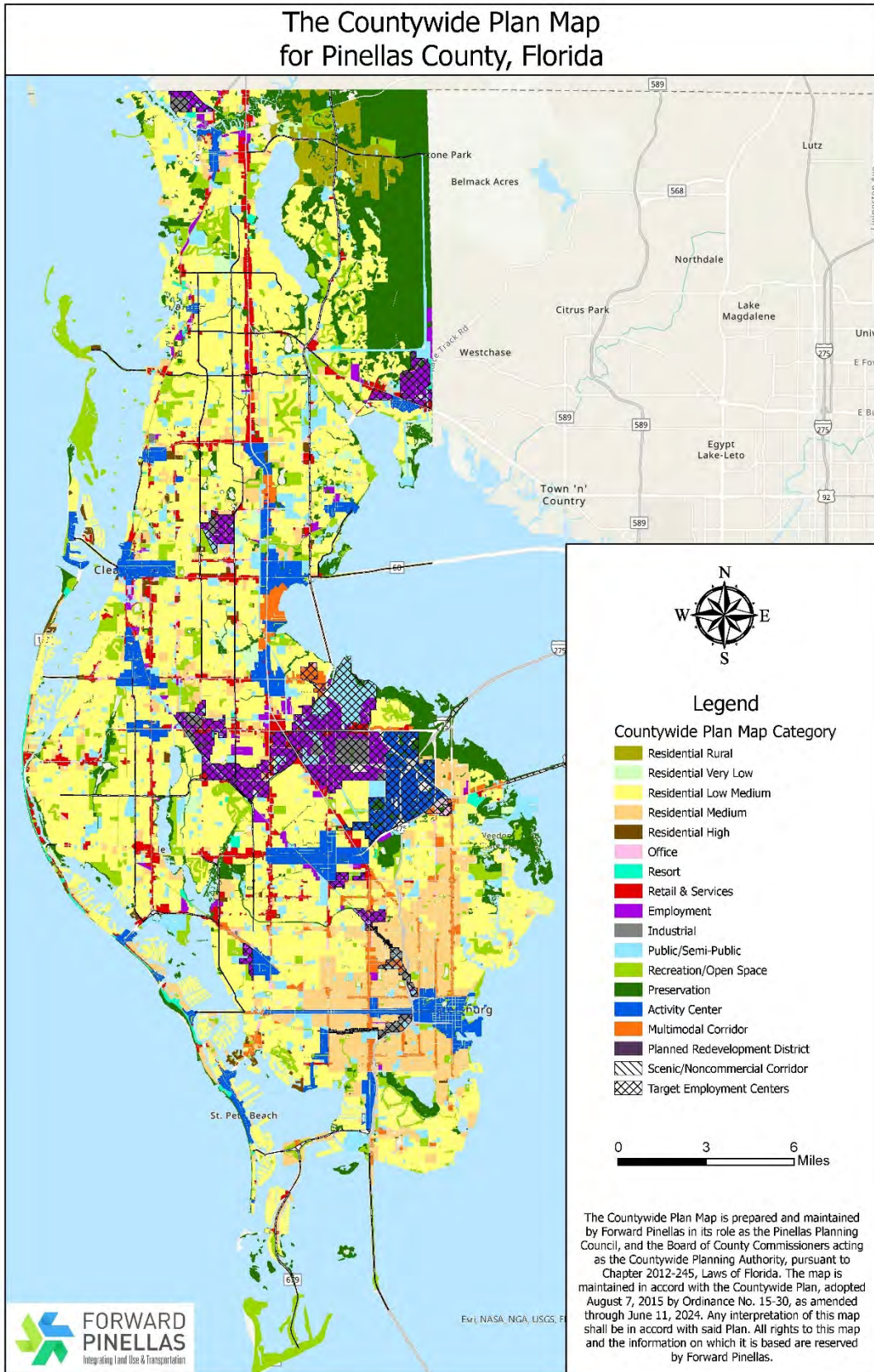


Figure 96: Countywide Plan Map



A central feature of the plan is a focus on TOD, which places residents and jobs within walking distance of reliable transit service. By steering redevelopment into strategic corridors and nodes, the Countywide Plan:

- Strengthens the multimodal transportation network
- Supports walkable, mixed-use environments
- Aligns land use decisions with transit investments
- Ensures local zoning and development regulations reinforce countywide mobility goals

Land use and transportation planning are closely coordinated with the Advantage Pinellas LRTP, ensuring that transportation investments—such as BRT expansion, improved bicycle facilities, and pedestrian safety enhancements—are targeted where they will have the greatest impact.

4.3 Special Studies Encouraging Transit-Supportive Development

4.3.1 SunRunner Rising Development Study

The SunRunner Rising Development Study, funded through FTA’s TOD Pilot Program, provides a coordinated land use and transportation strategy for the 10-mile SunRunner BRT corridor. Developed with PSTA, the City of St. Petersburg, the City of South Pasadena, and Forward Pinellas, the study:

- Evaluates 10 station areas
- Identifies land use and economic development opportunities
- Promotes equitable development
- Supports transit-oriented redevelopment that reflects each community’s character and vision

These recommendations aim to maximize the return on transit investments and increase ridership by fostering transit-supportive growth around SunRunner stations.

4.3.2 Forward Pinellas Gateway Master Plan

The Gateway Master Plan outlines a 25-year strategy for transforming the Gateway area from a predominantly employment-focused district into a resilient, connected, and economically vibrant mixed-use community. Key components include:

- Eco-industrial and mixed-use employment districts
- Live/work neighborhoods
- Enhanced multimodal circulation
- Environmental resiliency strategies
- Phased development and funding toolkits

This framework positions the Gateway area to support transit ridership while addressing long-term challenges such as flooding and sea level rise.

4.3.3 Advantage US 19 TOD Study

Building on the US 19 Regional Rapid Transit Feasibility Study, the Advantage US 19 TOD Study identifies TOD opportunities around proposed station areas and provides:

- TOD land use frameworks
- Multimodal connectivity recommendations
- Station area visions
- Service and operating plans for future express bus service, including fleet and cost estimates

These efforts support the long-term vision for a multimodal US 19 corridor with strong transit connections and walkable station environments.

4.4 Priority Transit Corridor Assessment

The 2050 Advantage Pinellas L RTP and Pinellas Countywide Plan prioritized investment in transportation through integration of transportation and land use, specifically along corridors primed for redevelopment, which in the process can help Pinellas County meet its long-term goals given its continued growth. To assist in achieving this goal a series of corridors throughout Pinellas County were identified based on the following components: population, employment, workforce development, redevelopment potential, affordable housing and workforce housing.

For this analysis, nine corridors were selected from those identified in the Countywide Plan. The selected corridors in this effort would serve as prioritized corridors for the 2050 Advantage Pinellas Transit Needs Plan. They are as follows:

- US 19 North
- US 19 South
- Alternate US 19
- 4th Street North and South
- 49th Street North and South
- Park Boulevard
- East Bay Drive/Roosevelt Boulevard
- Gulf to Bay Boulevard/SR 60
- SR 580

Alternate US 19 was omitted from the analysis as it is in an advanced state of analysis. The corridor was recently the subject of a Transit Concepts and Alternatives Review (TCAR). As a result, the Alternate US 19 corridor is considered the top priority corridor. The corridors are shown in **Figure 97**.

4.4.1 Methodology

The analysis was conducted in two major steps. Step A, Existing Environment Assessment and Step B, Future Condition Potential. The following outlines the steps and outcomes.

Step A: Existing Environment Assessment

The objective of this step is to identify which corridors are most “transit-ready” under current conditions. For this step, corridors were evaluated across three performance themes, each containing specific evaluation criteria and Measures of Effectiveness (MOEs). The themes are as follows:

- **Equity:** Does it serve low income and minority communities?
- **Mobility:** Does it improve mobility for all?
- **Land Use:** Does it connect people to jobs?

Figure 97: Future Transit Corridors, Advantage Pinellas 2050



Evaluation criteria were determined for each theme, with a corresponding measure of effectiveness (MOE) to quantitatively measure each criterion. The range of results for each MOE were divided into thirds, and assigned the corresponding ranking (1 - Good, 2 - Better, and 3 - Best) based on the alternative’s measured value. **Table 17** lists each evaluation criteria and the corresponding measures for Step A.

Table 18: Step A Evaluation Criteria

Category	Evaluation Criteria	Measure of Effectiveness	Measure Thresholds	Scoring Methodology
Equity	Equity and Transit Dependent Populations	Percent within a ½-mile buffer including racial/ethnic minority, Limited English Proficiency (LEP), poverty and zero-car households	Range of data results divided into thirds	3 - Best 2 - Better 1 - Good
	Mobility	Micro-mobility & Bicycle Connections		
Pedestrian Connections		Number of micro-mobility facilities within a ½-mile network buffer of the corridor		
		Street and/or block densities within a ½-mile buffer of the corridor		
Regional Connectivity		Miles of pedestrian sidewalk facilities within a ½-mile buffer of the corridor		
Existing Corridor Congestion		Number of regional multimodal and transit connections within a ½ mile buffer		
Land Use	Activity Centers	Corridor v/c ratio and level of service		
	Existing Land Use	Acres of Countywide Plan activity center designations with a ½-mile buffer		
	Population	Acres of transit supportive land use types along the corridor and within a ½-mile buffer		
	Employment	Average population density (persons per square mile) within a ½-mile buffer		
		Total employment density within a ½-mile buffer		

Scoring Method

The range of results for each MOE were divided into thirds, and assigned the corresponding ranking (1 - Good, 2 - Better, and 3 - Best) based on the alternative’s measured value. Those in the first tertile (best) received a score of three; those second tertile (better) a score of two; those in the third tertile (good) a score of one. The scores for each criterion were then averaged to eliminate bias towards criterion with a greater number of MOEs. The average scores from the three themes were summed to determine the combined Step A corridor evaluation results. Step A final scoring results are in **Table 18**.

Table 19: Step A Evaluation Results

Alternative	Combined Score		Equity	Mobility	Land Use
US 19 South	6.83	Best	Better	Best	Better
US 19 North	6.50	Best	Better	Better	Best
4th Street	6.33	Best	Better	Better	Best
East Bay Drive	5.83	Better	Better	Better	Better
SR 60	5.75	Better	Best	Good	Better
49th Street	5.33	Better	Better	Better	Better
SR 580	5.25	Better	Best	Better	Good
Park Boulevard	4.33	Good	Good	Good	Better

Based on the results, the top four corridors that advanced to Step B evaluation were the following:

- US 19 South
- US 19 North
- 4th Street
- East Bay Drive

4.4.2 Step B: Future Corridor Potential

The purpose of Step B is to evaluate the top four performing corridors advancing from Step A to determine the future potential for investment in premium transit. For this step, corridors were evaluated across four performance themes, each containing specific evaluation criteria and MOEs. The themes are as follows:

- **Equity:** Is it accessible to affordable housing?
- **Mobility:** Is it accessible to employment and housing?
- **Land Use:** Does it connect to future population and future jobs?
- **Economic Development:** Does it support redevelopment and transit-oriented development?

Evaluation criteria were determined for each theme, with a corresponding MOE to quantitatively measure each criterion. **Table 19** lists each evaluation criteria and the corresponding measures for Step B.

Table 20: Step B Evaluation Criteria

Category	Evaluation Criteria	Measure of Effectiveness	Measure Thresholds	Scoring Methodology
Equity	Access to affordable housing	Number of affordable housing units (dwelling units per acre) within a ½-mile buffer	Range of data results divided into thirds	3 - Best 2 - Better 1 - Good
Mobility	Access to Jobs	Number of jobs within a 10-minute walk from the corridor		
	Access to Housing	Number of households within a 10-minute walk from the corridor		
Land Use	Population	Average population density (persons per square mile) within a ½-mile buffer (2050)		
	Employment	Average employment density (jobs per square mile) within a ½-mile buffer (2050)		
Economic Development	Future Redevelopment and Infill Potential	Underutilized parcels and existing low-density commercial within a ½-mile buffer		
	Suitability for TOD Development and Redevelopment	Transit and TOD supportive plans and policies along the corridor and within a ½-mile buffer		

In Step B, results were divided into thirds, with the corresponding ranking used to determine thresholds and scores. Those in the first tertile (best) received a score of three; those in the second tertile (better) a score of two; those in the third tertile (good) a score of one. The scores for each criterion were then averaged to eliminate bias towards criterion with a greater number of MOEs. The average scores from the four themes were summed to determine the combined Step B corridor evaluation results. Step A final scoring results are in **Table 20**.

Table 21: Step B Evaluation Results

Alternative	Combined Score	Equity	Mobility	Land Use	Economic Development
4 th Street	9.50	Best	Better	Best	Better
US 19 South	9.00	Best	Best	Best	Better
East Bay Drive	8.67	Better	Best	Better	Best
US 19 North	5.33	Good	Good	Good	Best

Based on the overall analysis, the transit corridors are prioritized as follows:

1. Alternate US 19
2. 4th Street North and South
3. US 19 South
4. East Bay Drive/Roosevelt Boulevard
5. US 19 North
6. Gulf to Bay Boulevard/SR 60
7. 49th Street North and South
8. SR 580
9. Park Boulevard

5.0 Ten-Year Operating and Capital Program

This section presents the Ten-Year Operating and Capital Program for PSTA's TDP, along with the corresponding project schedule. The Schedule of Projects outlines anticipated transit needs including service enhancements, capital and infrastructure improvements, technology initiatives, and policy actions. The Schedule of Projects is developed without regard to financial constraints. Subsequently, the financial plan will define the associated operating and capital costs, anticipated revenues, and the proposed ten-year list of priority projects.

5.1 Schedule of Projects

An array of transit improvements were developed to support PSTA's vision for growth and enhancement. As previously mentioned, the schedule of projects shows the services without any financial constraints.

5.1.1 Proposed Service Improvements

Enhancing service on already high performing corridors and adding transit-supportive technology/infrastructure on them may not only help attract new riders but improve the quality of service for current riders. The proposed schedule of projects includes premium transit and waterborne transit services.

Premium Transit

Premium transit includes high-capacity public transportation projects designed to provide modern, safe, reliable, and convenient service. It also encompasses investments that give transit preferential treatment, including exclusive or shared lanes and signal priority at intersections. By improving system efficiency, premium transit supports mobility and enhances quality of life for residents, workers, and visitors across Pinellas County.

Bus Rapid Transit

BRT offers a cost-effective way to move more people, reduce congestion, and support access to jobs, services, and activity centers. PSTA currently operates BRT on Central Avenue, the SunRunner. PSTA should continue to build its high-capacity network designed to provide fast, reliable, and frequent service. The new BRT services are expected to operate from 6:00 AM to 9:00 PM from Monday to Sunday on the following corridors:

- **Alt US 19 BRT**

With direction from previously reviewed plans and support from the community and staff, adding premium service on Alt US 19, a high demand corridor, is recommended. Enhancing service on an already high performing corridor and adding transit-supportive technology/infrastructure on it may not only increase ridership but improve the quality of service for current riders. Furthermore, this will enhance quick connectivity to the existing SunRunner service.

- **US 19 South BRT**

This high-frequency, 15-minute service premium transit connection would link 54th Avenue South to the Gateway area. The US 19 South BRT would serve residential and businesses along US 19 South, which is currently supported by Route 34 and the premium Spark service.

- **4th Street BRT**

This high-frequency premium transit connection would provide 15-minute service linking 28th Avenue North to 45th Avenue South via 4th Street. The 4th Street BRT will connect residents to shopping and job opportunities in St. Petersburg, including downtown St. Petersburg.

- **East Bay Drive/Roosevelt Boulevard BRT**

The East Bay Drive/Roosevelt Boulevard would provide a high-frequency, premium transit service designed to improve mobility along the East Bay Drive/Roosevelt Boulevard corridor From SR 60 to 28th Street North. The route would play a key role in the PSTA transit network by connecting residential communities, employment centers, and activity hubs while supporting long-term corridor development and multimodal access.

- **BRT Improvements**

A review of the operating environment, existing service performance data, and input from PSTA staff indicate a need to improve the existing SunRunner BRT by increasing peak frequency to 10 minutes. These improvements will enhance the rider experience and provide direct connections to key destinations along the corridor, including downtown St. Petersburg and St. Pete Beach.

Express Bus

Express bus services are a key need to support growth and enhance connectivity within and beyond Pinellas County. These services may help bolster economic development, quickly connecting growth centers and jobs to people locally and regionally. Furthermore, key features of the service may include bus preferential treatments such as TSP/queue jumps at needed/applicable intersections and stations with enhanced amenities.

- **727 Express to Tampa International Airport**

The Regional Express Transit service is a premium route designed to provide fast and reliable connections between downtown St. Petersburg to Tampa International Airport and the wider Hillsborough Area Transit (HART) network. The service would play a critical role in the regional transit network by supporting longer-distance travel, improving access to employment and education, and strengthening connectivity between regional destinations.

- **49th Street Express**

The route would operate primarily along 49th Street, extending from Roosevelt Boulevard to 22nd Avenue South. This alignment would enhance service with 15-minute frequencies on a major north-south spine and provide direct access to key destinations along the corridor.

- **US 19 North Express**

The US 19 North Express would be a high-frequency, premium transit service intended to enhance mobility and access along the US 19 corridor. This area, a core corridor of the transit network, will enhance and provide a strong north-south connection between key residential areas, employment centers, and activity hubs while supporting long-term land use and development goals.

- **SR 580 Express**

The SR 580 express route would operate primarily along SR 580, extending from downtown Clearwater to Hillsborough County at the Northwest Transfer Center. This alignment serves as a major regional connection and provides direct access to destinations along the corridor. Service would be provided at 15-minute frequencies, with a span of service designed to accommodate regional commuters, evening, and weekend travel.

- **Park Boulevard Express**

The Park Boulevard Express would connect with multiple local, regional, and premium transit routes and provide convenient transfer opportunities at major hubs. The regional route also improves access to Tampa, with 15-minute service.

- **SR 60 Express**

The SR 60 express route would be a high-frequency regional service designed to improve mobility and access to and from Tampa International Airport. The route would operate every 15 minute along the primary regional corridor, connecting Clearwater Beach to Tampa International Airport.

Waterborne Transit

Continuing to expand passenger ferry services would provide additional travel options while showcasing Pinellas County's distinctive natural geography. Additionally, the new services will promote tourism and driving economic development. Increasing population, tourism, and traffic along key corridors highlight the need for travel alternatives such as waterborne transit.

- **Tampa Bay Ferry**

The regional Tampa Bay Ferry will connect tourists, residents, and workers from downtown St. Petersburg to downtown Tampa. It is proposed that the service will operate from 7:00 AM - 11:00 PM every 60 minutes from Monday to Sunday.

- **North Beach**

The North Beach ferry currently provides service from downtown Clearwater to Clearwater Beach with connections to North Beach and the Clearwater Aquarium. It is proposed to increase the service frequency to every 30 minutes and expand service hours to be 10:00 AM to 9:00 PM on weekdays and 10:00 AM to 11:00 PM on weekends.

- **Dunedin**

The Dunedin ferry provides service from the Dunedin Marina to Clearwater Beach with connections to downtown Clearwater and Old Bay. It is recommended to increase the service frequency to every 60 minutes and expand service hours to be 10:00 AM to 8:00 PM on weekdays and 10:00 AM to 10:00 PM on weekends.

5.1.2 Proposed Capital, Technology, and Policy Improvements

Implementation of these transit services should be supported by necessary capital infrastructure and technology improvements to ensure enhanced experience for PSTA riders.

Transit Signal Priority for SunRunner BRT Service and Spark Improvements

Traffic congestion significantly influences travel times for services, potentially diminishing the attractiveness of transit to prospective riders and reducing reliability for existing riders. To mitigate the effects of increased traffic on critical corridors, the optimization and implementation of bus preferential treatments such as TSP is recommended. By reducing delays and improving on time performance, these measures enhance the overall attractiveness of transit compared to Single Occupant Vehicle (SOV) travel.

It is recommended that SunRunner BRT improvements also include capital improvements such as TSP upgrades and optimization to existing intersections with TSP. SunRunner BRT should also continue to maintain and improve the turn markings on the corridor and continue to partner with city partners to install turn pathway markings. Additionally, capital improvements to support Spark services include the implementation of TSP on the existing corridor.

Passenger Amenities

PSTA's should continue its dedication to enhancing its infrastructure with amenities such as bus shelters, benches, and bike racks, and to invest in facilities to support the existing and proposed services. Installing these amenities will enhance the existing rider experience and may encourage new riders to try the service.

PSTA should construct two additional bays at the Largo Walmart, improve amenities at the Countryside Mall, and should continue to add new bus stop signs as needed. Furthermore, PSTA should improve accessibility at all ferry dock locations, for existing and proposed services.

New Park and Ride

Park and ride facilities support congestion management efforts and allow commuters to avoid traffic congestion. To support the new regional/express 727 Express to Tampa International Airport service, an additional park and ride facility is proposed in downtown St. Petersburg. PSTA should coordinate with the City of St. Petersburg to locate a potential location and develop an implementation strategy.

Marketing

Increased public education on the benefits of transit is essential, along with the use of targeted social media campaigns to reach specific audiences. Expanding access to transit information is also important, including an array of outreach tools. PSTA should continue to broaden its marketing reach, specifically for the on-demand and ferry services.

Clearwater Station

New transit centers are critical infrastructure investments that will support the growing PSTA network. The new Clearwater Station serving downtown Clearwater is proposed to connect passengers and workers to and from the wider PSTA network. This new facility would take over the Park Street Terminal operations and may possibly host retail tenants.

Innovative Technology

Innovative technology may play a critical role in improving how services are delivered, systems operate, and PSTA communicates with its riders. PSTA should plan to review and consider Artificial Intelligence (AI) and other technology and process innovations. Considering implementing AI and other innovations may enhance efficiency, reliability, safety, and user experience. As technology continues to evolve, PSTA should continue to consider innovative ways to solve challenges in more effective ways.

Safety

Implementation of new services should be supported by necessary capital infrastructure to ensure an enhanced, but safe experience for PSTA riders. As the PSTA network expands, safety will continue to be a considered factor at the forefront of service expansion and improvements. PSTA should consider implementing bus pull-outs, enhancing security protocols, and attending training for emergency preparedness as needed.

Electric Vehicle Infrastructure

PSTA continues to replace its fleet and add new vehicles to support PSTA service expansion. Additionally, when PSTA replaces its fleet, it has been procuring electric vehicles (EV) and hybrid-electric vehicles. PSTA should continue to consider purchasing EVs and hybrid-electrics, and installing the associated infrastructure at appropriate locations. This may not only attract potential new riders, including the younger and environmentally conscious car drivers, to transit, but may also help the overall marketing strategy and image building.

Facility and Vehicle Maintenance

To continue to maintain a reliable level of service and have vehicles remain in a state of good repair, PSTA should continue to invest in efforts to support vehicle maintenance. Furthermore, PSTA should maintain and as needed, upgrade facility infrastructure to remain in a state of good repair. The upgrades include solar infrastructure on the maintenance building, repairing and replacing facility roofs, installing generators, and completing an update of the Transit Asset Management (TAM) plan.

Tables 21 and 22 show the Schedule of Projects service and capital characteristics, respectively. **Figure 98** shows the Schedule of Projects services.

Table 22: 10-Year Schedule of Projects | Services

Project	Description/Location	Type of Service	Peak Freq (min)	Level of Service		Associated Costs (2026\$)		Recommended Implementation Timeframe	Consistent with Support for Related Plan
				Weekday Span of Service	Days of Service	Operating	Capital		
<i>Bus Rapid Transit</i>									
Alt US 19 BRT	From SR 60 to 5th Ave North along Alt US-19	BRT	15	6:00AM - 9:00PM	Monday - Sunday	\$5,561,418	\$58,000,000	2-5 years	Local
US 19 South BRT	From 54 th Ave to Gateway via US-19	BRT	15	6:00AM - 9:00PM	Monday - Sunday	\$5,477,900	\$406,177,336	4-7 years	Local
4th Street BRT	From 28th Street North to 45th Ave South along 4th Street	BRT	15	6:00AM - 9:00PM	Monday - Sunday	\$5,015,700	\$316,943,530	4-7 years	Local
East Bay Drive/Roosevelt Blvd BRT	From SR 60 to 28th Street North along East Bay Drive/Roosevelt Blvd	BRT	15	6:00AM - 9:00PM	Monday - Sunday	\$4,382,400	\$302,315,613	4-7 years	Local
<i>Existing BRT Improvements</i>									
SunRunner BRT	From downtown St. Petersburg to St. Pete Beach	BRT	10	5:11AM - 1:15AM	Monday - Sunday	\$2,665,209*	\$2,800,000	2-5 years	Local
<i>New Express Service</i>									
49th Street Express	From Roosevelt Blvd to 22nd Ave South along 49th Street	Express	15	6:00AM - 9:00PM	Monday - Sunday	\$5,015,700	\$57,695,685	5-8 years	Local
US 19 North Express	From Pasco County Line to Roosevelt Blvd along US-19	Express	15	6:00AM - 9:00PM	Monday - Sunday	\$8,302,400	\$91,552,624	5-8 years	Local
SR 580 Express	From Hillsborough County to downtown Clearwater via SR 580 and Sheldon Road	Express	15	6:00AM - 9:00PM	Monday - Sunday	\$7,206,800	\$80,720,022	5-8 years	Local
Park Blvd Express	From Britton Plaza in Tampa to Gulf Boulevard along Park Boulevard	Express	15	6:00AM - 9:00PM	Monday - Sunday	\$7,669,100	\$87,684,864	8-10 years	Local
SR 60 Express	From Tampa International Airport to Clearwater Beach via SR 60	Express	15	6:00AM - 9:00PM	Monday - Sunday	\$6,573,500	\$76,540,130	5-8 years	Local
727 Express to Tampa International Airport	From downtown St. Petersburg to Tampa International Airport	Limited	60	5:00AM - 10:00PM	Monday - Sunday	\$3,415,457	\$2,800,000	1-2 years	Local

Project	Description/Location	Type of Service	Level of Service			Associated Costs (2026\$)		Recommended Implementation Timeframe	Consistent with Support for Related Plan
			Peak Freq (min)	Weekday Span of Service	Days of Service	Operating	Capital		
Waterborne Transit									
Tampa Bay Ferry	From downtown St. Petersburg to downtown Tampa	Ferry	60	7:00AM - 11:00PM	Monday - Sunday	\$1,659,000	\$5,000,000	0-2 years	Local, Regional
Existing Waterborne Transit Improvements									
North Beach	From downtown Clearwater to Clearwater Beach Marina	Ferry	30	10:00AM - 9:00PM	Thursday - Sunday	\$2,500,000	\$38,200,000	2-5 years	Local
Dunedin	From Dunedin Marina to Clearwater Beach Marina	Ferry	60	10:00AM - 8:00PM	Thursday - Sunday	\$1,400,000	\$29,000,000	5-8 years	Local

*Incremental cost

Table 23: 10-Year Schedule of Projects | Capital

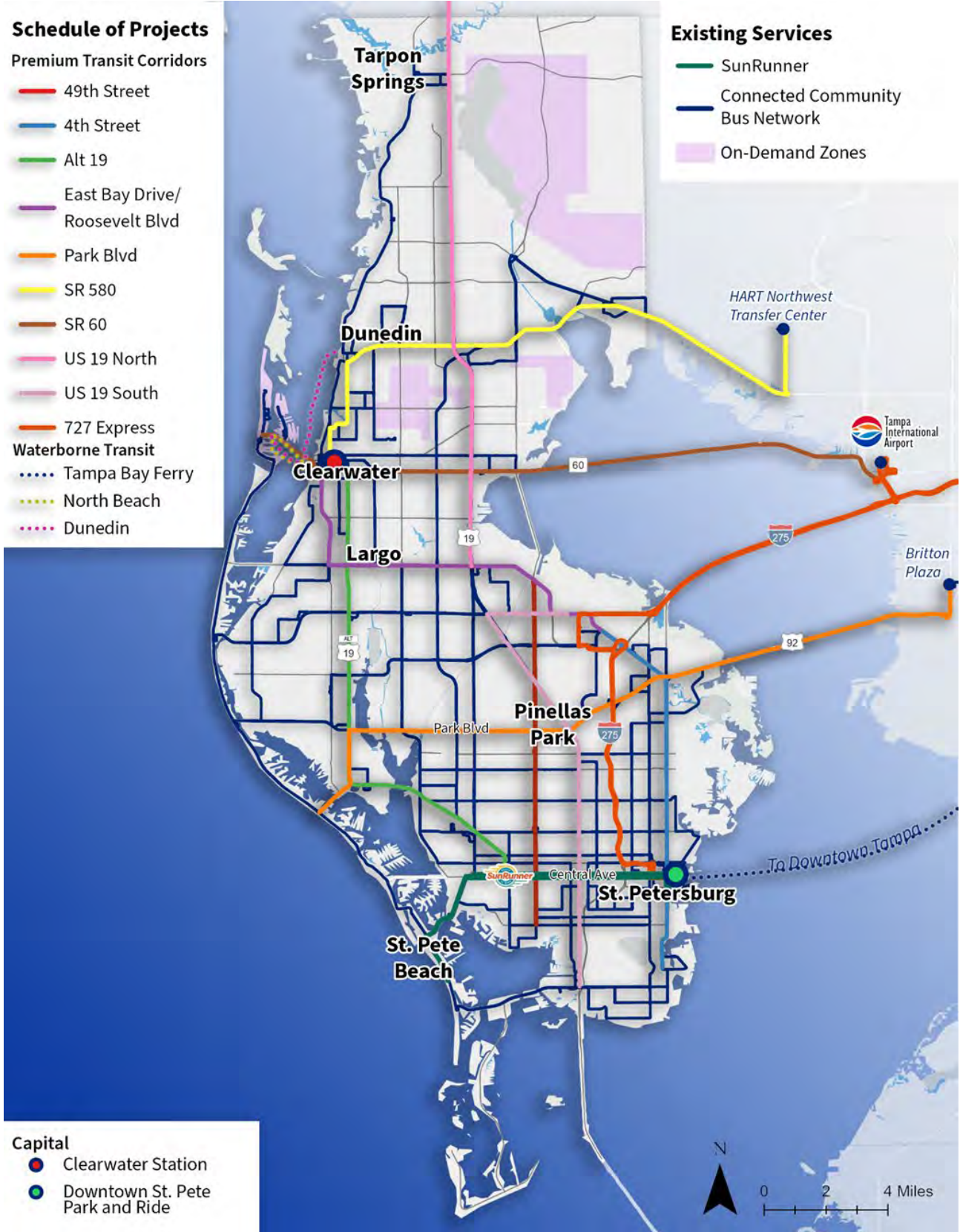
Project	Description/Location	Type of Capital	Level of Service			Associated Costs (2025\$)		Recommended Implementation Timeframe	Consistent with/Support for Related Plan
			Freq (min)	Span of Service	Days of Service	Operating	Capital		
SunRunner Improvements	Along 1st Ave North and 1st Ave South	Technology	N/A	N/A	N/A	N/A	\$250,000	0-2 years	Local
Spark Improvements	Throughout Pinellas County	Technology	N/A	N/A	N/A	N/A	\$100,000	0-2 years	Local
Additional Bus Bays	Largo/ Throughout Pinellas County	Infrastructure	N/A	N/A	N/A	N/A	\$500,000 each	0-2 years	Local
Countryside Mall Bus Bay	Countryside Mall	Infrastructure	N/A	N/A	N/A	N/A	\$1,000,000	4-7 years	Local
Downtown St Petersburg Park and Ride	Downtown St. Petersburg	Park and Ride	N/A	N/A	N/A	\$12/ parking spot*	TBD**	1-2 years	Local
New Bus Stop Signs	Throughout Pinellas County	Infrastructure	N/A	N/A	N/A	N/A	\$100,000	1-2 years	Local
Marketing	Throughout Pinellas County	Marketing	N/A	N/A	N/A	N/A	\$50,000*	1-2 years	Local
Clearwater Station	Downtown Clearwater	Transit Center/ Capital	N/A	N/A	N/A	N/A	\$45,252,310	0-2 years	Local

Project	Description/ Location	Type of Capital	Level of Service			Associated Costs (2025\$)		Recommended Implementation Timeframe	Consistent with/Support for Related Plan
			Freq (min)	Span of Service	Days of Service	Operating	Capital		
Innovative Technology	Throughout Pinellas County	Technology	N/A	N/A	N/A	N/A	\$250,000	2-5 years	Local
Safety	Throughout Pinellas County	Infrastructure	N/A	N/A	N/A	N/A	\$1,000,000	2-5 years	Local
Electric Vehicle Infrastructure	Throughout Pinellas County	Infrastructure	N/A	N/A	N/A	N/A	\$1,000,000	2-5 years	Local
Facility and Vehicle Maintenance	Throughout Pinellas County	Infrastructure	N/A	N/A	N/A	N/A	\$5,000,000	2-5 years	Local

*Annually

**Note: To Be Determined. The cost will be determined based on the cost of land and development. This cost will be explored in a later study.

Figure 98: 10-Year Schedule of Projects



5.2 Financial Plan

A 10-Year financial plan was prepared to support the Schedule of Projects, outlining operating and capital expenditures. This finance plan considers existing and anticipated revenue sources to ensure financial feasibility.

The supporting cost and revenue assumptions are included, followed by a summary of the 10-year cost and revenue projections for PSTA, including annualized estimates for operating and capital improvements, infrastructure upgrades, technology investments, and policy initiatives.

5.2.1 Operating Cost Assumptions

The following assumptions are informed by multiple sources, including data, input, and guidance provided by PSTA, validated data from the NTD, and other relevant transit industry data sources. Fiscal Years (FYs) 2026, 2027, and 2028 operating expenses for PSTA’s existing services are based on the agency’s adopted FY 2026 budget forecast. FYs 2029 through 2035 existing expenses are adjusted for inflation annually based on the respective cost category, as shown in **Table 23**. The inflation assumptions are based on historic inflation costs from PSTA.

Table 24: Cost Inflation Assumptions by Category

Cost Category	Inflation Assumption
Salaries	4.0%
Fringe Benefits	7.0%
Services	2.1%
Diesel Fuel	-1.5%
Supplies	2.1%
Insurance	2.1%
Utilities	2.1%
Taxes and Licenses	0.0%
Privatized Transportation - Paratransit	5.4%
Privatized Transportation - TD	5.0%
Privatized Transportation - Mobility on Demand	5.7%
Privatized Transportation - Ferry Service	0.0%
Privatized Transportation - Trolleys	5.7%
Miscellaneous	0.0%

Proposed Premium Transit Services

Annual operating costs for fixed-route services were developed based on operating expense information from PSTA and are shown in **Table 24**. The unit cost for projecting future operating costs for SPARK and Express services was assumed at \$141.09 (2026\$) per revenue service hour and \$142.45 (2026\$) for BRT

service based on 2024 National Transit Database (NTD) data and inflation.

The following operations and maintenance costs were derived from the 2050 Advantage Pinellas LRTP. These costs were inflated to 2026 base costs.

Table 25: Premium Transit Service | Annual Operations & Maintenance Costs

Premium Transit Corridor	Operating and Maintenance Cost (Annual)
Alt US 19*	\$5,561,418
US 19 North	\$9,172,427
4th Street	\$5,541,306
49th Street	\$5,541,306
US 19 South	\$6,051,941
East Bay Dr/Roosevelt Blvd	\$4,841,641
SR 580	\$7,962,016
Park Blvd	\$8,472,762
SR 60	\$7,262,352

**Calculated in the finance plan using the above operating assumptions.*

Source: Advantage Pinellas 2050 Transit System Plan (2022)

Note: The 2022 costs were inflated to 2026\$.

5.2.2 Capital Cost Assumptions

Several assumptions were used to project costs for capital/infrastructure/technology needs to support implementation of the service alternatives described previously. These capital cost assumptions are summarized as follows.

- FYs 2026, 2027, and 2028 capital expenses for PSTA’s existing services are based on the agency’s adopted FY 2026 budget forecast.
- Efforts related to the construction of the Clearwater Station are expected to cost \$29.3 million (2026\$) in 2026 and \$16.0 million (2027\$) in 2027.
- Existing capital expenses, including infrastructure investments, other capital/infrastructure expenses, and vehicle purchases, from FY2029 to 2035 are based on historical averages from PSTA.

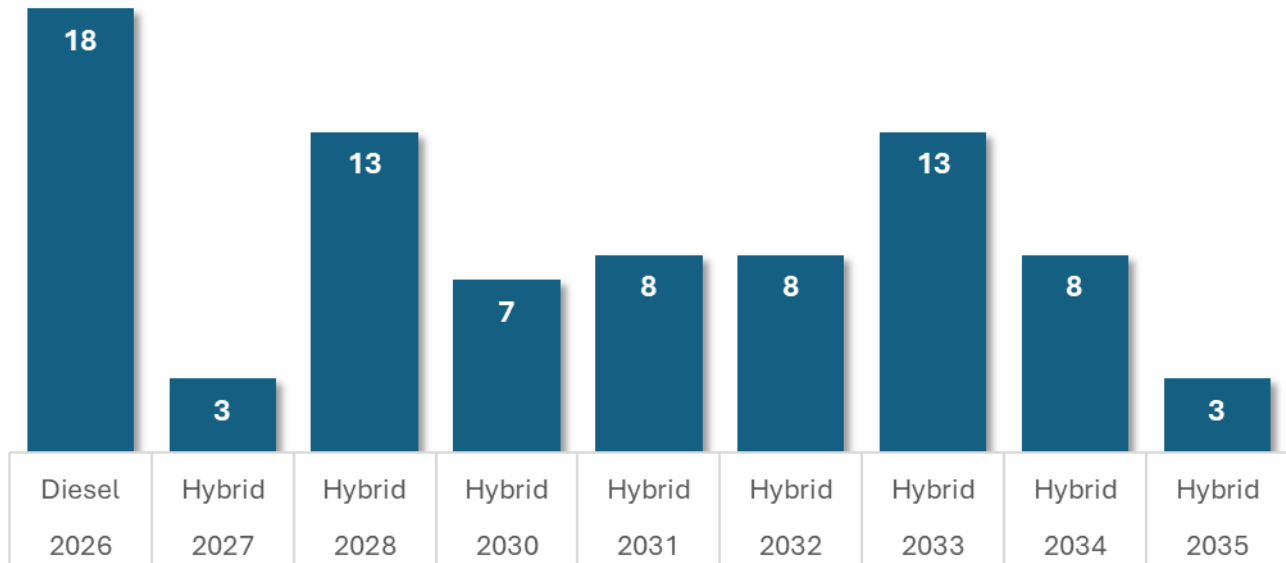
5.2.3 Vehicle Acquisition Plan

Acquisition of new and replacement vehicles is a critical capital investment to improve PSTA services.

Figure 99 shows the expected vehicle costs by year for the TDP. The FTA-standard rate of 20% spare vehicle ratio was assumed for any new vehicle purchases.

- Vehicle life cycle assumptions are based on guidelines from FTA. A bus is assumed to have a useful life of 14 years, and a smaller demand response vehicle is assumed to have a useful life of 10 years.
- Replacement vehicles planned to be purchased include those necessary to replace vehicles within the existing fleet that will reach the end of their useful life within the TDP planning period.

Figure 99: 10-Year Vehicle Acquisition Plan



5.2.4 Revenue Assumptions

FYs 2026, 2027, and 2028 revenues are based on the agency’s adopted FY 2026 budget forecast. Fiscal Years (FYs) 2026, 2027, and 2028 revenues for PSTA’s existing services are based on the agency’s adopted FY 2026 budget forecast. FYs 2029 through 2035 existing revenues are adjusted for inflation annually based on the respective cost category, as shown in **Table 25**. The inflation assumptions are based on historic inflation costs from PSTA.

Table 26: Revenue Inflation Assumptions by Category

Revenue Category	Inflation Assumption
Passenger Fares and Fare Equivalent	6.0%
Auxiliary	5.4%
Non-Transportation	3.5%
Property Tax	2.0%
Local Assistance	1.4%
State Reimbursement - Fuel Tax	0.0%
State Grants	0.0%
Federal Grants	0.0%
Federal grants MPO - Pass Through	0.0%

Several revenue-related assumptions were used to project streams of revenue to support the 10-year TDP implementation. These are based on data from and discussions with PSTA staff, historical farebox performance data, and information on transit industry/FDOT funding programs.

The basic structure/composition of PSTA’s mix of funding sources today, including federal, state, local, and agency-generated revenues, is expected to continue for the next 10 years. The following additional key assumptions were used to project PSTA TDP revenues:

- To be conservative, a farebox recovery ratio of 6% and 7% (based on 2024 farebox recovery data from NTD) is used to estimate fare revenue for new express bus and BRT services, respectively. New farebox from ferry services was estimated to be 10%, based on other transit industry data.
- New FDOT Transit Corridor funding is expected to support the new 727 Express service.
- New local or grant funding is needed to continue to support existing services.

5.3 10-Year Cost/Revenue Summary

The annual operating and capital costs and supporting revenues for PSTA’s TDP are summarized in **Table 26**. As shown, it would cost \$1.6 billion to operate PSTA in the next 10 years with another \$300.3 million in capital costs to support the necessary technology, fleet, and capital infrastructure needs. The operating costs would continue to be funded mainly by a mix of local, state, and federal sources.

5.4 List of Priority Projects

Following the development of the Schedule of Projects, PSTA’s service and capital projects were ranked for the next 10 years. The List of Priority Projects was derived from both quantitative and qualitative evaluation factors to ensure a comprehensive and balanced approach.

The hybrid methodology, combining quantitative and qualitative assessments, was employed to evaluate and rank transit needs. This process assists PSTA to prioritize projects for implementation and coordination with regional partners, including FDOT and the Forward Pinellas MPO.

5.4.1 Evaluation Process

This evaluation process provides a structured approach to assessing the service and capital improvements.

It compares improvements consistently using a defined set of criteria that reflect project goals, community priorities, and technical considerations implemented previously. By applying both quantitative data and qualitative input, the process helps identify the relative strengths and challenges.

The following shows the four categories along with what the category is intending to address and focus on. **Table 27** shows the categories with their respective criteria and weight.

- **Equity:** Is it accessible to affordable housing?
- **Mobility:** Is it accessible to employment and housing?
- **Land Use:** Does it connect to future population and future jobs?
- **Economic Development:** Does it support redevelopment and transit-oriented development?

Table 27: 10-Year Finance Plan

	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	Total
Costs											
<i>Operating Costs</i>											
Salaries	\$50,249,220	\$52,460,186	\$54,506,133	\$56,523,539	\$58,784,480	\$61,135,859	\$63,581,294	\$66,124,545	\$68,769,527	\$71,520,308	\$603,655,092
Fringe Benefits	\$23,115,910	\$24,734,024	\$26,465,405	\$28,317,984	\$30,300,243	\$32,421,260	\$34,690,748	\$37,119,100	\$39,717,437	\$42,497,658	\$319,379,768
Services	\$8,359,120	\$8,534,662	\$8,713,889	\$8,896,881	\$9,083,716	\$9,274,474	\$9,469,238	\$9,668,092	\$9,871,121	\$10,078,415	\$91,949,607
Diesel Fuel	\$2,958,420	\$2,914,044	\$2,870,333	\$2,827,278	\$2,784,869	\$2,743,096	\$2,701,949	\$2,661,420	\$2,621,499	\$2,582,176	\$27,665,085
Supplies	\$6,307,890	\$6,440,356	\$6,575,603	\$6,713,691	\$6,854,678	\$6,998,627	\$7,145,598	\$7,295,655	\$7,448,864	\$7,605,290	\$69,386,252
Insurance	\$3,476,370	\$3,549,374	\$3,623,911	\$3,700,013	\$3,777,713	\$3,857,045	\$3,938,043	\$4,020,742	\$4,105,177	\$4,191,386	\$38,239,774
Utilities	\$2,816,760	\$2,875,912	\$2,936,306	\$2,997,969	\$3,060,926	\$3,125,205	\$3,190,835	\$3,257,842	\$3,326,257	\$3,396,108	\$30,984,120
Taxes and Licenses	\$644,360	\$600,360	\$600,337	\$644,360	\$644,360	\$644,360	\$644,360	\$644,360	\$644,360	\$644,360	\$6,355,577
Priv. Transp. - Paratransit	\$9,557,490	\$10,096,532	\$10,637,707	\$11,190,917	\$11,795,227	\$12,432,169	\$13,103,506	\$13,811,096	\$14,556,895	\$15,342,967	\$122,524,505
Priv. Transp. - TD	\$1,197,950	\$1,268,749	\$1,331,552	\$1,386,777	\$1,456,116	\$1,528,921	\$1,605,368	\$1,685,636	\$1,769,918	\$1,858,414	\$15,089,400
Priv. Transp. - Mobility on Demand	\$8,481,680	\$8,961,743	\$9,467,185	\$10,016,289	\$10,587,217	\$11,190,689	\$11,828,558	\$12,502,786	\$13,215,445	\$13,968,725	\$110,220,317
Priv. Transp. - Ferry Service	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$768,080	\$7,680,800
Priv. Transp. - Trolleys	\$4,524,360	\$4,997,608	\$5,279,473	\$5,342,962	\$5,647,511	\$5,969,419	\$6,309,676	\$6,669,328	\$7,049,480	\$7,451,300	\$59,241,117
Miscellaneous	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$1,553,955	\$15,539,550
Tampa Bay Ferry	\$0	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$1,659,000	\$14,931,000
727 Express	\$0	\$3,501,620	\$3,589,956	\$3,680,521	\$3,773,370	\$3,868,562	\$3,966,155	\$4,066,210	\$4,168,790	\$4,273,957	\$34,889,141
Alt US 19 BRT	\$0	\$0	\$0	\$0	\$6,144,211	\$6,299,213	\$6,458,125	\$6,621,046	\$6,788,077	\$6,959,322	\$39,269,994
Total Operating Costs	\$124,011,565	\$134,916,205	\$140,578,825	\$146,220,215	\$158,675,672	\$165,469,934	\$172,614,487	\$180,128,893	\$188,033,881	\$196,351,421	\$1,607,001,098
<i>Capital Costs</i>											
Total Vehicles	\$17,106,899	\$1,716,360	\$24,131,424	\$1,645,283	\$2,145,283	\$9,697,735	\$9,942,382	\$16,563,952	\$10,450,348	\$4,017,743	\$97,417,409
Passenger Amenities Projects	\$1,852,475	\$367,500	\$404,718	\$573,645	\$603,463	\$551,982	\$565,907	\$580,184	\$594,820	\$609,826	\$6,704,521
Training and Third-Party Projects	\$2,331,256	\$2,054,000	\$1,880,000	\$2,425,000	\$2,545,000	\$2,545,152	\$2,609,359	\$2,675,186	\$2,742,674	\$2,811,864	\$24,619,491
Facilities Projects	\$13,678,937	\$8,893,600	\$543,600	\$543,600	\$7,543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$33,921,337



	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	Total
Clearwater Station Construction	\$29,269,310	\$15,983,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$45,252,310
Technology Projects	\$2,645,077	\$1,885,000	\$3,550,000	\$2,800,000	\$150,000	\$2,374,345	\$2,434,243	\$2,495,653	\$2,558,611	\$2,623,158	\$23,516,087
Miscellaneous	\$1,716,450	\$2,323,950	\$723,950	\$41,988,790	\$573,950	\$1,511,624	\$1,549,758	\$1,588,854	\$1,628,937	\$1,670,030	\$55,276,293
New Vehicles	\$2,800,000	\$0	\$0	\$6,034,600	\$0	\$0	\$0	\$0	\$0	\$0	\$8,834,600
New Ferry Vehicle	\$4,800,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,800,000
Total Capital Costs	\$76,200,404	\$33,223,410	\$31,233,692	\$56,010,918	\$13,561,296	\$17,224,438	\$17,645,250	\$24,447,429	\$18,518,990	\$12,276,221	\$300,342,047
All Costs	\$200,211,969	\$168,139,615	\$171,812,517	\$202,231,133	\$172,236,968	\$182,694,372	\$190,259,737	\$204,576,322	\$206,552,871	\$208,627,642	\$1,907,343,145
Revenues											
Beginning Net Position Available to Budget	\$83,082,396	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$83,082,396
Passenger Fares and Fare Equivalents	\$12,444,981	\$13,067,230	\$13,851,264	\$14,822,171	\$15,711,502	\$16,654,192	\$17,653,443	\$18,712,650	\$19,835,409	\$21,025,534	\$163,778,376
Auxiliary	\$580,600	\$613,462	\$646,405	\$679,828	\$716,538	\$755,231	\$796,014	\$838,999	\$884,305	\$932,057	\$7,443,439
Non-Transportation	\$2,298,000	\$2,389,920	\$2,473,567	\$2,547,834	\$2,637,008	\$2,729,303	\$2,824,829	\$2,923,698	\$3,026,027	\$3,131,938	\$26,982,123
Property Tax	\$85,961,410	\$87,680,638	\$89,434,251	\$91,222,936	\$93,047,395	\$94,908,343	\$96,806,509	\$98,742,640	\$100,717,492	\$102,731,842	\$941,253,456
Local Assistance	\$2,208,474	\$2,239,393	\$2,270,744	\$2,302,535	\$2,334,770	\$2,367,457	\$2,400,601	\$2,434,210	\$2,468,289	\$2,502,845	\$23,529,316
State Reimb. - Fuel Tax	\$484,880	\$451,771	\$451,753	\$484,880	\$484,880	\$484,880	\$484,880	\$484,880	\$484,880	\$484,880	\$4,782,564
State Grants	\$11,587,220	\$11,871,000	\$11,346,000	\$11,587,220	\$11,587,220	\$11,587,220	\$11,587,220	\$11,587,220	\$11,587,220	\$11,587,220	\$115,914,760
Federal Grants	\$8,536,520	\$8,273,677	\$8,173,677	\$8,536,520	\$8,536,520	\$8,536,520	\$8,536,520	\$8,536,520	\$8,536,520	\$8,536,520	\$84,739,514
Federal grants MPO - Pass Through	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$720,000
Capital Reserve	\$958,367	\$1,132,100	\$543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$543,600	\$6,439,267
FDOT - Capital	\$2,451,850	\$58,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,510,350
FTA Current Grants - Capital	\$47,056,908	\$8,464,516	\$726,076	\$1,268,166	\$689,299	\$9,697,735	\$9,942,382	\$16,563,952	\$10,450,348	\$4,017,743	\$108,877,125
FTA Future - Formula - Capital	\$15,829,586	\$15,068,294	\$29,964,016	\$48,164,551	\$12,328,397	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$196,354,844
USDOT - Smart grant - Capital	\$500,000	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000,000
VW Settlement - Capital	\$1,040,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,040,000

	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	Total
In-Kind Local - Capital	\$86,933	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$86,933
Local - Capital	\$676,758	\$8,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,676,758
New Ferry Vehicle Grant	\$4,800,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,800,000
New Farebox	\$0	\$83,655	\$85,766	\$87,929	\$90,147	\$92,422	\$94,753	\$97,144	\$99,594	\$102,107	\$833,517
New BRT Farebox	\$0	\$0	\$0	\$0	\$452,226	\$463,634	\$475,331	\$487,322	\$499,616	\$512,220	\$2,890,348
New Ferry Farebox	\$0	\$165,900	\$165,900	\$165,900	\$165,900	\$165,900	\$165,900	\$165,900	\$165,900	\$165,900	\$1,493,100
New Transit Corridor 727 Express	\$0	\$1,750,810	\$1,794,978	\$1,840,260	\$1,886,685	\$1,934,281	\$1,983,078	\$2,033,105	\$2,084,395	\$2,136,979	\$17,444,570
New Local/Grant Funding Needed	\$0	\$0	\$0	\$0	\$0	\$0	\$11,225,838	\$25,197,952	\$29,938,847	\$34,981,832	\$101,344,469
All Revenues	\$280,656,883	\$162,015,941	\$162,136,428	\$184,466,204	\$151,427,490	\$166,139,737	\$180,743,627	\$204,576,322	\$206,552,871	\$208,627,642	\$1,907,343,145
10-Year Cost & Revenue Summary											
Total Revenues	\$280,656,883	\$162,015,941	\$162,136,428	\$184,466,204	\$151,427,490	\$166,139,737	\$180,743,627	\$204,576,322	\$206,552,871	\$208,627,642	\$1,907,343,145
Total Costs	\$200,211,969	\$168,139,615	\$171,812,517	\$202,231,133	\$172,236,968	\$182,694,372	\$190,259,737	\$204,576,322	\$206,552,871	\$208,627,642	\$1,907,343,145
Revenues Minus Costs	\$80,444,914	-\$6,123,674	-\$9,676,088	-\$17,764,929	-\$20,809,479	-\$16,554,635	-\$9,516,110	\$0	\$0	\$0	
Rollover from Prev. Year	\$0	\$80,444,914	\$74,321,240	\$64,645,152	\$46,880,223	\$26,070,744	\$9,516,110	\$0	\$0	\$0	
Surplus/Shortfall	\$80,444,914	\$74,321,240	\$64,645,152	\$46,880,223	\$26,070,744	\$9,516,110	\$0	\$0	\$0	\$0	\$0

Table 28: Evaluation Categories and Criteria

Category	Evaluation Criteria	Criteria Weight
Equity	Access to affordable housing	25%
Mobility	Access to Jobs	25%
	Access to Housing	
Land Use	Population Density	25%
	Employment Density	
Economic Development	Future Redevelopment and Infill Potential	25%
	Suitability for TOD Development and Redevelopment	

5.4.2 10-Year Project Priorities

Table 28 shows PSTA’s list of priority projects, evaluated and ranked using the process previously discussed. **Table 29** shows the capital projects that are proposed to support the implementation of the listed service priorities.

The implementation timelines shown in these tables do not preclude PSTA from the opportunity to advance or delay any project. As priorities change, funding does not materialize as assumed, or more funding becomes available, this list of priority projects can and should be adjusted accordingly. The changes in implementation and shifts in priorities should be reported in the Annual TDP Update.

Table 29: Priority Projects

Rank	Project Name	Description/Location	Type of Service	Implementation Year	Funding Availability
1	Alt US 19 BRT	From SR 60 to 5th Ave North along Alt US 19	BRT	2030	FDOT/Local
2	4th Street	From 28th Street North to 45th Ave South along 4th Street	BRT	Unfunded	Unfunded
3	727 Express to Tampa International Airport	From downtown St. Petersburg to Tampa International Airport	Limited	2027	Corridor Funding
4	US 19 South	From Pasco County Line to Roosevelt Blvd along US 19	BRT	Unfunded	Unfunded
5	Tampa Bay Ferry	From downtown St. Petersburg to downtown Tampa	Ferry	2026	Existing
6	East Bay Drive/Roosevelt Blvd Express	From SR 60 to 28th Street North along East Bay Drive/Roosevelt Blvd	BRT	Unfunded	Unfunded
7	49th Street Express	From Roosevelt Blvd to 22nd Ave South along 49th Street	Express	Unfunded	Unfunded

Rank	Project Name	Description/Location	Type of Service	Implementation Year	Funding Availability
8	North Beach Ferry Improvement	From downtown Clearwater to Clearwater Beach Marina	Ferry	Unfunded	Unfunded
9	Dunedin Ferry Improvement	From Dunedin Marina to Clearwater Beach Marina	Ferry	Unfunded	Unfunded
10	SR 60 Express	From Tampa International Airport to Clearwater Beach via SR 60	Express	Unfunded	Unfunded
11	SR 580 Express	From Hillsborough County to SR 60 via SR 580 and Sheldon Road	Express	Unfunded	Unfunded
12	US 19 North Express	From SR 60 to 5th Ave North along Alt US 19	Express	Unfunded	Unfunded
13	Park Blvd Express	From Britton Plaza in Tampa to Gulf Boulevard along Park Boulevard	Express	Unfunded	Unfunded

Table 30: Supporting Capital Priorities

Rank	Project Name	Description/Location	Type of Service	Implementation Year	Funding Availability
1	Clearwater Station	Downtown Clearwater	Intermodal Center	2027	Existing
2	SunRunner Improvements	Along 1st Ave North and 1st Ave South	Technology	2026/2027	Existing
3	Spark Improvements	Throughout Pinellas County	Technology	2026	Existing
4	Downtown St Petersburg Park and Ride	Throughout Pinellas County	Park-and-Ride	2032	Existing
5	Innovative Technology	Throughout Pinellas County	Technology	2026-2035	Existing
6	Electric Vehicle Infrastructure	Throughout Pinellas County	Infrastructure	2026	Existing
7	Additional Bus Bays	Throughout Pinellas County	Infrastructure	2026	Existing
8	Countryside Mall Bus Bay	Countryside Mall	Infrastructure	2030	Existing
9	Marketing	Throughout Pinellas County	Marketing	2026-2035	Existing
10	New Bus Stop Signs	Throughout Pinellas County	Infrastructure	2027	Existing
11	Safety	Throughout Pinellas County	Infrastructure	2026-2035	Existing
12	Vehicle Maintenance	Throughout Pinellas County	Infrastructure	2026-2029	Existing

Appendix A: Performance Monitoring System

Route Profile: SYSTEM WIDE

*Statistics with fewer than 50 responses are not shown due to the high margin of error. Some categories may also add up to slightly more or less than 100 percent due to rounding.

Distribution of Weekday Trips by Time Period	
Early (before 6am)	3%
AM Peak (6am-8:59am)	19%
Midday (9am-2:59pm)	40%
PM Peak (3pm-5:59pm)	24%
Evening (6pm on)	15%

Origins and Destinations		
	Trips by Origin Type ¹	Trips by Destination Type ¹
Home	48%	33%
Work	20%	24%
Shopping/ Recreation	15%	23%
Hotel	5%	3%
Social	4%	7%
Medical	3%	4%
All Other	5%	6%

Route Access and Egress		
	Trips by Access Mode	Trips by Egress Mode
Walk/ Wheelchair	91%	92%
Picked Up/ Dropped Off	2%	1%
Drive/Ride with Others	<1%	<1%
Drive Alone	<1%	<1%
Personal Bike/Scooter	4%	4%
Shared Bike/Scooter	<1%	<1%
Taxi or Ridehailing	2%	1%
All Other	<1%	<1%

Transfer Frequency	% of trips
0 transfers	65%
1 transfer	28%
2 transfers	6%
3 or more transfers	1%

Routes Most Commonly Transferred To /From ⁸	
52/52LX and 53	24%
59 and 18	16%
812 and 19	15%
68 and 18	15%
65 and 18	12%

Fare Payment	% of Trips
Cash	27%
No fare	15%
School ID	6%
31 day Go card	6%
31 Transportation Disadvantaged card	5%
Flamingo Fare	26%
1-day Go card paid for onboard	5%
1-day Go card (paid for before trip)	3%
Passport Monthly Pass	2%
Company ID	2%
Contactless Credit Card	1%
7-Day Go Card	1%
3-Day Go Card	<1%
Hotel room key	1%
Apple Pay or Google Pay	<1%
10-Day Transportation Disadvantaged card	<1%

Payment Method ²	% of Trips
Regular/Full Fare	75%
Senior (65 and older)	16%
Disabled	9%
Student	1%
Group Pass	<1%
Full Fare	75%
Reduced Fare	25%

Payment Category	% of Trips
Regular/Full Fare	75%
Senior (65 and older)	16%
Disabled	9%
Student	1%
Group Pass	<1%
Full Fare	75%
Reduced Fare	25%

Demographics	% of Trips
Under 12	<1%
13 to 18	5%
19 to 24	8%
25 to 44	35%
45 to 64	36%
65 or Older	15%

Age	% of Trips
Male	57%
Female	43%
Non-binary or Other	1%

Gender	% of Trips
Am. Indian/Alaska Native	<1%
Asian	1%
Black/African-American	32%
Hispanic/Latino	12%
White	52%
Multiracial	2%
Other ³	<1%

Race/Ethnicity	% of Trips
At/Below Poverty Line	42%
At/Below 200% of Poverty Line	75%
Median Income	\$24.8K
English	97%
Spanish	2%
Other	<1%

Demographics Cont.		% of Trips	
English Prof. ⁵	Very Well	98%	
	Well	<1%	
	Less Than Well	1%	
Employment Status	Full-Time	47%	
	Part-Time	15%	
	Homemaker	1%	
	Self-Employed	3%	
	Freelancer/Contractor	<1%	
	Retired	17%	
Student Status ⁶	Not Employed	36%	
	Student	6%	
	K-12 th Grade	55%	
	College/University	36%	
		Vocational/Technical/ Trade School	8%

Most Common Home ZIP Codes Recorded on This Route				
33701	33712	33705	33755	33713

Ridership and Survey Statistics	
Avg. Weekday Riders ⁷	Completed Surveys
34525	6432

Transit Reliance	% of Trips
Extremely Transit Reliant	28%
Highly Transit Reliant	27%
Moderately Transit Reliant	17%
Slightly Transit Reliant	18%
Not Transit Reliant	11%

1: Origins and destinations are consolidated from numerous categories in the survey.
Social includes: Religious/Community and Social Visit/Family/Friends.
Shopping/Recreation includes: Attractions/ Recreation/Sightseeing, Shopping/Restaurant, and Sporting or Special Event.
Medical includes: Medical/ Doctor/Clinic/Hospital (Non-Work Only).
School/College includes: Child's School/ Daycare/ Activity, College/University (Students Only), and School (K-12) (Students Only).
All Other includes: Gym/Exercises, and Personal Business/Errands.
2: Fare payment methods reflect fares used across all legs of a trip, not just the surveyed route.
3: Other races/ethnicities includes Native Hawaiian or Pacific Islander, and other self-reported races/ethnicities.
4: Income levels are consolidated from the more numerous categories in the survey, with income range midpoints being used in median calculations.

5: English proficiency refers to the following question on the survey: "How well do you speak English?" Note that a response to this question was only required from those who indicated they spoke another language at home. Those who spoke English at home were considered proficient.

6: Student Status: Percentage of trips by students in employment status may be lower than reported in student status as respondents who are part-time students may have reported employment in another category.

7: Averages are rounded to the nearest whole rider and are from Mondays through Fridays in Spring 2023. Trips are weighted to average daily trips.

8: Transfer pairs are reported by highest percentage of trips based on the ridership of the smaller (first listed) route.

Route Profile: TROLLEY

*Statistics with fewer than 50 responses are not shown due to the high margin of error. Some categories may also add up to slightly more or less than 100 percent due to rounding.

Distribution of Weekday Trips by Time Period	
Early (before 6am)	1%
AM Peak (6am-8:59am)	10%
Midday (9am-2:59pm)	40%
PM Peak (3pm-5:59pm)	26%
Evening (6pm on)	22%

Origins and Destinations		
	Trips by Origin Type ¹	Trips by Destination Type ¹
Home	36%	24%
Work	12%	17%
Shopping/ Recreation	25%	38%
Hotel	20%	12%
Social	2%	4%
Medical	1%	1%
All Other	4%	4%

Route Access and Egress		
	Trips by Access Mode	Trips by Egress Mode
Walk/ Wheelchair	93%	93%
Picked Up/ Dropped Off	1%	1%
Drive/Ride with Others	<1%	<1%
Drive Alone	<1%	<1%
Personal Bike/Scooter	3%	3%
Shared Bike/Scooter	-	<1%
Taxi or Ridehailing	2%	2%
All Other	-	<1%

Transfer Frequency	% of trips
0 transfers	76%
1 transfer	19%
2 transfers	4%
3 or more transfers	1%

Routes Most Commonly Transferred To /From ⁸	
60 and SCBT	9%
JTSB and 60	7%
JTSB and 18	4%
CAT and SCBT	4%
SCBT and 59	4%

Fare Payment	% of Trips
Cash	35%
No fare	15%
School ID	3%
31 day Go card	6%
31 Transportation Disadvantaged card	1%
Flamingo Fare	21%
1-day Go card paid for onboard	7%
1-day Go card (paid for before trip)	4%
Passport Monthly Pass	<1%
Company ID	2%
Contactless Credit Card	<1%
7-Day Go Card	<1%
3-Day Go Card	-
Hotel room key	4%
Apple Pay or Google Pay	1%
10-Day Transportation Disadvantaged card	<1%

Payment Method ²	% of Trips
Regular/Full Fare	85%
Senior (65 and older)	13%
Disabled	2%
Student	-
Group Pass	-
Full Fare	85%
Reduced Fare	15%

Payment Category	% of Trips
Regular/Full Fare	85%
Senior (65 and older)	13%
Disabled	2%
Student	-
Group Pass	-
Full Fare	85%
Reduced Fare	15%

Demographics	% of Trips
Under 12	-
13 to 18	2%
19 to 24	6%
25 to 44	34%
45 to 64	41%
65 or Older	16%

Age	% of Trips
Male	56%
Female	44%
Non-binary or Other	2%

Gender	% of Trips
Am. Indian/Alaska Native	1%
Asian	2%
Black/African-American	17%
Hispanic/Latino	11%
White	67%
Multiracial	1%
Other ³	<1%

Race/Ethnicity	% of Trips
At/Below Poverty Line	32%
At/Below 200% of Poverty Line	69%
Median Income	\$30.9K
English	98%
Spanish	2%
Other	<1%

Demographics Cont.		% of Trips
English Prof. ⁵	Very Well	98%
	Well	<1%
	Less Than Well	1%
Employment Status	Full-Time	50%
	Part-Time	16%
	Homemaker	<1%
	Self-Employed	3%
	Freelancer/Contractor	<1%
	Retired	17%
Student Status ⁶	Not Employed	30%
	Student	3%
	K-12 th Grade	43%
	College/University	57%
Vocational/Technical/ Trade School		-

Most Common Home ZIP Codes Recorded on This Route				
33767	33706	33701	33708	33785

Ridership and Survey Statistics	
Avg. Weekday Riders ⁷	Completed Surveys
4008	716

Transit Reliance	% of Trips
Extremely Transit Reliant	23%
Highly Transit Reliant	21%
Moderately Transit Reliant	19%
Slightly Transit Reliant	22%
Not Transit Reliant	15%

1: Origins and destinations are consolidated from numerous categories in the survey.
Social includes: Religious/Community and Social Visit/Family/Friends.
Shopping/Recreation includes: Attractions/ Recreation/Sightseeing, Shopping/Restaurant, and Sporting or Special Event.
Medical includes: Medical/ Doctor/Clinic/Hospital (Non-Work Only).
School/College includes: Child's School/ Daycare/ Activity, College/University (Students Only), and School (K-12) (Students Only).
All Other includes: Gym/Exercises, and Personal Business/Errands.
2: Fare payment methods reflect fares used across all legs of a trip, not just the surveyed route.
3: Other races/ethnicities includes Native Hawaiian or Pacific Islander, and other self-reported races/ethnicities.
4: Income levels are consolidated from the more numerous categories in the survey, with income range midpoints being used in median calculations.

5: English proficiency refers to the following question on the survey: "How well do you speak English?" Note that a response to this question was only required from those who indicated they spoke another language at home. Those who spoke English at home were considered proficient.

6: Student Status: Percentage of trips by students in employment status may be lower than reported in student status as respondents who are part-time students may have reported employment in another category.

7: Averages are rounded to the nearest whole rider and are from Mondays through Fridays in Spring 2023. Trips are weighted to average daily trips.

8: Transfer pairs are reported by highest percentage of trips based on the ridership of the smaller (first listed) route.

Route Profile: BUS

*Statistics with fewer than 50 responses are not shown due to the high margin of error. Some categories may also add up to slightly more or less than 100 percent due to rounding.

Distribution of Weekday Trips by Time Period	
Early (before 6am)	4%
AM Peak (6am-8:59am)	20%
Midday (9am-2:59pm)	40%
PM Peak (3pm-5:59pm)	24%
Evening (6pm on)	12%

Origins and Destinations		
	Trips by Origin Type ¹	Trips by Destination Type ¹
Home	51%	36%
Work	21%	26%
Shopping/ Recreation	12%	19%
Hotel	2%	2%
Social	4%	8%
Medical	4%	4%
All Other	6%	6%

Route Access and Egress		
	Trips by Access Mode	Trips by Egress Mode
Walk/ Wheelchair	91%	92%
Picked Up/ Dropped Off	2%	2%
Drive/Ride with Others	<1%	<1%
Drive Alone	<1%	<1%
Personal Bike/Scooter	4%	4%
Shared Bike/Scooter	<1%	<1%
Taxi or Ridehailing	1%	1%
All Other	<1%	<1%

Transfer Frequency	% of trips
0 transfers	61%
1 transfer	32%
2 transfers	6%
3 or more transfers	1%

Routes Most Commonly Transferred To /From ⁸	
52/52LX and 53	24%
59 and 18	16%
812 and 19	15%
68 and 18	15%
65 and 18	12%

Fare Payment	% of Trips
Cash	30%
No fare	3%
School ID	8%
31 day Go card	7%
31 Transportation Disadvantaged card	6%
Flamingo Fare	30%
1-day Go card paid for onboard	5%
1-day Go card (paid for before trip)	3%
Passport Monthly Pass	3%
Company ID	2%
Contactless Credit Card	1%
7-Day Go Card	1%
3-Day Go Card	1%
Hotel room key	-
Apple Pay or Google Pay	<1%
10-Day Transportation Disadvantaged card	<1%

Payment Method ²	% of Trips
Regular/Full Fare	73%
Senior (65 and older)	16%
Disabled	10%
Student	1%
Group Pass	<1%
Full Fare	73%
Reduced Fare	27%

Payment Category	% of Trips
Regular/Full Fare	73%
Senior (65 and older)	16%
Disabled	10%
Student	1%
Group Pass	<1%
Full Fare	73%
Reduced Fare	27%

Demographics	% of Trips
Under 12	<1%
13 to 18	6%
19 to 24	9%
25 to 44	35%
45 to 64	35%
65 or Older	15%

Age	% of Trips
Male	57%
Female	43%
Non-binary or Other	1%

Gender	% of Trips
Am. Indian/Alaska Native	<1%
Asian	1%
Black/African-American	36%
Hispanic/Latino	12%
White	48%
Multiracial	2%
Other ³	<1%

Race/Ethnicity	% of Trips
At/Below Poverty Line	43%
At/Below 200% of Poverty Line	78%
Median Income	\$23.4K
English	97%
Spanish	3%
Other	<1%

Demographics Cont.		% of Trips
English Prof. ⁵	Very Well	97%
	Well	1%
	Less Than Well	1%
Employment Status	Full-Time	46%
	Part-Time	15%
	Homemaker	<1%
	Self-Employed	2%
	Freelancer/Contractor	<1%
	Retired	17%
Student Status ⁶	Not Employed	37%
	Student	7%
	K-12 th Grade	59%
	College/University	32%
Vocational/Technical/ Trade School		9%

Most Common Home ZIP Codes Recorded on This Route				
33701	33712	33705	33755	33713

Ridership and Survey Statistics	
Avg. Weekday Riders ⁷	Completed Surveys
27290	4891

Transit Reliance	% of Trips
Extremely Transit Reliant	30%
Highly Transit Reliant	28%
Moderately Transit Reliant	16%
Slightly Transit Reliant	18%
Not Transit Reliant	8%

1: Origins and destinations are consolidated from numerous categories in the survey.
Social includes: Religious/Community and Social Visit/Family/Friends.
Shopping/Recreation includes: Attractions/ Recreation/Sightseeing, Shopping/Restaurant, and Sporting or Special Event.
Medical includes: Medical/ Doctor/Clinic/Hospital (Non-Work Only).
School/College includes: Child's School/ Daycare/ Activity, College/University (Students Only), and School (K-12) (Students Only).
All Other includes: Gym/Exercises, and Personal Business/Errands.
2: Fare payment methods reflect fares used across all legs of a trip, not just the surveyed route.
3: Other races/ethnicities includes Native Hawaiian or Pacific Islander, and other self-reported races/ethnicities.
4: Income levels are consolidated from the more numerous categories in the survey, with income range midpoints being used in median calculations.

5: English proficiency refers to the following question on the survey: "How well do you speak English?" Note that a response to this question was only required from those who indicated they spoke another language at home. Those who spoke English at home were considered proficient.

6: Student Status: Percentage of trips by students in employment status may be lower than reported in student status as respondents who are part-time students may have reported employment in another category.

7: Averages are rounded to the nearest whole rider and are from Mondays through Fridays in Spring 2023. Trips are weighted to average daily trips.

8: Transfer pairs are reported by highest percentage of trips based on the ridership of the smaller (first listed) route.

Route Profile: SUNRUNNER

*Statistics with fewer than 50 responses are not shown due to the high margin of error. Some categories may also add up to slightly more or less than 100 percent due to rounding.

Distribution of Weekday Trips by Time Period	
Early (before 6am)	-
AM Peak (6am-8:59am)	15%
Midday (9am-2:59pm)	36%
PM Peak (3pm-5:59pm)	21%
Evening (6pm on)	28%

Origins and Destinations		
	Trips by Origin Type ¹	Trips by Destination Type ¹
Home	41%	30%
Work	16%	15%
Shopping/Recreation	24%	37%
Hotel	6%	4%
Social	5%	10%
Medical	1%	1%
All Other	5%	4%

Route Access and Egress		
	Trips by Access Mode	Trips by Egress Mode
Walk/Wheelchair	89%	91%
Picked Up/Dropped Off	2%	1%
Drive/Ride with Others	1%	<1%
Drive Alone	1%	<1%
Personal Bike/Scooter	5%	6%
Shared Bike/Scooter	1%	<1%
Taxi or Ridehailing	2%	1%
All Other	<1%	<1%

Transfer Frequency	% of trips
0 transfers	85%
1 transfer	12%
2 transfers	3%
3 or more transfers	<1%

Routes Most Commonly Transferred To /From	
4	4%
18	2%
34	2%
SCBT	2%
52	1%

Fare Payment	% of Trips
Cash	1%
No fare	96%
School ID	<1%
31 day Go card	<1%
31 Transportation Disadvantaged card	-
Flamingo Fare	2%
1-day Go card paid for onboard	<1%
1-day Go card (paid for before trip)	<1%
Passport Monthly Pass	-
Company ID	<1%
Contactless Credit Card	<1%
7-Day Go Card	-
3-Day Go Card	-
Hotel room key	-
Apple Pay or Google Pay	<1%
10-Day Transportation Disadvantaged card	-

Payment Method ²	% of Trips
Regular/Full Fare	84%
Senior (65 and older)	-
Disabled	16%
Student	-
Group Pass	-
Full Fare	84%
Reduced Fare	16%

Payment Category	% of Trips
Regular/Full Fare	84%
Senior (65 and older)	-
Disabled	16%
Student	-
Group Pass	-
Full Fare	84%
Reduced Fare	16%

Demographics	% of Trips
Under 12	-
13 to 18	2%
19 to 24	10%
25 to 44	37%
45 to 64	36%
65 or Older	15%

Age	% of Trips
Male	59%
Female	40%
Non-binary or Other	1%

Gender	% of Trips
Am. Indian/Alaska Native	<1%
Asian	1%
Black/African-American	28%
Hispanic/Latino	8%
White	60%
Multiracial	2%
Other ³	1%

Demographics Cont.	% of Trips
English Prof. ⁵	Very Well 99%
	Well <1%
	Less Than Well 1%
Employment Status	Full-Time 45%
	Part-Time 15%
	Homemaker 1%
	Self-Employed 4%
	Freelancer/Contractor <1%
	Retired 17%
	Not Employed 36%
	Student 5%
Student Status ⁶	K-12 th Grade 21%
	College/University 70%
	Vocational/Technical/Trade School 9%

Most Common Home ZIP Codes Recorded on This Route				
33701	33707	33713	33706	33712

Ridership and Survey Statistics	
Avg. Weekday Riders ⁷	Completed Surveys
3227	825

Transit Reliance	% of Trips
Extremely Transit Reliant	19%
Highly Transit Reliant	23%
Moderately Transit Reliant	19%
Slightly Transit Reliant	14%
Not Transit Reliant	24%

1: Origins and destinations are consolidated from numerous categories in the survey.
Social includes: Religious/Community and Social Visit/Family/Friends.
Shopping/Recreation includes: Attractions/Recreation/Sightseeing, Shopping/Restaurant, and Sporting or Special Event.
Medical includes: Medical/ Doctor/Clinic/Hospital (Non-Work Only).
School/College includes: Child's School/ Daycare/ Activity, College/University (Students Only), and School (K-12) (Students Only).
All Other includes: Gym/Exercises, and Personal Business/Errands.
2: Fare payment methods reflect fares used across all legs of a trip, not just the surveyed route.
3: Other races/ethnicities includes Native Hawaiian or Pacific Islander, and other self-reported races/ethnicities.
4: Income levels are consolidated from the more numerous categories in the survey, with income range midpoints being used in median calculations.

5: English proficiency refers to the following question on the survey: "How well do you speak English?" Note that a response to this question was only required from those who indicated they spoke another language at home. Those who spoke English at home were considered proficient.

6: Student Status: Percentage of trips by students in employment status may be lower than reported in student status as respondents who are part-time students may have reported employment in another category.

7: Averages are rounded to the nearest whole rider and are from Mondays through Fridays in Spring 2023. Trips are weighted to average daily trips.

Appendix B: Community Bus Plan Public Engagement Plan





**Pinellas County
Community Bus Plan**

PUBLIC ENGAGEMENT PLAN



Table of Contents

1	Project Overview	4
1.1	Community Bus Plan	4
1.2	Purpose and Need.....	4
1.3	Public Engagement Plan.....	5
2	Public Engagement Approach	7
2.1	Community Engagement Strategy Overview	7
3	Stakeholder Identification	9
3.1	Interagency and Elected Officials Identification	9
3.2	Primary Stakeholder Identification	10
4	Spreading the Word	15
4.1	Audience Identification	15
4.2	Stakeholder and Partner Identification.....	16
4.3	Delivery Methods.....	16
4.4	Branding and Website Development	17
5	Public Engagement Strategy	19
5.1	Public Engagement In-Person and Virtual Meetings.....	19
5.2	Project Survey	19
6	Measuring Success and Reporting	22
6.1	Comment Matrix.....	22
6.2	Public Engagement Update Reports	22
6.3	Public Engagement Final Report	22
7	Summary and Next Steps	24
7.1	Overview	24
7.2	Next Steps	25

List of Tables

Table 3-1 Pinellas County Elected Officials.....9
Table 3-2 Pinellas County Primary Stakeholders11
Table 3-3 Pinellas County CRAs12
Table 4-1 Pinellas County Population Growth.....15
Table 4-2 Pinellas County Employment Growth.....15
Table 4-3 Pinellas County Race/Ethnicity Demographics (2020).....16
Table 4-4 Pinellas County Age Demographics (2020).....16

List of Figures

Figure 2-1 | Public Engagement Strategy7
Figure 4-1 PSTA Transit App17

1

PROJECT OVERVIEW



1 Project Overview

1.1 Community Bus Plan

The Pinellas Suncoast Transit Authority (PSTA) serves the public transportation needs across Pinellas County, Florida. The organization has a fleet of 220 transit vehicles, including busses, trolleys, and shuttles. They serve 46 routes, including two express routes to Hillsborough County, a major population and employment center in the region. In addition to traditional transit, PSTA has special programs that serve specific populations including the Transportation Disadvantaged and PSTA Access Programs, which serve those with disabilities. PSTA has a total of 9.4 million riders annually including 153,278 PSTA Access (paratransit) trips¹.

What is a Community Bus Plan?

The Community Bus Plan will assess current conditions and set goals for the near future. This plan will address the changing needs of Pinellas County residents and businesses. The Community Bus Plan will seek to gain a better understanding of current economic and social conditions and how this affects the need for public transit in and around Pinellas County. A significant portion of the Plan will be dedicated to gaining public input on transit priorities and possible route changes and enhancements. This will include an on-board survey. Ridership data will also be analyzed to identify any trends that could help identify necessary changes. Once all of the data and public input is gathered, it will be analyzed to determine priorities for possible service changes and improvements to be implemented under multiple funding scenarios.

1.2 Purpose and Need

The transportation services provided by PSTA are essential for continued economic growth and development in Pinellas County. These services not only provide transportation for everyday commuters, but also provide access to essential services, employment, and education for many underserved groups including senior citizens, those with disabilities, persons with low-income, and others without access or the ability to operate a personal vehicle. The transit system also supports the tourism industry, a key economic driver for Pinellas County.

Pinellas County has experienced rapid growth over the last decade, with 5% population increase since 2010. In addition, it is by far the most densely populated county in Florida with an average of 3,524 people per square mile in 2022, and growth is expected to continue². Further compounding these statistics is the fact that Pinellas County is largely built out, with little vacant land for new development. This indicates that denser development patterns are likely as more people move to the county³.

These facts indicate a need to review all aspects of the transportation system in Pinellas County, including the public transportation system, to ensure that all citizens have access to necessary services, educational and economic opportunities, and recreational activities. PSTA plays a vital role in ensuring this access and maintaining the continued economic growth and quality of life for Pinellas County

¹ [PSTA Website](#)

² [Fast Facts About Pinellas County](#)

³ [Forward Pinellas-TEILS Update](#)

residents, workers, and visitors to advance their mission to safely connect all people to places, to opportunities, and to chances.

The purpose of the Community Bus Plan is to ensure the public transportation system is able to adapt to the changing needs of Pinellas County. Through this plan, PSTA will collect various types of data to gain a stronger understanding of the current conditions and needs for transit in and around Pinellas County. A key component of this data collection will be public input gathered from riders and the many organizations and stakeholders who rely on or are affected by the public transportation system. Based on this feedback and data collection, PSTA will determine possible service changes and improvements that can be implemented through multiple funding sources.

1.3 Public Engagement Plan

PSTA strives to safely connect people to places and intentionally make inclusion a priority throughout the development of the Community Bus Plan, ultimately making a meaningful difference in the community in which it operates, works, and lives. As such, this Public Engagement Plan (PEP), serves as a community engagement strategy designed to ensure meaningful public engagement for the Community Bus Plan.

This Public Engagement Plan essentially answers the following questions:

- ✓ Who are our audiences?
- ✓ What methods will reach this audience?
- ✓ How do we spread the word about these methods?
- ✓ How do we measure success?

This plan will first identify our audiences by analyzing community demographics and understanding the societal context for the area. This information helps develop the most effective method to reach our target audiences and receive meaningful feedback from our residents. This may include innovative technologies, such as virtual reality tools, or this could include boots-on-the-ground engagement such as meetings, charrettes, and community events. Next, the team will decide the best way to deliver the message about these opportunities, so residents and stakeholders know how to have their voice heard. Last, the team will determine what success looks like and how it is measured.



2

PUBLIC ENGAGEMENT APPROACH

2 Public Engagement Approach

2.1 Community Engagement Strategy Overview

This Public Engagement Plan demonstrates PSTA’s vision to being the people’s first choice for transportation and a driving force for social, environmental, and economic vitality in the community through innovation and partnership. Meaningful and effective public participation is essential to the successful implementation of this plan, and necessary to ensure that the needs of Pinellas County’s many unique and diverse communities are adequately addressed. The feedback and ideas provided through all engagement opportunities will directly help guide the decisions made throughout Community Bus Plan process.

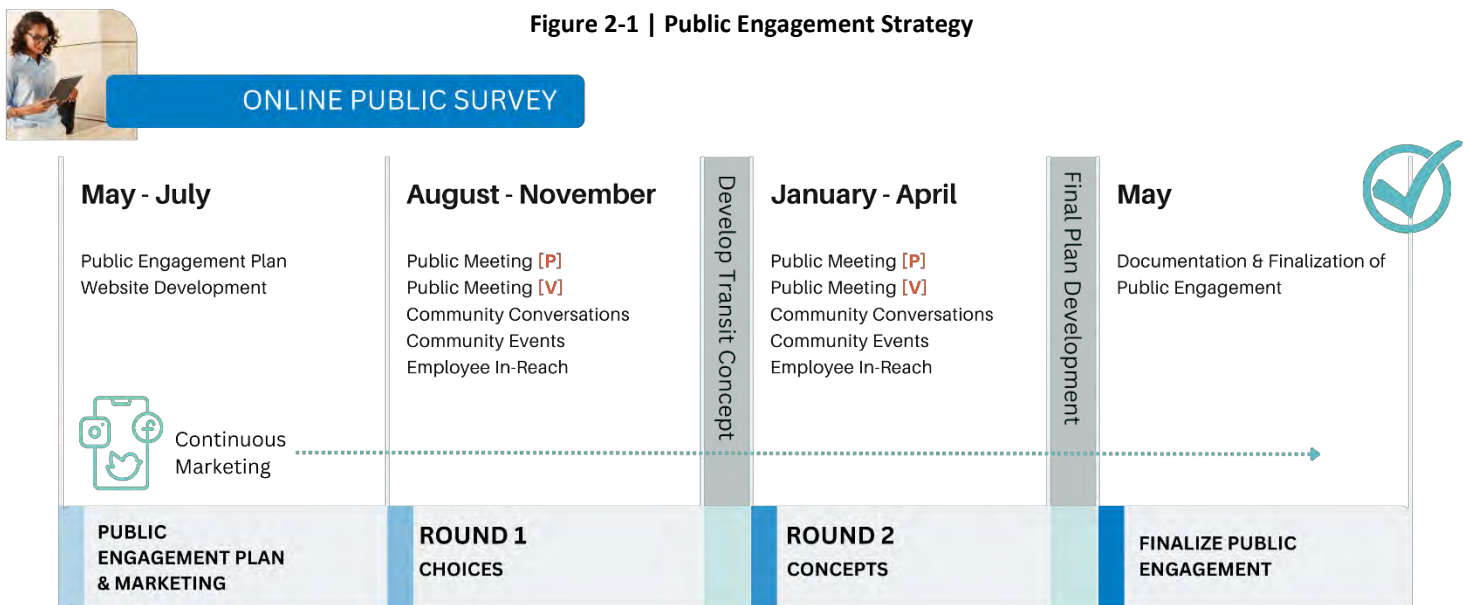
To ensure that all residents, transit riders, future transit riders, and other stakeholders have the opportunity to provide meaningful input, voice their ideas, and come to a consensus for the Community Bus Plan, this engagement strategy will offer multi-layered public participation in two distinct rounds of engagement. Each of these rounds will include in-person and virtual public meetings, employee in-reach, and community conversations, stakeholder presentations, and community/pop-up events. This approach aligns with PSTA’s commitment to “meet people where they are” in order to ensure a fully inclusive public engagement and planning process.

To start off the plan, Jarrett Walker and Associates (JWA), in cooperation with EXP and PSTA staff, will develop an online, interactive survey providing community members the opportunity to weigh in at their convenience, on any device, and at any location where they have access to the internet.

Throughout the entire process, PSTA staff and the EXP team will attend community events and participate in “community conversations” with the public. This will ensure that those without access to internet or digital devices will still be able to provide meaningful feedback through multi-lingual, hard copy surveys and in-person interviews and focus groups as needed. The EXP team will also develop a continuous marketing strategy, including news releases, social media campaigns, and other delivery methods, which PSTA staff will implement to spread the word about public participation opportunities.

The two rounds of engagement are outlined in the **Figure 2** below along with a preliminary timeline for the online public survey, educational campaign, and the Community Bus Plan recommendations.

Figure 2-1 | Public Engagement Strategy



[V] Virtual [P] In-Person



3

STAKEHOLDER IDENTIFICATION

3 Stakeholder Identification

3.1 Interagency and Elected Officials Identification

The following local, regional, state, and/or federal agencies are concerned with this project due to jurisdictional review or expressed interest. Agencies will be contacted directly by EXP, JWA, and PSTA staff throughout the Public Involvement Process. As other concerned public agencies are identified throughout the study, this list will be updated throughout the study process, including after elections which may result in changes to the elected officials listed in **Table 3-1**.

Table 3-1 Pinellas County Elected Officials

State	Florida Department of Economic Opportunity
	Enterprise Florida
	Agency for Persons with Disabilities
	Florida Department of Transportation
Federal	Department of Transportation
	Economic Development Administration
	Federal Transit Administration
	Office of Community Planning and Development?
Regional	Tampa Bay Chamber of Commerce
	Hillsborough Area Rapid Transit (HART)
	Tampa Bay Regional Planning Council (TBRPC)
Pinellas County	Forward Pinellas
	Department of Economic Development
	Department of Public Works
	Pinellas Suncoast Transit Authority
	Department of Zoning and Land Use
	Barrier Islands Government Council
	Mayor’s Council of Pinellas County
	Department of Human Services
Municipalities	City of Belleair
	City of Belleair Bluffs
	City of Clearwater
	City of Dunedin
	City of Gulfport
	City of Indian Rocks Beach
	City of Indian Shores
	City of Largo
	City of Madeira Beach
	City of North Redington Beach
	City of Oldsmar
	City of Pinellas Park
	City of Redington Beach
	City of Redington Shores

Municipalities, continued	City of Safety Harbor
	City of St. Pete Beach
	City of St. Petersburg
	City of Seminole
	City of South Pasadena
	City of Tarpon Springs
	City of Treasure Island
Native American Tribes	N/A ⁴
Municipal and County Delegation	Barry A. Burton, County Administrator, Pinellas County
	Pinellas County Board of County Commissioners, Janet Long, Chair
Florida State Senators for Local Districts	Senator Ed Hooper, District 21
	Senator Nick DiCeglie, District 18
	Senator Darryl Rouson, District 16
Florida State Representatives for Local Districts	Representative Adam Anderson, District 57
	Representative Kimberly Berfield, District 58
	Representative Berny Jacques, District 59
	Representative Lindsay Cross, District 60
	Representative Linda Chaney, District 61
	Representative Michelle K. Rayner-Goolsby, District 62
Federal Delegation	Representative Anna Paulina Luna, District 13
	Representative Kathy Castor, District 14
	Senator Marco Rubio
	Senator Rick Scott

3.2 Primary Stakeholder Identification

Primary stakeholders are persons who could be directly impacted by possible changes to the Community Bus Plan. This includes residents, businesses, community organizations, HOAs, educational institutions, hospitals, senior citizens, disabled citizens, others with limited access to transportation, tourism representatives, and other stakeholders in and around Pinellas County. The primary stakeholders from across Pinellas County are identified in **Table 3-2** and will be updated throughout the public engagement process to ensure accuracy.

⁴ There are no Native American tribes adjacent to the study area.

Table 3-2 Pinellas County Primary Stakeholders

Primary Stakeholders	
211 Tampa Bay Cares	Pinellas County Schools
AMPLIFY Clearwater	Pinellas County Schools ESOL Program
AARP Senior Employment Services	Pinellas County Urban League
Alpha House	Pinellas Ex-Offender Reentry Coalition
Area Agency On Aging of Pasco-Pinellas	Pinellas Hope
Boley Center	Pinellas Park Gateway Chamber of Commerce
Career Source Pinellas	Pinellas Park Housing
Catholic Charities	Pinellas Park Senior Center
Central Pinellas Chamber of Commerce	Pinellas Safe Harbor
Citizens Alliance for Progress-Tarpon Springs	Pinellas Technical College
Clearwater Downtown Development Board	Pinellas County Department of Health
Clearwater Free Clinic	Pinellas County Housing Authority
Clearwater Housing Authority	Pinellas County Social Services Coalition
Council of Neighborhood Associations	Pinellas County Urban League
Daystar Life Center	Public Information Officer Network
Directions for Living	Ready for Life
Disability Rights Florida	Sacred Heart Catholic Church
Downtown St. Pete Partnership	Safe Connections
Dunedin Chamber of Commerce	Safety Harbor Chamber of Commerce
Eckerd College	Salvation Army Emergency Shelter
Family Promise of Pinellas County	Salvation Army Employment
Family Resources	Self Reliance, Inc. Center for Independent Living
Family Resources of Pinellas and Manatee County	Shepherds Village
Florida Center for Inclusive Communities	St. Pete Youth Farm
Forward Pinellas	St. Pete-Clearwater International Airport
Foundation for a Healthy St. Petersburg	St. Petersburg Area Chamber of Commerce
Grace House	St. Petersburg Area Economic Development Corporation
Grand Central District Association	St. Petersburg College
Greater Palm Harbor Chamber of Commerce	St. Petersburg Downtown Partnership
Greater Seminole Area Chamber of Commerce	St. Petersburg Free Clinic
Gulfport Senior Center	St. Petersburg Housing Authority
Habitat for Humanity of Pinellas County	St. Vincent de Paul
Healthy St. Pete	Suncoast Housing Connections

Primary Stakeholders, continued	
Hispanic Chamber of Commerce of Pinellas County	Tampa Bay Beaches Chamber of Commerce
Hispanic Leadership Council	Tarpon Springs Chamber of Commerce
Hispanic Outreach Center	Tarpon Springs Housing Authority
Homeless Empowerment Program	The Sunshine Center
Homeless Empowerment Program	UNITE Pinellas
Homeless Leadership Alliance of Pinellas	United Way Suncoast
Job Corps	University of South Florida, St. Petersburg
Lealman Exchange Community Center	Upper Tampa Bay Chamber of Commerce
Lighthouse of Pinellas	Visit St. Pete/Clearwater
Oldsmar Senior Center	Vocational Rehabilitation Services
Personal Enrichment Through Mental Health Services (PEMHS)	WestCare Foundation-Turning Point
Pinellas County Housing Authority	

Additionally, Pinellas County has Community Redevelopment Areas (CRAs) which help foster and sustain civic engagement in Pinellas County. These organizations will be important partners in the Community Bus Plan because they often represent underserved areas and have existing relationships with disadvantaged residents, many of whom rely on public transportation to access necessities and opportunities. These CRAs also represent important activity centers throughout the county and will provide valuable insight into transportation needs across Pinellas County. These CRAs are identified in **Table 3-3**.

Table 3-3 Pinellas County CRAs

CRAs	Address
Clearwater Downtown CRA	112 S. Osceola Ave Clearwater, FL 33756
Clearwater Largo Road CRA	201 Highland Ave. Largo, FL 33770
Dunedin Downtown CRA	737 Loudon Ave. Dunedin, FL 34698
Gulfport 49th Street Corridor CRA	5330 23 rd Avenue South Gulfport, FL 33707
Gulfport Waterfront District CRA	5330 23 rd Avenue South Gulfport, FL 33707
Largo West Bay Drive CRA	201 Highland Ave. Largo, FL 33770

Lealman CRA	440 Court Street 2 nd Floor Clearwater, FL 33756
North Greenwood CRA	100 S. Myrtle Ave 2 nd Floor Clearwater FL 33756
Oldsmar Town Center CRA	100 State Street West Oldsmar, FL 34677
Pinellas Park Downtown CRA	6051 78 th Avenue North Pinellas Park, FL 33781
Safety Harbor Downtown CRA	750 Main Street Safety Harbor, FL 34695
South St. Petersburg CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
St Petersburg Intown CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
St. Petersburg Intown West CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
Tarpon Springs Downtown CRA	324 East Pine Street Tarpon Springs, FL 34689

4

SPREADING THE WORD



4 Spreading the Word

This section outlines audience-sensitive communication tools that ensure equitable, inclusionary, and effective public participation. Based on the audience identification and community demographics, the team has outlined a community engagement strategy identifying how best to spread the word about engagement and participation opportunities.

4.1 Audience Identification

Public participation methodologies are not “one size fits all.” By providing a strategic engagement approach that understands the community, the team can ensure we reach specific audiences, especially those households who are traditionally underserved, through many different communication and engagement tools. The target audiences for this update includes residents, businesses/employers, transit riders, tourism representatives, and other stakeholders within Pinellas County.

Pinellas County’s population currently encompasses 961,739 people and is expected to grow to over 1 million people by 2045. **Table 1** shows the projected population and employment growth based on projection trends. Currently, 28,828 (6.9%) households are without access to a car and 114,000 (12.1%) are below the poverty level. 15.6% of the population speaks a language other than English at home, with 5.7% of households meeting the definition for Limited English Proficiency, and 6% are persons with a disability. 83.8% of the population is over 16 years of age with 24.8% being 65 years over. 36.9% have a college degree or higher.⁵ A breakdown of the race/ethnicities and ages for Pinellas County is outlined in **Table 2** and **Table 3** below.

Table 4-1 Pinellas County Population Growth⁶

	2020	2022	2045	2022-2045 Change	2022-2045 Change %
Population	929,107	961,739	1,063,764	102,025	10.6%

Table 4-2 Pinellas County Employment Growth⁷

	2022	2030	2022-2030 Change	2022-2030 Change %
Employment	511,160	545,928	34,768	6.8%

⁵ [US Census](#)

⁶ [Florida Office of Economic and Demographic Research](#)

⁷ [Florida Department of Economic Opportunity](#)

Table 4-3 Pinellas County Race/Ethnicity Demographics (2020)⁸

White	Black	Native American	Asian	Hispanic	Other/Mixed Race
684,463	91,431	1,942	33,700	102,439	44,335
73.7%	9.8%	0.2%	3.6%	11%	4.8%

Table 4-4 Pinellas County Age Demographics (2020)⁹

Ages 0-17	Ages 18-44	Ages 45-64	Ages 65 & Over
150,261	284,745	274,339	247,270
16.2%	30.6%	29.5%	26.6%

4.2 Stakeholder and Partner Identification

Specific stakeholders and partners who are already concerned with this project due to jurisdictional review or expressed interest have been identified. These groups include but are not limited to the State of Florida Department of Transportation, the Pinellas County Board of County Commission, Forward Pinellas, all local municipalities, residents, businesses, community centers, chambers of commerce, educational institutions, hospitals, emergency operations, civic groups, tourism organizations, disability advocates, senior citizen groups, and other stakeholders throughout Pinellas County. As stakeholders are identified throughout this process, they will be added to the stakeholder email list and will receive notifications about upcoming events and other updates as needed.

4.3 Delivery Methods

A variety of delivery methods, as seen in the list below and **Figure 3**, will be conducted in order to reach and engage with multiple audiences. These opportunities for public feedback will be in compliance with requirements set forth in Title VI of the Civil Rights Act of 1964 and the Americans with Disability Act. Due to the fact that 15.6% of the population speaks limited English and 11% of the population identifies as Hispanic, as identified from the audience demographics above, the EXP team will develop collaterals in English and Spanish. Other languages will be available upon request.

Once approved by PSTA staff and JWA, the EXP team will create collateral packages in advance of each meeting or public outreach event in order to streamline approvals and ensure that public involvement initiatives stay on track.

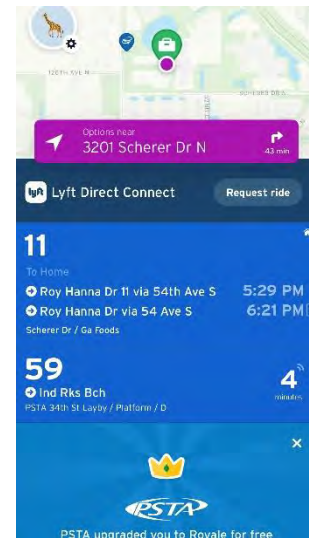
⁸ [U.S. Census Bureau-Pinellas County Profile](#)

⁹ [U.S. Census Bureau-Pinellas County Profile](#)

These delivery methods may include:

- ✓ Website
- ✓ Email blasts
- ✓ Text blasts
- ✓ News releases
- ✓ Media relations
- ✓ TV/Radio morning shows
- ✓ Social media campaigns
- ✓ Targeted Facebook ads
- ✓ News ads
- ✓ Flyers
- ✓ Brochures
- ✓ Bus cards
- ✓ Bus Stop Posters
- ✓ App ads
- ✓ Oversized maps/display boards
- ✓ Partner marketing resources

Figure 4-1 PSTA Transit App



The EXP team will create content and graphics for the current website, psta.net. The EXP team will also create graphics and content, with PSTA approval and review, for email blasts, news releases, social media posts, targeted Facebook ads, and any partner marketing resources such as newsletters for elected officials. The EXP team will work with PSTA staff to pitch news stories to local media partners and coordinate TV/Radio morning shows in order to continue to spread the word about public participation opportunities. In addition, the EXP team will also develop flyers or brochures, bus cards, bus stop posters, oversized maps and display boards, and other graphic needs for meetings, meetings, and engagement activities as identified. PSTA staff will purchase all targeted social media and news ads. All materials will be approved by JWA and PSTA staff.

4.4 Branding and Website Development

Prior to public engagement, the EXP team, with the guidance and approval of PSTA staff, will create a brand for the Community Bus Plan in order to create a distinct, easily recognizable identity for this project that will reach more residents and stakeholders. This will consist of a slogan, 1 logo choice, color design, and graphics for the website, social media posts, and Email blasts using the PSTA branding guidelines and best practices.

Given the success and reach of the current PSTA website, this update will utilize the current webpage within psta.net to optimize resources and maximize the audiences' ability to access information. The PSTA team, with the assistance of the EXP team, will set up this webpage in an easy-to-understand format so the public and stakeholders can get information on how the Community Bus Plan changes could impact their lives, when and how they need it.



5

PUBLIC ENGAGEMENT STRATEGY

5 Public Engagement Strategy

The following activities will be conducted to notify local partners, stakeholders, and the public of potential Community Bus Plan changes throughout each round of engagement. These activities will create an opportunity for the audiences to provide meaningful feedback and ideas that will help guide each step of the development to create an inclusive and representative Community Bus Plan.

5.1 Public Engagement In-Person and Virtual Meetings

The Public Meetings will incorporate in-person and virtual components separately, allowing the team to give participants their complete attention and provide an opportunity for meaningful feedback.

The EXP team will coordinate with JWA and PSTA staff to develop a strategic structure for each public meeting. In-Person and virtual meetings will include presentations and opportunities for discussion and feedback. Where appropriate, EXP, JWA, and PSTA staff will facilitate discussion through interactive tools and methods including but not limited to discussion games, polling, breakout groups, and other means.

PSTA staff, JWA, and the EXP team will conduct two virtual public meetings and two in-person public meetings to discuss sections of the Community Bus Plan and provide input on potential recommendations throughout the process.

The EXP team will assist JWA staff with two design workshops that will lead stakeholders through public transit options and help to build consensus on the priorities that should be addressed in the Community Bus Plan.

All meetings may include the following coordination initiatives:

- ✓ Agenda
- ✓ Comment cards
- ✓ Sign-In sheets
- ✓ Directional signage
- ✓ Virtual and in-person set-up
- ✓ Facilitation
- ✓ Collateral materials
- ✓ PowerPoint presentations
- ✓ Oversized maps, display boards, and easels
- ✓ *Ask a Planner* booth
- ✓ Interactive discussion game
- ✓ Kids' corner/activities
- ✓ Media advisories
- ✓ Technical rehearsals
- ✓ Polling tools
- ✓ Meeting minutes

The EXP team will coordinate with JWA and PSTA staff to create the agenda, PowerPoint presentations, collateral materials, oversized maps and display boards, interactive discussion games, and polls. The EXP team will develop comment cards, sign-in sheets, direction signage, and meeting minutes. The EXP team will also be responsible for virtual and in-person meeting set-up, discussion and facilitation, and technical rehearsals.

5.2 Project Survey

A public survey will be developed and disseminated before the first round of engagement for a total of 6-8 weeks. Surveys will be incentive-based, allowing participants who take the survey to be entered to win a gift card. The gift card(s) will be provided by EXP. Survey platforms that incorporate images, colorful design and interactive features are more attention-grabbing than a text-based survey and entice more individuals to participate and engage in the planning process.

Those who take the survey can also ask questions and sign up to get Email notifications. Doing so will allow them to stay updated on upcoming public meetings and other ways they can get involved, as well as have their voice heard throughout the update.

6

MEASURING SUCCESS AND REPORTING



6 Measuring Success and Reporting

Concrete ways to measure success of the Community Bus Plan, such as specific measurable data and objectives, help the team focus and reevaluate goals as needed. This framework identifies strengths and weaknesses as well as provides motivation to succeed. Reporting throughout the study, including a Comment Matrix, will ensure we are reaching our audiences and identifying any potential “missing voices” within our engagement strategy. Targeted ads or activities may be added throughout each round of engagement to capture feedback from stakeholder or audience groups that have not provided significant input to make sure their voices are heard throughout the process.

6.1 Comment Matrix

After each community meeting, the EXP team will create a Comment Matrix, documenting questions asked by participants and responses given. This will also serve as follow up communication in situations where a question requires further research to answer effectively. PSTA staff will add this information to the project website and disseminate as needed.

6.2 Public Engagement Update Reports

Keeping a constant feedback loop with our communities and stakeholders is pivotal to the success of this update. After each round of engagement, the EXP team will develop a Public Engagement Update Report outlining the overall feedback received and how it will be incorporated into the update. Reports will also include the number and demographics of participants, any potential action items necessary, and the next steps. PSTA staff will disseminate these reports to the participants through the study’s website and/or via email. An example Public Engagement Report can be seen in **Figure 6** below.

6.3 Public Engagement Final Report

The EXP team will produce the Public Engagement Final Report at the conclusion of the update and submit to PSTA staff for review and approval. All engagement activities will be evaluated, compiled, and documented into a comprehensive summary report.

This report will include:

- ✓ Full Comment Matrix
- ✓ Summary of all public engagement and outreach
- ✓ Coordination with local officials and agencies
- ✓ Proof of publication of ads
- ✓ Sign-in sheets

7

SUMMARY AND NEXT STEPS



7 Summary and Next Steps

7.1 Overview

The Community Bus Plan will assess current conditions, identify priorities, and set goals for the future. This plan will address the changing needs of Pinellas County residents and businesses and seek to gain a better understanding of current economic and social conditions and how this affects the need for public transit in and around Pinellas County. A significant portion of the plan will be dedicated to gaining public input on transit priorities and possible route changes and enhancements. Ridership data will also be analyzed to identify any trends that could help identify necessary changes. Once all of the data and public input is gathered, it will be analyzed to determine priorities for possible service changes and improvements to be implemented under multiple funding scenarios.

This Public Engagement Plan (PEP) serves as a community engagement strategy designed to ensure meaningful public engagement for the Community Bus Plan.

[Who are our audiences?](#)

The target audiences for this update includes all residents, businesses, transit riders, and other stakeholders within Pinellas County.

[What methods will reach these audiences?](#)

To ensure that all residents and stakeholders have the opportunity to provide meaningful input, voice their ideas, and come to a consensus for the Community Bus Plan, this engagement strategy will offer a multi-layered public participation strategy. At the beginning of this update, EXP, in collaboration with JWA and PSTA staff, will develop an online, interactive survey to gain input from the community about the transit needs in Pinellas County. PSTA staff and the EXP team will then host two distinct rounds of engagement, each including stakeholder meetings and in-person and virtual public meetings, and employee in-reach along with two design workshops. Throughout the entire process, PSTA staff and the EXP team will attend community events and participate in community conversations with the public. This approach aligns with PSTA's commitment to "meet people where they are" in order to ensure that everyone has the opportunity to be heard.

[How do we spread the word about these methods?](#)

The EXP team and JWA will coordinate with PSTA staff on a community engagement strategy identifying inclusive methods to spread the word about participation opportunities including a website, social media, media relations, flyers, brochures, and other collaterals as needed.

[How do we measure success?](#)

The EXP team will produce Update Reports throughout the study, as well as the Public Engagement Final Report at the conclusion of the update that will evaluate all engagement activities, including a Comment Matrix, and ensure we are reaching our audiences.

7.2 Next Steps

Next, the EXP team will work collaboratively with PSTA staff to create website content and graphics as well as collateral packages in accordance with the PEP requirements to streamline approvals and optimize resources. Last, PSTA staff, JWA, and EXP will identify specific measurables for utilization within reporting and impact statements to ensure all audiences are reached throughout the Community Bus Plan creation process.



Prepared By



EXP U.S. Services Inc.

Date Submitted: 7.10.2023

Appendix C: Forward Pinellas Public Participation Plan



PART I: INTRODUCTION/OVERVIEW

Forward Pinellas: Who We Are

In Florida's most densely populated county, change is constant. As the Pinellas Planning Council and Metropolitan Planning Organization, Forward Pinellas strives to bring everyone together to serve the needs of our community and create a vision for the future.

With coordination of 25 local governments, almost 975,000 residents, and more than six million visitors each year, Forward Pinellas enables seamless transportation and redevelopment that provides opportunity for people and communities to thrive.

In accordance with federal law, MPOs have been established in urbanized areas with populations exceeding 50,000. The main function of MPOs is to ensure that transportation projects and plans within their designated areas and regions are developed based on a continuing, comprehensive and cooperative process guided by local public input. Functioning as a countywide land use planning authority as well as the MPO, Forward Pinellas' core functions include the development, administration and implementation of the following:

- Countywide Plan - provides for the consistency and coordination of land use planning among the County's local governments
- Long Range Transportation Plan (LRTP) - sets forth goals, objectives and policies and identifies transportation improvements necessary to address the needs of local communities, the County and region for a 20-year period
- Transportation Improvement Program (TIP) – a five-year schedule of state, local and transit authority improvements

Overall, Forward Pinellas is the keeper of the vision for Pinellas County and it is our responsibility to develop a consensus throughout the community. Other key responsibilities include the adoption of a transportation project priority list and the coordination of regional transportation decision making with partner agencies in the Tampa Bay area. Central to all of these functions are the public involvement activities that ensure the agency's adopted plans and programs reflect the interests of the affected and underrepresented citizenry. To learn more about how Forward Pinellas' projects continually align with the overall vision for the community, visit: www.ForwardPinellas.org/projects.

The Purpose of Our Public Participation Plan

This Public Participation Plan (PPP) demonstrates Forward Pinellas' commitment to planning inclusively for a prosperous and equitable future for Pinellas County, its diverse communities and residents. Meaningful and effective public participation is essential to the successful implementation of a public plan or project and necessary to ensure the needs of the local citizenry are adequately addressed. In addition, public participation is necessary to gauge the effectiveness and inclusiveness of an agency's planning activities.

Forward Pinellas also prioritizes incorporating explicit consideration and response to public input received throughout all our projects and programs, but especially during the LRTP and the TIP. Any and all public comments



and participation directly influences final actions and recommendations taken throughout the specified project.

In addition, when developing the LRTP and the TIP, staff will consult with local, regional and state partner agencies, stakeholders, and officials responsible for other planning activities within the MPO area to include entities that are affected by transportation, including state and local planned growth, economic development, tourism, natural disaster risk reduction, environmental protection, airport operations, or freight movements.

This PPP provides a clear directive for the public participation activities undertaken by Forward Pinellas as they pertain to the agency’s primary responsibilities. This includes the development and implementation of the following:

- Advantage Pinellas: Long Range Transportation Plan (LRTP)
- Advantage Pinellas: Active Transportation Plan
- Advantage Pinellas: Transit Plan
- Advantage Pinellas: Countywide Plan
- Advantage Pinellas: Affordable Housing Compact
- Transportation Improvement Program (TIP)
- Congestion Management Process (CMP) and related corridor strategy plans
- Unified Planning Work Program (UPWP)
- Transit studies, area plans, and corridor plans
- Other activities associated with Forward Pinellas projects



Public Participation at Forward Pinellas is guided by the PPP and undertaken by all Forward Pinellas staff members. Each member of staff is responsible for participating in public outreach activities, contributing to the information and resources we provide to the public and in helping to disseminate information. The agency has a Communications Specialist on staff that organizes outreach activities and guides staff resources. The Communications Specialist can be contacted at info@forwardpinellas.org or at 727-464-8250.

Development of the Public Participation Plan

Since its first adoption in 1994, the PPP has been amended several times following the completion of periodic evaluations, release of federal MPO certification review comments and legislative changes. These have been collaborative processes involving extensive input by citizens as well as Forward Pinellas partner agencies. Draft versions of the Plan amendments are initially developed by Forward Pinellas staff in accordance with the Florida Department of Transportation (FDOT) MPO Handbook, posted online and presented to the Technical Coordinating Committee (TCC), Bicycle Pedestrian Advisory Committee (BPAC) and Citizens Advisory Committee (CAC) for discussion. Following the advisory committee discussions, a 45-day public comment period is held to allow for additional comments by citizens and partner agency staff members prior to action by the Forward Pinellas Board.

Forward Pinellas partner agencies are represented on the TCC, including representatives of the Pinellas Suncoast Transit Authority (PSTA), FDOT, the Pinellas County School System and local governments. They help to ensure that the PPP is consistent with their respective public involvement efforts and share ideas relating to their experiences in engaging citizens in the development of their plans and events. As the primary conduit

for citizen input in the planning activities of Forward Pinellas, the CAC provides invaluable assistance toward improving the effectiveness of the PPP, particularly in regard to outreach strategies. The BPAC is comprised of citizen representatives, as well as public agency staff, and informs the PPP development from the perspective of bicycle and pedestrian concerns. The combined efforts of these committees as well as others who correspond with Forward Pinellas staff are reflected in the final amendatory PPP drafts considered by the Forward Pinellas Board for approval.

Compliance with State and Federal Requirements

The Forward Pinellas Public Participation Plan was originally adopted in 1994 in accordance with the requirements of the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA). Signed into law in December 2015, the Fixing America's Surface Transportation (FAST) Act is the most recent successor to the ISTEA legislation. As with prior legislative acts following ISTEA, the FAST Act continues the strong federal emphasis on public participation. At the time of the adoption of this PPP, the 2022 Bipartisan Infrastructure Legislation has been passed by Congress, but the enabling legislation is still pending, so FAST Act will continue to be referenced in this document.

All federal and state requirements are carried out throughout all MPO products, including the LRTP and the TIP. Information about how Forward Pinellas is meeting these requirements can be seen in [Appendix C: Federal Check List](#).

Federal Requirements

The public participation programs of metropolitan planning processes include a proactive public participation process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing participation of the public in developing plans and transportation improvement programs (TIPs). In addition, in accordance with FAST Act, MPOs shall provide and/or carry out the following:

1. Minimum public comment period of 45 days before the public participation process is initially adopted or revised;
2. Timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agency employees, other interested parties and segments of the community affected by transportation plans, programs, and projects (including but not limited to local jurisdictions);
3. Reasonable public access to technical and policy information used in the development of plans and TIPs and open public meetings where matters related to the Federal-aid highway and transit programs are being considered;
4. Adequate notice of public participation activities and time for public review and comment at key decision points, including, but not limited to, approval of plans and TIPs;
5. Demonstration of explicit consideration of and response to public input received during the planning and program development processes;
6. Consideration of the needs of those traditionally underserved by existing transportation systems, including, but not limited to, low-income and minority households in an effort to ensure that the requirements of Title VI and Environmental Justice have been met during the planning process;
7. Summary, analysis, and report on the disposition of comments in a final plan or TIP when received as a result of the public participation process;
8. If the final transportation plan or TIP differs significantly from the one which was made available

for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public participation efforts, an additional opportunity for public comment on the revised plan or TIP shall be made available; and

9. Periodic review of the effectiveness of the public participation process to assure it provides full and open access to all.

Federal Coordination

These procedures are reviewed by the Federal Highway Administration and the Federal Transit Administration during certification reviews for Transportation Management Areas (TMAs), and as otherwise necessary for all MPOs, to assure that full and open access is provided to the MPO decision-making processes.

In addition, the United States Department of Transportation (USDOT) conducts a certification review of Forward Pinellas every four years to ensure we're meeting federal requirements and are being responsible stewards of the resources invested in Pinellas County.



Findings from these certification reviews directly impact the PPP and any necessary changes are made to ensure compliance with all federal requirements and considerations.

The MPO's public participation processes shall be coordinated with statewide public participation processes wherever possible to enhance public consideration of the issues, plans, and programs and reduce redundancies and costs.

The Forward Pinellas Public Participation Plan guides the agency's interactions with organizations and individuals who are affected by or involved with transportation in the county or region. This includes Federal, state, regional and local governments and elected officials, businesses and professional organizations, civic and social organizations, neighborhood and residential associations, special interest groups and interested individuals. For a full list of partners and stakeholders, see **Part II: Opportunities for Public Participation**. Pinellas County does not have any Federally Recognized Tribal agencies, however recognized Tribal agencies in the greater region are engaged in the development of the LRTP.

Federal Requirements for Historically Excluded, Underserved, and Under-resourced Communities

The Federal Highway Administration (FHWA), Federal Transit Administration (FTA), and FDOT require public participation activities to address the needs of the traditionally underserved. These include people who have special cultural, racial, economic, language or ethnic characteristics, or who are low-income, poorly educated or disabled.

Title VI of the Civil Rights Act

Forward Pinellas, as the Pinellas County Metropolitan Planning Organization (MPO), is required to comply with Title VI of the Civil Rights Act of 1964 which prohibits discrimination on the basis of race, color or national origin in programs or activities receiving federal financial assistance. Forward Pinellas does not discriminate on the basis of race, color or national origin in administration of its programs, activities or services. Any person who believes she or he has been aggrieved by any unlawful discriminatory practices under Title VI may file

a complaint with Forward Pinellas. For full information about public rights under Title VI, visit: <https://forwardpinellas.org/legal/nondiscrimination-information/> Americans with Disabilities Act (ADA)

Forward Pinellas is required to comply with the Americans with Disabilities Act (ADA) of 1990. Forward Pinellas' ADA Digital Compliance Policy identifies accommodations for all residents with disabilities, including those who are visually and hearing impaired.



Regarding accessibility for people with disabilities, staff strives to ensure that all Forward Pinellas - sponsored event locations are within one-half mile of a transit route and bus stop and are wheelchair accessible. When conducting public meetings and workshops, staff also tries to anticipate the targeted audience and have translators and suitable materials in alternative formats available when necessary.

Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact the Office of Human Rights, 400 South Fort Harrison Avenue, Suite 300, Clearwater, Florida 33756; [(727) 464-4062 (V/TDD)] at least seven days prior to the meeting.

Forward Pinellas is committed to making our website accessible to all audiences. We strive to ensure that our website complies with WCAG 2.0 AA and all federal, state and local laws which relate to persons with disabilities (including, but not limited to the ADA, as amended, Section 504 of the Rehabilitation Act of 1973, and the Florida Civil Rights Act). In addition, FAST emphasizes the use of visual tools to engage citizens in the planning process. Some examples of visual tools used by Forward Pinellas include artist renderings to show before and after conditions associated with a transportation project, diagrams and flow charts to illustrate important data or trends, and computer simulations that demonstrate the effect of an intersection improvement on local traffic operations.

Sunshine Laws

Forward Pinellas complies with Florida's Government-in-the-Sunshine law, that provides a right of access to governmental proceedings at both the state and local levels. It applies to any gathering of two or more members of the same board to discuss some matter which will foresee ably come before that board for action. There is also a constitutionally guaranteed right of access. Virtually all state and local collegial public bodies are covered by the open meetings requirements with the exception of the judiciary and the state legislature, which has its own constitutional provision relating to access. For more information on Sunshine Laws, visit: <https://forwardpinellas.org/legal/public-participation-sunshine-law-reminder/>



Multi-Lingual and Limited English Proficiency

Forward Pinellas complies with Presidential Executive Order 13166, which addresses services to those individuals with limited ability to speak English. A Limited English Proficiency person is one who does not speak English as their primary language and who has a limited ability to read, speak, write or understand English.

In the process of disseminating and collecting survey forms, staff considers the needs of those who cannot read or write and will verbally read the survey and record the respondent's comments if necessary. Staff also makes surveys available in alternative formats such as in large type, Braille or Spanish. For the most recent

Pinellas Trail survey conducted in 2019, staff was aware that a large percentage of trail users in some locations were of Hispanic origin. Consequently, a survey from was prepared in Spanish for these individuals and staff was able to provide instructions to them in their native language as well.



Consideration of the Transportation Disadvantaged

Forward Pinellas’ responsibilities as the designated planning agency (DOPA) for the Pinellas County Transportation Disadvantaged (TD) Program are to provide low-cost transportation to individuals who qualify as “transportation disadvantaged” as defined by Chapter 427, Florida Statutes. To qualify as “transportation disadvantaged” and to receive TD Program services in Pinellas County, a person must have no means of transportation available, including family and friends, and have an income of less than 200 percent of the federal poverty level.

Public input on matters related to the TD Program is mostly provided through the Local Coordinating Board (LCB), which includes several members who represent low income and physically and mentally impaired citizens. The LCB meetings also provide opportunities for public comment on matters affecting the transportation disadvantaged community. Issues addressed through the LCB typically concern access to medical appointments, job sites, dining halls, disease treatment and rehabilitation centers, and for sustenance needs (e.g., grocery, bill payment, etc.) for disadvantaged citizens.

Community workshops are also held periodically to assess the needs of the transportation disadvantaged community. Workshop participants include social service, transportation providers and public agencies as well as citizens. The results of the workshops are incorporated in the TD Service Plan, which sets forth goals and strategies for the Program.

Environmental Justice (EJ) and Equity Emphasis Areas

Forward Pinellas complies with Presidential Executive Order 12898, which addresses environmental justice in minority and low-income populations, and requires agencies to provide additional opportunities for underserved communities to participate in the planning process. Through the Equity Action Plan, adopted by the Forward Pinellas Board in 2022, Forward Pinellas works to ensure all work is inclusive and results in equitable outcomes for our entire community.



The Forward Pinellas Equity Action Plan acknowledges our responsibility as planners to plan for the needs of disadvantaged people, seek social justice, and redefine our internal structure, outreach and policies, as well as the way we plan and prioritize funding for transportation projects throughout the county, and is the latest in a long line of inclusionary planning work under Forward Pinellas.

Our work has always adhered to legal obligations, such as the **Executive Order 12891 for Environmental Justice**, which requires that federally funded actions do not disproportionately burden historically excluded low-income and racial minority communities, and **Title VI of the Civil Rights Act of 1992** ensuring our organization does not discriminate in any way throughout our planning practices. Furthermore, professional planners at Forward Pinellas are charged with the important responsibility to work towards achieving more equitable outcomes for all people



and especially those from underrepresented communities. For more information on best practices for outreach for underserved communities and public participation success stories, view **Part IV: Success Stories**.

More information about the Equity Action Plan can be found here: www.ForwardPinellas.org/Equity

Effects of the Pandemic on Public Participation

The coronavirus pandemic is one of the defining challenges of the century and will inevitably change how we plan for our future. During this time of crisis, Forward Pinellas showed significant resilience, teamwork and strength, knowing that the decisions planners make today, affects not just what happens tomorrow, but how the world is set up for generations to come. Though the pandemic brought a myriad of challenges, it also provided incredible opportunities to engage people effectively at a countywide level. With the use of social media and other digital outreach tools to get feedback and hold meetings, community members could participate from anywhere on any device and sometimes even on their own time. Forward Pinellas significantly expanded our capacity for digital engagement, undertaking virtual scavenger hunts, socially distanced and outdoor public workshops, and a plethora of virtual public meetings. While virtual options cannot replace in-person outreach, digital engagement is a noteworthy piece of the puzzle to ensure effective public participation for everyone in our community, especially those traditionally underserved audiences. For more information on public participation success stories, view **Part IV: Success Stories**.

PART II: OPPORTUNITIES FOR PUBLIC PARTICIPATION

The public involvement strategies implemented through the PPP revolve around communications and outreach conducted by the Forward Pinellas team, as well as the activities of the Forward Pinellas advisory committees. This section of the Plan describes these strategies as well as how they are employed in the process of developing two of the core MPO planning documents, the Long Range Transportation Plan (LRTP) and Transportation Improvement Program (TIP).

Forward Pinellas strives to respond to all public inquiries within 3 business days. The method used to respond will depend on the platform through which the inquiry is received, and may be via email, social media response or phone call. Public records requests are handled separately, according to state law.

Advisory Committees

Forward Pinellas has nine advisory committees that provide input and recommendations on plans, programs and policies that are reviewed by the Forward Pinellas Board (the Board meets on the second Wednesday of each month at 1 pm in downtown Clearwater). These committees are comprised of citizens as well as representatives from local, regional and state agencies. As with the Forward Pinellas Board meetings, all advisory committee meetings are open to the public and opportunities are provided for public comment. Meeting information, including schedules, start times, locations and agendas, is available on the website.

Information about our committees can be found here: forwardpinellas.org/advisory-committees/

Forward Pinellas is always looking for enthusiastic, diverse and knowledgeable volunteers to serve on a committee to provide direction on issues, plans and policies that create a safer, more equitable, and more accessible Pinellas County. This is an excellent way for the community to get involved in what happens in their neighborhood. All applications received for advisory committees are reviewed through a lens of striving for geographic and demographic diversity, as well as applicant interest in the subject area.

Anyone interested is invited to apply to join a committee through the online application here: forwardpinellas.org/get-involved/

Residents and stakeholders can also contact the Forward Pinellas team if they need assistance filling out this form or have any questions about available positions. Anyone interested is welcome to attend and observe a meeting prior to applying to become a member. The Forward Pinellas team also actively advertises vacant positions through news releases, newsletters, Emails, social media and our website.

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact the Office of Human Rights, 400 South Fort Harrison Avenue, Suite 300, Clearwater, Florida 33756; [(727) 464-4062 (V/TDD)] at least three days prior to the meeting.

Appeals: Certain public meetings result in actions taken by the public board, commission or agency that may be appealed; in such case persons are advised that, if they decide to appeal any decision made at a public meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Forward Pinellas is committed to making our documents accessible to all audiences. If you have accessibility concerns, please contact info@forwardpinellas.org or call 727-464-8250. Visit <https://forwardpinellas.org/legal/website-accessibility-statement/> for more information

While all our committees are essential to the planning process, the four committees outlined below have a significant role in ensuring our communications and public participation is easy to understand, equitable, and

engaging. While these committees have regularly scheduled meetings that allow for input into items on which the board will take action, there may be times when the board needs to have an unplanned or short-notice meeting. These instances may not allow for the committees to physically meet in person in advance of the needed board action. In these situations, Forward Pinellas staff will email each committee member a summary of the item coming before the board and request any comments to be emailed back to staff in advance of the board action. Staff would then present any advisory committee member comments to the board during their discussion of the action item at hand, allowing for advisory committee input, even when typical schedules would not normally allow for it.

Bicycle Pedestrian Advisory Committee

Formed in 2014 through the merging of individual bicycle and pedestrian committees, the Bicycle Pedestrian Advisory Committee (BPAC) provides input and direction on bicycle and pedestrian related issues, plans and policies. Appointed members of the BPAC include technical representatives from various governmental agencies, law enforcement personnel and citizens. The BPAC usually meets on the third Monday of every month, at 8:30 a.m.

The responsibilities of the BPAC revolve around furthering Forward Pinellas' goal of enabling bicycling and walking to be a viable transportation choice for commuting as well as for recreational purposes in Pinellas County. The BPAC is actively engaged in the periodic update and ongoing implementation of the Advantage Pinellas: Active Transportation Plan, including its objectives and policies which guide the agency's decision making on matters relating to these travel modes.

The BPAC regularly participates in the review of road safety audits and reconstruction plans to ensure the needs of bicyclists and pedestrians are adequately addressed and take part in education initiatives to increase citizen awareness of traffic laws affecting bicyclists and pedestrians. The BPAC also appoints members to work on individual tasks or projects. Lastly, BPAC members participate on the Tri-County BPAC, a regional committee that includes members from the Hillsborough and Pasco County BPACs.

For more information about the BPAC, visit: <https://forwardpinellas.org/about-us/advisory-committees/bicycle-pedestrian-advisory-committee/>

Citizens Advisory Committee

The Citizens Advisory Committee (CAC) is comprised of a cross section of representatives of the community, who serve as a conduit for public input to the plans and programs of Forward Pinellas. Forward Pinellas strives to appoint members that represent the demographic makeup of our communities and the various geographic areas of the county. The CAC meets on the fourth Thursday of each month at 7 p.m., a time selected by committee members to accommodate the diverse schedules of members.

The actions of the CAC are guided by its vision for "a community-driven, modern transportation system that is safe, provides equitable access, and efficient mobility options in support of a sustainable, healthy, livable, and economically vibrant region."

The CAC assists Forward Pinellas in addressing community needs in the development and implementation of its programs and policies. The CAC plays a key role in determining Forward Pinellas' funding priorities through the annual review of transportation project priority lists. They also regularly bring issues of concern to Forward Pinellas regarding traffic safety hazards and advocate for legislative action on issues such as texting while driving and funding for transportation projects that serve bicyclists, pedestrians and transit users. Lastly, CAC members participate on the Tampa Bay Area Regional Transit Authority (TBARTA) Citizens Advisory Committee.

Forward Pinellas actively seeks minority representation on the CAC in accordance with its Title VI Plan. The Title

VI Plan supports CAC minority representation that more closely mirrors that of Pinellas County, which includes approximately 10 percent African American and 9.7 percent Hispanic residents. When selecting new CAC members, staff considers minority representation as the highest priority, followed by age, gender, and previous experience. Candidates who have not already served on the Committee are given preference over those who have.

For more information about the CAC and their bylaws, visit: <https://forwardpinellas.org/advisory-committees/citizens-advisory-council-cac/>

Local Coordinating Board

Established in 1991, The Local Coordinating Board (LCB) oversees the Transportation Disadvantaged (TD) Program, which provides transportation assistance to economically and physically disadvantaged citizens. The LCB membership consists of an elected official as chairperson and representatives of social service agencies, private transportation providers, FDOT and citizens who utilize the Program. The Pinellas Suncoast Transit Authority (PSTA) also serves on the LCB in an advisory capacity. LCB members serve on various subcommittees focused on individual tasks or projects such as the annual Community Transportation Coordinator (CTC) Evaluation. All LCB meetings are advertised in the highest circulated local newspaper as required by the Florida Commission for the Transportation Disadvantaged. The responsibilities of the LCB are defined by **Chapter 427, Florida Statutes**. The LCB meets quarterly, on the third Tuesday of the month, at 9:15 a.m.

For more information about the LCB, visit: <https://forwardpinellas.org/advisory-committees/local-coordinating-board-lcb/>

School Transportation Safety Committee

Established in 1998, The School Transportation Safety Committee (STSC) is made up of local elected officials and school board members that meet to address school-related transportation access and safety issues. The STSC aims to improve communication and coordination between transportation agencies and the Pinellas County School Board. The STSC was formed to address issues concerning the safe movement of students traveling to and from school. They monitor school construction projects and traffic control issues to ensure pedestrian access needs are adequately addressed. The STSC also reviews crash data and related safety concerns in the vicinity of schools as it affects student access. The STSC meets twice a year on Wednesdays at 9 a.m.

For more information about the STSC, visit: <https://forwardpinellas.org/advisory-committees/school-transportation-safety-committee-stsc/>

Long Range Transportation Plan

The LRTP is the focal point of Forward Pinellas' transportation planning programs and activities. In accordance with federal requirements, the Plan assesses the transportation needs of Pinellas County and identifies the projects necessary to address those needs over a 20-year period. A new Plan reflecting the most recent population, land use, socioeconomic and employment data and associated trends is required every five years.

Forward Pinellas has branded its LRTP as "Advantage Pinellas." The Advantage Pinellas LRTP is a strategic plan that identifies ways we can improve mobility, economic opportunity and housing affordability countywide. From active transportation – like bicycling and walking – to roadway operations, transit services and even a strategy for affordable housing, Forward Pinellas, Pinellas County and the Pinellas Suncoast Transit Authority have jointly created the Advantage Pinellas plan to improve our communities and make them safer and more equitable for everyone.

Impacts of Public Involvement on the LRTP

Throughout the LRTP updates, Forward Pinellas uses extensive public involvement through a wide array of outreach and events, as listed in **Part III: A Communications Roadmap for Public Participation**. Feedback received throughout the public participation process for the LRTP is critical to gauge opinions on transportation and development throughout the region and directly influences the ultimate selection of projects to advance for funding.

Collecting Public Input For the LRTP

Forward Pinellas uses a plethora of tools to collect public comments and feedback to ensure inclusive and comprehensive public participation that is accurate and truly representative of our community.

When advertising opportunities for public comment, Forward Pinellas may use any or all of the tools outlined in **Part III: A Communications Roadmap for Public Participation**.

Public involvement objectives specific to the LRTP are listed below.

- Develop an early, proactive, and ongoing public participation process that includes the general public, Forward Pinellas committees and Board, local and regional planning partners, and other stakeholders.
- Incorporate visualization techniques to help convey the transportation planning process and transportation improvements identified.
- Educate the public on planned transportation projects and raise awareness of their role in the planning process.
- Provide prompt response to input and inquiries related to the transportation planning process.
- Maintain contact with interested citizens and other stakeholders throughout the LRTP development process.
- Involve traditionally under-served persons including minority, low-income, disabled and elderly citizens.
- Focus on outreach strategies that meet people where they are, in their own communities and on their own time.

Creating Visualization and Survey Tools

An assortment of visualization techniques are used to help convey information about the Plan development process and the contents of the LRTP to the public in an easy to understand format. Maps, graphics and photographs are frequently used to highlight key points of the LRTP.

Transportation surveys are used throughout the LRTP development process to gauge public opinion about current and future transportation needs and the prioritization of public funds for future transportation improvements, as well as to capture demographic information about respondents (e.g., age range, zip code, etc) to help ensure diverse participation in the surveys.

Working with Partners to Share Information

Many of our community and local government partners also rely on citizen participation to frame their goals, objectives and policies, as well as ascertain the transportation needs and concerns of the local communities.

In an effort to streamline public participation and incorporate all elements of input, Forward Pinellas works with our partners to share information, so that information flows seamlessly in both directions, from the public to the governmental agencies via engagement, and in reverse via education and outreach. Receiving comprehensive feedback from the public and our partners, ensures that the needs and concerns of everyone can help to shape the direction of the LRTP. Forward Pinellas also coordinates with local government staff to ensure their transportation projects and/or planning initiatives are considered during the development of each LRTP. Through the TCC, Forward Pinellas is able to continuously engage our local government partners to ensure consistency in local planning products, while also having the ability to seek assistance from these partners in engaging the public through their own local channels.

Utilizing the Skills of Our Advisory Committees

The TCC, BPAC and CAC play a key role in the development of the LRTP and in providing a conduit for citizens to help shape the policy direction and recommendations of the Plan. The TCC reviews LRTP draft documents with particular emphasis on the data and analysis that was developed in support of the recommended transportation improvements, while the BPAC reviews the bicycle and pedestrian components of these documents. Input from the CAC, as well as from the general public and stakeholders, provide a key source of citizen input into the development of the LRTP in terms of addressing issues of greatest concern to the public. The TCC and CAC also review all proposed LRTP amendments and modifications prior to Forward Pinellas action. Other committees also review proposed amendments as they relate to their particular focus areas.

LRTP Public Hearing Advertising

Public hearing notices where public input on proposed transportation plans and expenditures is necessary to ensure the interests of citizens are given due consideration prior to Forward Pinellas adoption, are posted on the Forward Pinellas website and distributed through the agency's social media outlets. This is done at least one week prior to meetings where public hearing items will be heard.

LRTP Amendments and Modifications

Any local government or agency (e.g., PSTA, FDOT) may submit a request to Forward Pinellas to modify or amend the LRTP. Forward Pinellas staff conducts a technical review of the request, including a determination as to whether the request should be processed as a modification or an amendment.

A proposed amendment requires public review and comment and an assurance of fiscal constraint. Proposed amendments include adding or deleting projects from the LRTP Cost Feasible Plan and major changes to project costs, initiation dates, or design concepts and scopes for existing projects.

Proposed modifications follow the same review process as amendments, except that no public hearing, accompanying roll call vote or assurance of fiscal constraint is required. These are minor changes that typically involve items such as map corrections, revisions needed for consistency with the TIP, and adding unfunded projects. Procedures for processing proposed amendments and modifications to the LRTP and other core Forward Pinellas documents are summarized in [Appendix C](#).

Transportation Improvement Program (TIP)

There are four processes associated with the TIP that provide opportunities for public involvement. These processes are associated with the review and approval/adoption of the following:

- Project priority lists
- Fall TIP update
- FDOT Five-Year Work Program and annual TIP Adoption
- Proposed TIP amendments and modifications

Forward Pinellas provides ample opportunities for the public to participate in these processes largely through its network of advisory committees, including the CAC and TCC, which review, and make recommendations on, all TIP items that require Forward Pinellas Board approval. Other committees, including the BPAC, focus their review on TIP elements specific to their areas of interest. Actions of Forward Pinellas regarding the TIP follow a public hearing and consideration of recommendations and comments provided by the committees and interested citizens. Public hearing notices and agenda materials to be considered by the Board in the review of a TIP item are posted on the website no less than seven business days prior to the meeting. These hearings are advertised on the website and may be advertised using other methods outlined in **Part III: A Communications Roadmap for Public Participation**.

Impacts of Public Involvement on the TIP

Throughout the TIP updates, Forward Pinellas utilizes extensive public involvement through a wide array of outreach and events, as listed in Part III: A Communications Roadmap for Public Participation. Feedback received throughout the public participation process for the TIP is critical to gauge opinions on transportation and development throughout the region and directly impacts the ultimate selection of projects to advance for funding.

Project Priority Lists

The advisory committees review the project priority lists annually in the spring or early summer, depending on the timing of the Florida Legislative Session. The priorities are circulated for public comment through the Forward Pinellas website, blog posts and social media accounts. Following review and action by the advisory committees and the board, the adopted priority lists as well as any changes proposed by them are posted on the website.

Local Transportation Improvement Programs/Fall Update

Locally adopted County and municipal government transportation capital improvement programs are typically included in the TIP each fall. This is done for the benefit of the public, by keeping a listing of all major transportation projects in one place. To be able to include the local government CIPs, the TIP document must be formally amended. The advisory committees are engaged in this process where they take action to amend the TIP so that local government transportation projects can be displayed alongside those that are receiving state and federal funding. Following the committee meetings, the adopted work programs are posted on the website along with maps identifying the location of the improvements. In addition, staff prepares summary tables for the website that provide abbreviated project descriptions corresponding with the maps. This information is integrated into the online Interactive TIP, allowing web viewers access to the project information without having to look through the lengthy work program documents. Forward Pinellas approves the fall update in November. Announcement of Forward Pinellas action on the fall update is also posted on the website along with the updated TIP.

FDOT Work Program/Annual TIP Adoption

In the fall of each year, FDOT holds public hearings on its draft Tentative Work Program via a live webinar presentation and maintains a website with all project information. The public is welcome to provide any comments through the website during this time. The live webinar and other public comment opportunities are advertised on the Forward Pinellas website and through social media. During this time frame, FDOT presents its draft Tentative Work Program to the Forward Pinellas advisory committees. Following the advisory committee meetings, the draft Tentative Work Program is posted on the Forward Pinellas website along with any FDOT presentation material shown at their public hearing and committee meetings. The Forward Pinellas Board reviews the draft Tentative Work Program for following the committee review and develops a letter of formal comments on the draft Tentative Work Program, considering any committee feedback. The letter of formal comments from Forward Pinellas is then transmitted to FDOT for consideration during the development of the final Five Year Work Program.

A final version of the Tentative FDOT Work Program, which is included in the annual TIP adoption, is presented to the advisory committees in the spring. Following the advisory committee meetings, the final Tentative Work Program is posted on the website along with a summary of the project descriptions and accompanying maps, similar to what is made available for the fall update. In addition, staff includes a report identifying the changes from the previous year's Work Program. This report, in addition to the maps and summary of project descriptions, is integrated into the online Interactive TIP, allowing web viewers to find the information of interest to them without having to read through the details of the Work Program document. Announcement of Forward Pinellas action on the final FDOT Work Program is posted on the website along with the new TIP.

Proposed Amendments and Modifications

A TIP amendment is a revision that involves a major project change, including addition or deletion of a project, or a major change in cost, phase, initiation date, or design concept or scope (i.e., changing project termini, or the number of through traffic lanes). An amendment requires verification of financial constraint and a public hearing and accompanying roll call vote. A modification includes minor changes to project phases, costs, funding sources of previously included projects, or initiation dates. These do not require a demonstration of fiscal constraint or a public hearing and accompanying roll call vote.

The TCC and CAC are typically the only advisory committees that review proposed TIP amendments and modifications. Following review and recommendations by the TCC and CAC, information on proposed amendments/modifications are posted on the website. This includes descriptions of the proposed changes as well as maps identifying their location. Forward Pinellas approves proposed amendments/modifications with consideration given to any comments and recommendations from the committees and interested citizens. All proposed amendments and modifications approved by the Board are posted on the website until the next fiscal year begins. Amendment and modification processes associated with the TIP and other core MPO documents are summarized in **Appendix C**.

Due to timing issues, there may be occasions when a proposed TIP amendment will need Board or Executive Director approval before the advisory committees have an opportunity to review them. This may occur with time-sensitive amendments, or when Federal funding needs to be secured for a scheduled project prior to the close of a Federal fiscal year. The latter is due to the overlapping fiscal years, July 1 – June 30 for the State and October 1 – September 30 for the Federal. In these situations, staff informs and engages committee member comments through email and phone calls, as necessary. Any comments or concerns raised by committee members that cannot be adequately addressed by staff are presented to the Board prior to their scheduled action.

Forward Pinellas also has developed a web-based TIP application that allows the public to query and view TIP project information on the Pinellas County Geographic Information System (GIS). This interactive tool can be found here: <https://pinellas-egis.maps.arcgis.com/apps/dashboards/5b74d64c553a49fca0349b33154c4e6c>

PART III: A COMMUNICATIONS ROADMAP FOR PUBLIC PARTICIPATION

With almost 1 million people living in Pinellas, Forward Pinellas continually works to provide clear, timely, and vetted information. In return, our community's voice is critical to ensuring we are planning for everyone. Our audience consists of elected officials, planners, local government staff, professional partners, and the public. We are here to help them grow, sustain and transform: whatever it takes to move Pinellas forward.

The purpose of this section is to create a roadmap of possible communications methods for public participation. Essentially, through the planning process we identify the tools used to get public feedback, such as visualization tools, survey tools, etc. However, the success of these tools can only be defined if we have the communications methods to reach our audience, especially those who have been historically underserved. While each planning process requires a tailored communications strategy to identify the best communications methods to use to reach the intended audience, Part III: A Communications Roadmap for Public Participation is intended to provide a menu of communications methods for future use.

Digital Storytelling

Website

Since Forward Pinellas first published its website in 1998, it has been an essential tool for public outreach and input in the Forward Pinellas public involvement process. The website serves as a central repository of Forward Pinellas plans, documents, agendas and meeting notices. It also provides web viewers with access to Forward Pinellas Board and advisory committee rosters, video streams of the monthly Board meetings, general information about transportation topics and surveys where they can submit their comments and opinions about transportation in the county and region. In 2021, Forward Pinellas debuted a new website, featuring a streamlined, modern design with improved functionality, and easy access to essential information to help our residents, partners, and stakeholders learn about how they can get involved in decisions that affect their community.

Blogs

Forward Pinellas' blogs provide residents with a snapshot of who we are and what we do as an agency. Posts often have information about current trends and issues as well educate and illustrate key issues or projects and partner initiatives at Forward Pinellas. All Forward Pinellas staff members are encouraged to contribute to the agency's blog by providing data, content or their writing expertise.

Social Media

Social media is a pivotal tool for public outreach and communications. Platforms currently used by Forward Pinellas include Facebook, Twitter, Instagram, LinkedIn, and Youtube. Forward Pinellas can also partner with local governments to post information on Nextdoor whenever needed. In 2011, the MPO adopted a set of policies governing its use of social media. These were updated in 2017 and more recently in April 2019 (see **Appendix C**). The policies are designed to ensure that Forward Pinellas' employment of social media applications is in compliance with applicable state and local laws and policies that govern public correspondence, records, and industry best practices.

Emails

Emails update our current audience about projects, upcoming events, meeting information, etc.

Newsletters

Newsletters provide a snapshot of current issues, trends and events to our audience through emails and social media.

Virtual Listening Sessions

Virtual Listening Sessions allow for small-group and large-group community conversations and are particularly useful for traditionally unengaged audiences, especially those who have full-time jobs, families, and other responsibilities that keep them from attending in-person workshops.

Virtual or Hybrid Town Hall Meetings

Virtual or Hybrid Town Hall Meetings feature live or virtual panel discussions with elected officials and transportation agency representatives addressing issues associated with planning processes, including the LRTP and TIP. Questions can be submitted to the panel guests from participants via in-person, telephone, and through online platforms either prior to the event or in real time.

Webinars

Webinars provide Forward Pinellas with a tool to provide timely and accurate information to our audience, educate our local partners and residents on a particular process, or have two-way conversations and discussion on planning processes.

Videos

Videos provide our audience with engaging, educational information in a short amount of time. Videos are often used to explain complicated planning processes and items through an understandable and entertaining method.

Forward Pinellas Meeting Broadcasts

Forward Pinellas meetings are broadcast on Pinellas County's government access channel (PCC-TV). The telecasts are shown on channel 637 on Bright House Networks, 18 on Wide Open West (WOW) Network, and 44 on Verizon. Live video streams of the meetings are also available on Youtube, which is accessible from the Forward Pinellas website. A link to the meeting archives, where viewers can replay the entire meeting or a particular agenda item, is also available on the Forward Pinellas website.

Media Relations

While media attention can only be guaranteed through paid ads, there are many ways to provide information to the media for consideration in news outlets. Tampa Bay has one of the largest media markets in the country

and the topic of transportation is in the top 10 most popular topics of interest to our residents. The results from media relations methods outlined below are often more effective than the purchase of individual ads.

News Releases

News Releases provide the Tampa Bay Media Market with the latest information for residents and partners.

Media Alert

Media Alert is an online tool that provides urgent, critical, or emergency information to the media quickly and in real-time.

Television and Radio Shows

Several television and radio shows in Tampa Bay provide Forward Pinellas opportunities to inform a variety of audiences on trends, issues, planning projects, upcoming events, and other ways residents can get involved with the decision-making process.

PIO Networks

Forward Pinellas collaborates with local, regional, state, and national Public Information Officer networks that can be utilized when promoting public participation opportunities.

In-Person Public Outreach

Public Hearings

Public hearings are defined in the FDOT Public Involvement Handbook as formal meetings required by a regulation where citizen comments are recorded as public record. They typically involve specific time frames for public notice and written comments. Forward Pinellas holds public hearings for all Board actions relating to adoption and amendment of the TIP and LRTP. Public hearings are also held for PPP amendments. Board actions on TIP and LRTP public hearing items are determined by a roll call vote. These hearings allow for open Board member discussion and citizen comments in a public forum. Processes involved in the review and approval of proposed amendments and modifications associated with core Forward Pinellas planning documents, including the LRTP, TIP and PPP, are summarized in [Appendix E](#).

Community Meetings

Through regular attendance and presentation opportunities, community meetings provide an opportunity to inform invested residents and stakeholders on local upcoming projects and planning processes that affect them and their community as well as provide an outlet to gain critical local perspective and feedback.

Charettes and Workshops

Charettes are an urban planning technique for consulting with stakeholders and involving them in the physical design or planning of the community. Charettes are typically intense, possibly multi-day, events involving municipal officials, developers, and local residents. A charette promotes joint ownership of solutions to problems and attempts to diffuse traditional confrontation between residents, developers, and local government officials. Public workshops allow citizens to learn about Forward Pinellas plans and programs, ask questions and converse with transportation leaders, and provide comments. Workshops can be in a traditional, building environment, but can also be organized as outdoor, drive through, or hybrid workshops.

- Outdoor workshops set up booths, exhibits, interactive components, and presentation materials in an outdoor location where residents can walk around to gain information, ask questions and give feedback.
- Drive through workshops allow residents to drive up to booths and exhibits, gaining information, asking questions, and providing feedback in a short amount of time.
- Hybrid workshops contain a traditional in-person component but also include an online informational and participation opportunity. This could be a separately viewed webpage with online activities, modules, and feedback elements, or it could be a presentation that is viewed in-person and online, simultaneously.

Community Events

Attending community events allows Forward Pinellas to “meet people where they are” and reach a broad cross section of county residents representing different age, race and income groups. By tending exhibits or display tables, staff can interact with citizens, respond to their questions and comments and distribute and collect surveys. The exhibits often display story boards featuring information on Forward Pinellas programs, topics, and specific projects, including the LRTP. In addition, Forward Pinellas often uses interactive activities, such as games, picture opportunities, and contests, that attract a variety of demographics and encourage residents to get involved. There are also opportunities for stationed exhibits at area libraries, city halls and other community buildings that direct people to an online survey or survey cards for them to leave feedback on site.

Civic and Business Group Meetings

Forward Pinellas actively seeks opportunities to speak with civic, professional and business organizations about transportation plans and programs as a means to share information, collect feedback and to discuss issues of concern with them. Forward Pinellas also participates in the Pinellas County Speaker’s Bureau, which is administered by the Pinellas County Communications Department. Citizen and business group representatives use the Speaker’s Bureau to request presentations from Forward Pinellas and County staff on topics of interest to their organizations.

Focus Groups

Focus groups provide an opportunity to receive feedback from specific population groups about transportation issues addressed by Forward Pinellas. Focus groups generate ideas and obtain feedback on specific topics related to transportation concerns and topics and include representatives from underserved communities, diverse age cohorts, and specific geographic areas around the county. The results of the discussions provide meaningful input for the development of planning processes.

Walking Tours/Audit

Walking Tours or Audits are used with local community partners and other agency partners to identify specific needs and resource allocations within a specific neighborhood or community. They provide opportunity to build close relationships with key stakeholders and disperse selective information as needed.

Other Outreach Strategies

Flyers, brochures, and one-pagers

Flyers, brochures, and one-pagers provide information within a graphic, understandable, snapshot that residents and others can easily take away and use later. They also are an excellent way to provide information on community boards and newsletters.

Transit Vehicle Outreach

Flyers or posters can be posted on local busses or transit stations with the partnership of the Pinellas Suncoast Transit Authority (PSTA). These flyers can be used to facilitate text message surveys, or other tools to collect key input from transit riders.

Mailing Lists

Mailing lists are a way to reach homeowners and renters, especially in relation to a particular geographic location. Forward Pinellas can also partner with local utility billing departments to distribute mail inserts that notify residents about planning processes directly affecting their community.

Road signs

Road signs and lawn signs provide information about an event or topic and are placed along the road. Forward Pinellas partners with our local government partners to use portable dynamic message signs to share information, where appropriate. Lawn signs can also be used to provide time sensitive information to a specific location or geographic area.

The content of the signs should be tailored to ensure the information is contextually appropriate for the area. Over-the-road signs should avoid fatality information or text that could be considered distracting to drivers as this could be counterproductive.

Contests

Various contests can provide an opportunity to build relationships with the community and spur interest in planning projects. These contests could include art, video, music, etc. and be targeted toward specific geographic areas and demographic groups.

Public Art Projects

Public art is not only a tool to beautify the community and make our roads safer, it can also be an excellent outreach tool to educate residents and local community members about planning projects and how they can get involved.

Employing Audience-Sensitive Tools

Public participation methodologies are not “one size fits all.” Though all the outreach methods outlined above are excellent tools for planning projects, there is a strategy to ensuring we reach specific audiences, especially those households who are traditionally underserved, through many different communication and outreach tools. Whether a project’s audience includes one or all of these categories, this section outlines audience-sensitive communications tools that ensure equitable, inclusionary, and effective public participation.

When creating a strategy for communications for a project, staff also conducts an initial scan of the context of the environment and acknowledges neighborhood specific considerations such as the level of trust for government, how well established the community is within the area, and any racial controversy or other prejudice that has affected the community in the past or currently impacts members of the community. In addition, Forward Pinellas encourages building relationships with community leaders through local religious organizations, neighborhood associations, community centers, local business centers, and any other partners that could help us truly listen to our community members and capture their voices.

Communities in Equity Emphasis Areas

Households within communities in Equity Emphasis Areas often include parents with full-time jobs, single parents, adoptive and foster parents, people without cars, people with limited higher-educational opportunities, limited transportation options, and limited resources for items such as gas, internet, digital devices, etc.

Recommended Outreach Methods:

- Webpage
- News Releases (especially in minority communities)
- Social Media
- Virtual Listening Sessions
- Hybrid Town Hall Meetings
- Community Meetings
- Community Events
- Focus Groups
- Flyers
- Mailing Lists
- Road Signs
- Public Art Projects

Seniors

Seniors often include people who are retired or work minimally. Many are not able to drive cars and have limited transportation options. While they may have resources, such as internet and devices, they may be uncomfortable using them and prefer in person outreach methods.

Recommended Outreach Methods:

- Webpage
- News Releases
- Social Media (especially Facebook)
- Hybrid Town Hall Meetings
- Community Meetings
- Flyers
- Mailing Lists

College Students

College students are notoriously difficult to reach as they are usually focused on school, socializing, and work. In Pinellas County, the University of South Florida, St. Pete College and Eckerd College are the primary institutions of higher education. Their student's schedules are usually variable from month to month and they often do not have or want a car. They have limited resources for items such as gas, food, etc. but often have internet and digital devices needed for their coursework. They are constantly bombarded by social media, surveys, ads, etc. and, while they are passionate and have an interest in their community, they have difficulty finding time to get involved with local government. Focusing on reaching this category by "meeting them where they are" is especially important.

Recommended Outreach Methods:

- Webpage
- News Releases
- Social Media
- Videos
- Community Events (especially pop up events around colleges)
- Focus Groups
- Flyers
- Road Signs
- Contests

Parents and Children

Parents are often focused on day-to-day concerns, such as work, school, extracurricular activities, financial management, etc. Though they understand the importance of getting involved with local government and see the direct impacts, they need outreach that will accommodate to their needs. While they may have access to cars, internet, digital devices, etc. they need to be able to get involved however, and whenever, is convenient for them. Focusing on short, digital surveys, that have an interactive component can provide excellent feedback, as well as attending sporting events and other community events. In addition, student contests can prove extremely valuable for bringing awareness to a planning project or trending issue.

Recommended Outreach Methods:

- Webpage
- News Releases
- Social Media
- Videos
- Emails
- Newsletters
- Virtual Listening Sessions
- Virtual or Hybrid Town Hall Meetings
- Television and Radio Shows
- Community Events
- Civic and Business Group Meetings
- Workshops (especially when they have a component for children)
- Flyers
- Road Signs
- Contests

Limited English Proficiency

Persons who have a limited ability to speak English often face many challenges when participating in decision-making processes. They usually have limited educational opportunities, limited transportation options, and limited resources for items such as gas, internet, digital devices, etc. Those who do have digital devices can often participate in a virtual capacity due to translation technologies. However, in person participation can prove difficult especially if there is no one on staff who is multi-lingual. The key with this category is to find excellent partner groups who can be a translator and advocate.

Recommended Outreach Methods:

- Webpage (multi-lingual)
- Social Media
- Videos (multi-lingual)

- Community Meetings
- Community Events
- Focus Groups
- Flyers
- Public Art Projects
- Coordination with Key Advocacy Centers, such as the Clearwater Hispanic Outreach Center or the Lealman and Asian Neighborhood Family Center.

Persons with Disabilities

It is essential to reach all persons with disabilities including those who are visually and hearing impaired. These households have limited transportation options and resources. They have specialized assistive technology that can prove beneficial so long as digital elements, such as websites, surveys, videos, documents, etc. are digitally compliant. Participating in in-person events can be difficult as many rely on caretakers for transportation. Working with community groups who specialize in persons with disabilities is vital to reach this category as they can often help ensure materials are ADA compliant and can even sometimes translate information into braille for persons who are visually impaired.

Recommended Outreach Methods:

- Local Coordinating Board
- Transportation Disadvantaged Groups
- Community Advocates/Surrogates
- Webpage
- News Releases (especially in minority communities)
- Social Media
- Virtual Listening Sessions
- Hybrid Town Hall Meetings
- Community Meetings
- Community Events
- Focus Groups and Interviews
- Flyers
- Mailing Lists
- Public Art Projects

Equity Emphasis Area Households

Households within communities in EJ and Equity Emphasis Areas often include parents with full-time jobs, single parents, adoptive and foster parents, people without cars, people with limited educational opportunities, limited transportation options, and limited resources for items such as gas, internet, digital devices, etc.

Recommended Outreach Methods:

- Webpage
- News Releases (especially in minority communities)
- Social Media
- Connections with trusted organizations and agencies in communities
- Virtual Listening Sessions
- Hybrid Town Hall Meetings
- Community Meetings
- Community Events
- Focus Groups
- Flyers
- Mailing Lists
- Road Signs
- Public Art Projects

Coordinating with Local Partners and Stakeholders

Forward Pinellas' partnerships are essential to engage all our residents in Pinellas County, especially those who are disadvantaged and/or underserved. Forward Pinellas prioritizes new concepts of reaching people "where they are" through digital storytelling, outreach events, partnership opportunities with board and committee members, local libraries, local law enforcement, extension offices, local non-profits, local colleges and universities, schools, professional planning organizations, and other transportation organizations. Local partners are critical to effectively reaching our community members as they know their communities intimately and often already have mechanisms in place to reach the public.

Key partners include but are not limited to:

Local Agency Partners

- **Municipal Governments**
- **Pinellas County Government**
- **Pinellas County Property Appraiser's Office (PAO)**
- **Pinellas County School District**
- **Pinellas Suncoast Transit Authority (PSTA)**

Community Partners

- **Foundation for a Healthy St. Petersburg**
- **BIG-C**
- **Creative Pinellas**
- **Safety Harbor Art & Music Center**
- **Local Chambers of Commerce**
- **St. Pete Downtown Partnership**
- **Action 2000**
- **Hispanic Outreach Center**
- **AMPLIFY Clearwater**
- **League of Women Voters**
- **Pinellas Race Equity Leadership Council**

State and Regional Partners

- **Florida Department of Transportation (FDOT)**
- **Sun Coast Transportation Planning Alliance (SCTPA)**
- **Tampa Bay Regional Planning Council (TBRPC)**
- **Florida Commission for the Transportation Disadvantaged (CTD)**
- **Federal Highway Administration (FHWA)**
- **Federal Transit Administration (FTA)**
- **Metropolitan Planning Organization Advisory Council (MPOAC)**
- **Center for Urban Transportation Research (CUTR)**
- **Florida Department of Economic Opportunity (DEO)**
- **Tampa Bay Area Regional Transit Authority (TBARTA)**

PART IV: SUCCESS STORIES

Safe Streets Pinellas

In Pinellas County, two people are killed or seriously injured on our roadways every day on average. Forward Pinellas has created Safe Streets Pinellas, a Vision Zero program working toward having zero deaths and serious injuries on our roadways by 2045.

Due to the COVID 19 Pandemic, our Safe Streets Pinellas outreach that was originally planned as in-person events was altered to include an eight-week social media campaign that included an online, interactive comments map, fun trivia quizzes, a virtual art contest and online pledges. Each week, we had new opportunities for the public to engage with us and tell us where they were seeing transportation issues. We also pushed the information out through a new Safe Streets website, news releases, blogs, videos and Email blasts. Through our online social media campaign, we reached more than 44,000 people and engaged with 1,900 people.

Forward Pinellas worked with many partners to hold what we call “demonstration projects,” each testing different strategies to try to reduce the number of deaths on our roads. We held an outdoor educational event in coordination with the installation of a new Rectangular Rapid Flashing Beacon (RRFB). This was at the location where a woman, Carmen Chavez, was killed while riding her bike. The event included a ceremony honoring Carmen, the unveiling of the RRFB, and a public education event to demonstrate how to use this technology and encourage people to stay safe on the road. Several local politicians attended the event and four major news stations published stories featuring the event.

We also held an outdoor, hybrid workshop for 150 committee members to show them where we were at with our Safe Streets program and get their feedback on how we should make decisions going forward. Committee members could cycle through booths where they could scan QR codes to learn more, talk to staff, interact with visualization and prioritization displays, and fill out a survey. For those who were not able to join the event in person, we set up “virtual” booths using pre-recorded videos through our website and sent this out through Email blasts and E-Newsletters.

Downtown St. Pete Mobility Study

In the 1960s, the development of a large highway overpass resulted in the displacement of a historically African American community in Downtown St. Pete. In 2020, Forward Pinellas began working with the Florida Department of Transportation and the City of St. Petersburg on the Downtown St. Pete Mobility Study (DTSP) to engage the entire community to help define a vision for mobility in the greater Downtown area, look at ways to improve mobility, livability and economic vitality and identify and prioritize projects and programs that will benefit everyone in the community.

We created four surveys, created a new website, and we used a new outreach software that facilitated an online, interactive “Comment Board” allowing residents to drop a pin on a map to identify problem areas, upload pictures, and even comment and like other residents’ posts. Staff also hosted more than ten community outreach events and nine online and in person listening sessions. Participants were able to join the conversation from any device and have meaningful discussions building consensus with other members of their community and our team. This outreach was supplemented with several social media campaigns, news releases, Email blasts, blogs, E-Newsletters, flyers, brochures, videos, and media partnerships. Overall, more than 1000 people responded to the surveys, more than 1000 people viewed the online Comment Board, and more than 100 stakeholders participated in virtual and in person community conversations.

Results from this outreach directly influenced the outcomes at each phase of the project and ultimately played a significant role in determining the final recommendations. For more information about this project, visit www.ForwardPinellas.org/DTSP.

Bike Your City – Virtual & In Person

Forward Pinellas hosts an annual “Bike Your City” group bike ride to encourage safety education and advocacy throughout our communities. Originally planned as an in person ride for March 2020, staff transitioned to a self-guided virtual “Bike Your City” scavenger hunt where riders could enjoy riding around one of our beautiful cities finding scavenger hunt locations. During the scavenger hunt, participants took “selfie’s” at the locations and then submitted them through a virtual photo map we created through Arc GIS software. Participants could ride to a local art center and help create a bike safety themed mosaic art piece that was then permanently installed in the city park. To capstone the event, we brought together community leaders and experts on bike advocacy in a free, public webinar.

During previous, in person Bike Your City events, there was an average of 100 participants. However, throughout the first virtual Bike Your City, more than 550 people joined the online ride and during the second Bike Your City more than 1500 people participated. In March 2022, Forward Pinellas hosted an in person Bike Your City guided bike ride, garnering more than 200 participants.

The increase of participants was not only influenced by the ability for riders to join the virtual ride on their own time and in an area that is more convenient for them, but also by the increase of public outreach and communication including news releases, social media campaigns, blogs, Email blasts, road signs, posters, brochures, and community events.

PART V: MONITORING AND EXPANDING ENGAGEMENT

Forward Pinellas actively monitors and reviews key performance indicators (KPIs) to determine effectiveness, efficiency, and enhancement opportunities for the Public Participation Plan (PPP). Each quarter, staff performs a review and assessment of the KPIs within the PPP through the Quarterly Communications Report. This report analyzes the status of Forward Pinellas' goals, objectives, and strategies and identifies opportunities for improvement. The Quarterly Communications Report is reviewed by the Forward Pinellas Board and several committees.

The Key Performance Indicators, **Appendix A**, include the specific measurable outputs that demonstrate the Public Participation Plan's effectiveness, equitability, and inclusivity.

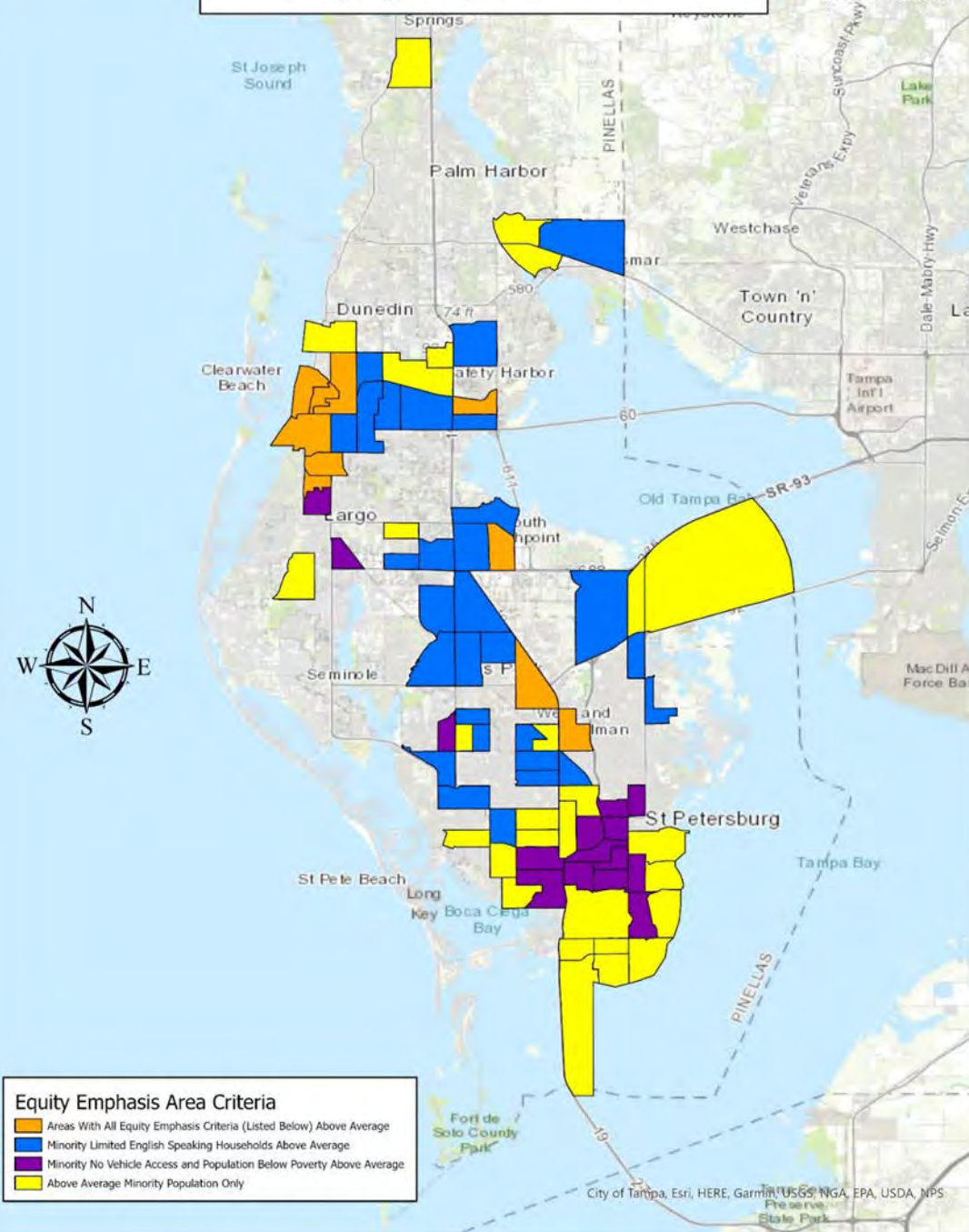
Responding to Public Input

Forward Pinellas is committed to not just collecting public comments, but to effectively adjusting course depending on the feedback received and where appropriate. Staff routinely receives questions and comments from the public in the course of various planning studies and incorporates that feedback into the final recommendations to the board. One such example of this is during the development of the 2045 Long Range Transportation Plan (LRTP). Forward Pinellas conducted significant outreach activities during the course of the LRTP development. Beginning the planning effort with a statistically valid survey helped to set the framework for the wants and needs of the community. Follow-on outreach activities sought to confirm what the statistically valid survey laid out, and further solidified the desire of our community to have the agency invest in multimodal transportation projects, not just continuing to widen roadways. This led to the investment strategy in the 2045 LRTP committing 100% of flexible funding resources to non-vehicular capacity projects.

In addition, staff has committed to an internal goal of responding to individual inquiries within 48 hours of receipt. If a resolution to an inquiry is not found within 48 hours, staff will still make contact with the person making the inquiry to acknowledge receipt.

Collecting public input alone is not sufficient. As an agency, our plans, programs and priorities must take this input to heart and reflect the needs and desires of our citizens.

Equity Emphasis Areas



Equity Emphasis Area Criteria

- Orange: Areas With All Equity Emphasis Criteria (Listed Below) Above Average
- Blue: Minority Limited English Speaking Households Above Average
- Purple: Minority No Vehicle Access and Population Below Poverty Above Average
- Yellow: Above Average Minority Population Only

Key Performance Indicator	Current Status - 2022	Target Goal - 2023	Target Goal - 2024	Strategic Business Plan Alignment	Equity Action Plan Alignment
Social Media Campaigns Created	15	40	100	Goal 2.1: Use data to tell stories about who we are as a county and what our future should be.	4. Strengthen Awareness and Agency Accountability
Social Media Campaigns Created (Spanish)	0	10	25	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	1. Remove Barriers for Political Voice
Social Media Campaigns Created (EJ Areas)	3	15	30	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	1. Remove Barriers for Political Voice
Social Media Followers	4444	6000	10000	Goal 5. 1: Increase understanding through dialogue and active listening, reaching beyond our comfort zone to engage people from all walks of life	4. Strengthen Awareness and Agency Accountability
Social Media Impressions	121300	200,000	300,000	Goal 5: Engage the public to create a future that reflects its needs and desires	4. Strengthen Awareness and Agency Accountability
Blogs Created	6	15	25	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
Blog Views	1200	3000	5000	Goal 5: Engage the public to create a future that reflects its needs and desires	4. Strengthen Awareness and Agency Accountability
Webpages Created	7	10	15	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
Website Hits (Overall)	419,000	500,000	550,000	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	4. Strengthen Awareness and Agency Accountability
News Releases Created	4	10	15	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
News Stories	32	45	60	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
Videos Created	3	5	10	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
Videos Created (Spanish)	0	2	4	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	1. Remove Barriers for Political Voice
E-Newsletters Created	3	9	15	Goal 5.2: Use storytelling to highlight issues and solutions	4. Strengthen Awareness and Agency Accountability
Community Events Hosted or Attended	11	15	20	Goal 5.3: Represent the public to become a force for positive change in the community and region	2. Local Organization Collaboration
Community Events Hosted or Attended (EJ Areas)	3	5	10	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	2. Local Organization Collaboration
Educational Events Hosted or Attended	2	4	6	Goal 5.3: Represent the public to become a force for positive change in the community and region	2. Local Organization Collaboration
Educational Events Hosted or Attended (EJ Areas)	2	3	4	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	3. Increase Access to Opportunity
Business Events Hosted or Attended	3	5	10	Goal 7.3: Work cooperatively with partners throughout Tampa Bay to build a more vibrant, livable and resilient region that adds value to the quality of life assets in Pinellas County	2. Local Organization Collaboration
Business Events Hosted or Attended (EJ Areas)	0	2	4	Goal 3.2: Serve as a facilitator to ensure an equitable and inclusive decision-making process	3. Increase Access to Opportunity

MPO Public Participation Plan Document Review

MPO:		FHWA Reviewer:	
District:		Date:	
Last Plan Update:		FDOT MPO Liaison:	
Web Address:		FHWA Planner:	
MPO Public Involvement			

Process and Strategies

Question	Y	N	Remarks/Observations
1 Does the PPP provide summary language which defines a process for providing interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process [450.316 (a)]?	<i>Part I: "Compliance with State and Federal Requirements"; Part II: "Advisory Committees", "LRTP", "TIP"; Part III: "Digital Storytelling", "In-Person Public Outreach"</i>		<i>It might be helpful to develop a one-pager or something to get all of this information in one place for interested citizens (could be separate from PPP, but just a thought)</i>
2 Does the plan provide summary information about what the MPO is and what the MPO's role is in the metropolitan planning process [450.316 (a)]?	<i>Part I: "Who We Are"</i>		
3 Does the plan indicate how to get involved in the planning process, including how to serve on MPO committees [450.316 (a)]?	<i>Part II: "Advisory Committees"</i>		
4 Does the plan provide contact information for MPO staff and/or the person responsible for public involvement at the MPO [450.316 (a)]?	<i>Part II: Advisory Committees</i>		
5 Does the plan provide a description of general planning documents (TIP, STIP, LRTP, CMP, PPP) and/or a glossary of frequently used planning terms [450.316 (a)] ?	<i>Part I: "Purpose of the PPP"; Part II: "TIP", "LRTP"; Appendix F</i>		
6 Does the plan include a glossary of frequently used planning terms, acronyms and/or terms of art, commonly used in the planning process such as ADA, Title VI, EJ and LEP [450.316(a)(1)(iii)]?	<i>Appendix F</i>		
7 Does the plan provide a description of the "current" public outreach strategies used to engage the public in the transportation planning process [450.316 (a)]?	<i>Part III</i>		
8 Does plan provide detail on how it engages in public education efforts designed to make the transportation planning process and decisions it produces easier to understand in a laypersons' terms [450.316 (a)]?	<i>Part II: "LRTP", "TIP"; Part III: "Employing Audience-Sensitive Tools"</i>		
9 Was the participation plan developed by the MPO in consultation with all interested parties [450.316 (a)(1)]?	<i>Part I: "Development of the PPP"</i>		

10	Is there a discussion about how the public participation plan was developed or when it was last updated [450.316 (a)(1)]?	<i>Part I: "Development of the PPP"</i>		
11	Is there language in the public participation plan which references how the process addresses the principles of the Title VI of the Civil Rights Act of 1964 [450.316 (a)(1)]?	<i>Part I: "Compliance with State and Federal Requirements", "Federal Requirements for Historically Excluded, Underserved, and Under-Resourced Communities"</i>		

Outreach and Engagement

Question	Y	N	Remarks/Observations
12 Does the plan describe explicit procedures, strategies, and desired outcomes for providing adequate public notice of public participation activities[450.316 (a)(1)]?	<i>Part I, "Compliance with State and Federal Requirements"; Part III: Appendix B</i>		
13 Does the plan provide detail about MPO board and committee meeting times and locations [450.316 (a)(1)(i) and 450.316(a)(1)(v)]?	<i>Part II: "Advisory Committees"</i>		
14 Does the plan discuss when and where <i>public meeting</i> and <i>hearings</i> will be held [450.316(a)(1)(V)]?	<i>Part III: "In-Person Public Outreach"</i>		
15 Does the plan detail procedures for 'unplanned' or 'short notice' meetings [23 CFR 450.326(a) and 23 CFR 450.316(a)]?	<i>Part II: "Advisory Committees"</i>		
16 Does the plan provide detail about providing timely notice and reasonable access to information about transportation issues and processes [450.316(a)(1)(ii)]?	<i>Part III: "Digital Storytelling", "Employing Audience Sensitive Tools"</i>		
17 Is the MPO's web address listed in the Public Participation Plan [450.316(a)(1)(iv) and 450.316(a)(1)(i)]?	<i>Part I: "Who We Are"</i>		

Visualization

Question	Y	N	Remarks/Observations
18 Does the plan describe the availability of public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web [450.316 (a)(1)(iv)]?	<i>Part III: "Digital Storytelling"</i>		
19 Does the plan describe techniques for employing visualization** techniques to describe metropolitan transportation plans and TIPs [450.316 (a)(1)(iii) ?	<i>Part II: "LRTP", "TIP"</i>		
20 Is the format of the plan user friendly and does it include visual images to help with the "readability" of the plan [450.316 (a)(1)(iii) ?	Yes		

Transportation Plan(s) Document Review

Question	Y	N	Remarks/Observations
21 Does the plan provide detail relating to plan document review (LRTP, TIP, PPP etc.) including information about the timeframe for public review and comment, at key decision points [450.316(a)(1) and 450.316 (a)(1)(ii)]?	<i>Part II: "LRTP", "TIP"</i>		
22 Is there discussion in the plan about the plan (LRTP, TIP, STIP) <i>amendment</i> process, including how a member of the public can comment and/or review amendments to a planning document before and after the amendment is executed [450.316(a)(1)(i) and 450.316(a)(1)(ii)]?	<i>Part II: "LRTP", "TIP"</i>		

23	Does the plan detail how consideration and response to public input received during the development of the metropolitan transportation plan and the TIP will be handled [450.316(a)(1)(vi) and 450.316(a)(1)(viii)]?	Part II: "LRTP", "TIP"		
24	Does the plan indicate how many days and/or by what method responses submitted for public input will be responded to [450.316 (a)(1)(viii)]?	Part II: "Opportunities for Public Participation"		
25	Does the plan specify a minimum public comment period of 45 calendar days shall be provided before the initial or revised participation plan is adopted by the MPO [450.316(a)(3)]?	Part I: "Compliance with State and Federal Requirements"		

Underserved Populations

Question	Y	N	Remarks/Observations
26 Does the plan describe strategies for seeking out and considering the needs of the traditionally underserved by existing transportation systems, such as low income and minority households, who may face challenges accessing employment and other services [450.316(a)(1)(vi)(I)]?			
27 Based on the demographic profile or community characteristics survey of the area, does the plan describe outreach and/or consideration for other underserved populations such as the disabled, elderly, Limited English Proficient, and youth [450.316(a)(1)(vii)]?			
28 Does the plan detail how those with special needs can request reasonable accommodation [450.316(a)(1)(vii)]?			
29 If there are Indian tribes in this MPO area, does the public participation plan detail how the MPO involves the Indian Tribal government(s) in the development of the metropolitan transportation plan and the TIP [450.316 (b)(3)(c)]?	N/A		

Measures of Effectiveness

Question	Y	N	Remarks/Observations
30 Does the plan reference coordinating with the statewide transportation planning public involvement and consultation processes [450.316(a)(1)(ix)]?			
31 Does the plan discuss a strategy for periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process [450.316(a)(1)(x)]?			

Comments on the MPO's Public Participation Plan:

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Forward Pinellas Internet Social Network Policy

Forward Pinellas utilizes social media within the various public involvement strategies for the distribution of news and information regarding Forward Pinellas projects, programs and events and also as a means to collect citizen feedback on Forward Pinellas activities and related transportation issues.

The social networking programs and applications currently being utilized by Forward Pinellas in carrying out its PPP objectives include Facebook, Twitter, LinkedIn, Instagram and Youtube. The use of these applications is discussed throughout the PPP. Forward Pinellas anticipates expanding its use of social media on an ongoing basis to improve the reach and effectiveness of its PPP, as needed. Therefore, the policies and procedures described here apply to other social networking applications Forward Pinellas may use in the future, in addition to those currently in use.

Forward Pinellas Social Media Policies

With its growing popularity and large number of users, social media has far reaching potential as a tool for engaging the public in the MPO planning process. However, with this communication tool comes a responsibility to ensure that correspondence posted by Forward Pinellas staff is fact based and non-biased, maintained and updated on a regular basis, compliant with applicable laws and County policies and not a source for creating new public documents. Listed below is a set of policies that encompass these responsibilities and provide guidelines for the establishment and operation of social networking sites.

1. Forward Pinellas social networking sites shall be supervised and administered by the Forward Pinellas web manager.
2. The web manager shall be responsible for reviewing all information before it is posted on social networking sites to ensure that the material is appropriate for public viewing.
3. All Forward Pinellas social networking sites shall adhere to Florida Sunshine Law, Public Records Law and all other applicable state, Federal and local laws, regulations and policies including all information technology and records management policies of Pinellas County.
4. Forward Pinellas social networking sites and entries shall clearly indicate that any articles and content posted or submitted for posting are subject to public disclosure.
5. Forward Pinellas shall include an introductory statement on its social networking sites that clearly specify their purpose and topical scope. Forward Pinellas social networking sites shall link back to its website for forms, documents and other information.
6. Forward Pinellas' social networking comments containing any of the following forms of content shall not be posted:

- a. Comments not topically related to the particular site being commented upon;
 - b. Profane language or content;
 - c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - d. Sexual content or links to sexual content;
 - e. Solicitations of commerce;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems; or
 - h. Content that violates a legal ownership interest of any other party.
7. All social networking sites shall clearly indicate they are maintained by Forward Pinellas and shall have staff contact information prominently displayed.
 8. Forward Pinellas shall use a general office e-mail account for its social networking sites.
 9. Forward Pinellas shall not follow private citizen or commercial profiles from within its social networking profile.
 10. Forward Pinellas' communication on social networking sites shall be mainly one-way. After its initial posting, Forward Pinellas will not respond to subsequent viewer comments/messages except for purposes of clarification or matter-of-fact response to a question regarding the subject matter.
 11. Documents posted on social media sites shall be in PDF format with optical character recognition (OCR). Website Images shall have "alt text," where appropriate, to accommodate blind and visually impaired users.
 12. Photos uploaded to Forward Pinellas social networking sites shall be labeled and text captions and descriptions shall also be provided as applicable.
 13. The Forward Pinellas logo shall be used as the agency picture on social networking sites.
 14. Forward Pinellas shall avoid creating new material on social networking sites. Instead, material from existing websites or previously published documents shall be used.

Review Process for Amending and Modifying Forward Pinellas Plans and Work Programs

Document/Action	Basis for Amendment/Modification	Review/Action					Pub. Hrg.+	Roll Call Vote	Agency Review **	Schedule Requirements/Notes	++Fiscal Constraint	Notice Method
		BPAC	TCC	CAC	LCB	FP Board						
Long Range Transportation Plan												
Amendment	Adding or deleting projects, major changes to project costs, initiation dates or design concepts and scopes	X*	X	X		X	X	X	FDOT, FHWA, FTA, FAA		X	website, social media, agenda distribution
Modification	Minor changes (e.g., map corrections, revisions for TIP consistency, adding unfunded projects)	X*	X	X		X			FDOT, FHWA, FTA, FAA (advise of change)			website, social media, agenda distribution
Unified Planning Work Program												
Amendment	Change to approved FHWA budget for the UPWP; and/or scope of task; and addition or deletion of a task					X			FDOT, FHWA	FDOT has 10 days to review and FHWA has 10 subsequent days to provide a response. Pursuant to Board resolution, Executive has authority to approve amendments as necessary. Board is informed in situations when this occurs.		agenda distribution
Modification	Doesn't change approved FHWA budget, scope of task or add/delete task								FDOT, FHWA (advise of change)			

Review Process for Amending and Modifying Forward Pinellas Plans and Work Programs

Document/Action	Basis for Amendment/Modification	Review/Action					Pub. Hrg.+	Roll Call Vote	Agency Review **	Schedule Requirements/Notes	++Fiscal Constraint	Notice Method
		BPAC	TCC	CAC	LCB	FP Board						
Public Participation Plan												
<u>Amendment</u>	Substantive revision to objectives, strategy or measure of effectiveness	X	X	X		X	X		FDOT, FHWA, FTA, FAA***	45 day open comment period before board action		website, social media, agenda distribution
<u>Modification</u>	Minor changes and updates to narrative, descriptions, use of public involvement tools, discussion of activities											website, social media
Transportation Improvement Program												
<u>Amendment</u>	Addition or deletion of project or change that impacts fiscal constraint or changes scope of work. Priority list changes involving project rankings, addition of projects		X	X		X	X	X	FDOT, OPP, FAMO	Minimum 7 day public notice required prior to FP Board meeting. OPP reviews and forwards State TIP amendment requests to FAMO. They consolidate all requests into single amendment submission to FHWA.	X	website, social media, agenda distribution
Modification or Administrative Amendment	Modification is revision involving minor changes to project phase costs, funding sources of previously included projects and phase initiation dates. Administrative amendment occurs during three month gap, July-September, between state and federal fiscal years when projects added to year one of new tentative FDOT Work		X	X		X	X		FDOT, OPP, FAMO			website, social media, agenda distribution

Review Process for Amending and Modifying Forward Pinellas Plans and Work Programs

Document/Action	Basis for Amendment/ Modification	Review/Action					Pub. Hrg.+	Roll Call Vote	Agency Review **	Schedule Requirements/Notes	++Fiscal Constra int	Notice Method
		BPAC	TCC	CAC	LCB	FP Board						
	Program must be added to current year TIP.											
Active Transportation Plan												
Amendment	Substantial adjustment of planned facility alignment, extents or location or addition or removal of planned facility	X	X	X		X				Active Transportation Plan is an element of LRTP. Amendment may require LRTP modification.		website, social media, agenda distribution
Modification	Change to narrative or description, map correction, update of map template or base map information, designation of existing facility											reflected in on-line Master Plan and GIS
Transportation Disadvantaged Service Plan												
Amendment	Change to service plan element affecting program operations				X	X			CTD			website, social media, agenda distribution
Modification	Change to Plan narrative, descriptions, corrections								CTD (advise of change)			reflected in online TDSP

Review Process for Amending and Modifying Forward Pinellas Plans and Work Programs

Document/Action	Basis for Amendment/ Modification	Review/Action					Pub. Hrg.+	Roll Call Vote	Agency Review **	Schedule Requirements/Notes	++Fiscal Constra int	Notice Method
		BPAC	TCC	CAC	LCB	FP Board						

Notes:

**If proposed amendment is related to bicycle/pedestrian issue, project, etc.*

***Where federal agency review is required, FDOT provides amendment and supporting documentation to them*

****During annual/quadrennial certification reviews*

+Public hearing records public comments into official public record

++Amendment must include assurance of fiscal constraint

1) Website notice of public hearings provides email link for individuals to comment on proposed amendment(s) if they are unable to attend the hearing in person.

2) The Forward Pinellas Executive Director has the authority to approve amendments/modifications to plans and programs approved by the Board, including the LRTP, when such action is needed to obtain State or Federal approval within a constrained timeframe. This policy was adopted by MPO resolution in 2008. It also stipulates that the Executive Director consult with the Board Chairman prior to executing the amendments and that a report describing the amendments be provided to the Forward Pinellas Board at their next meeting.

Key:

BPAC - Bicycle Pedestrian Advisory Committee FP - Forward Pinellas

CAC - Citizens Advisory Committee FTA - Federal Transit Administration

CTD - Florida Commission for the Transportation Disadvantaged GIS - geographic information system

FAA - Federal Aviation Administration LCB - Local Coordinating Board

FAMO - Federal Aid Management Office OPP - Office of Policy Planning (FDOT)

FDOT - Florida Department of Transportation TCC - Technical Coordinating Committee

FHWA - Federal Highway Administration

GLOSSARY OF TRANSPORTATION PLANNING TERMS & ACRONYMS

ADVANCED TRAFFIC MANAGEMENT SYSTEMS (ATMS) – Intelligent Transportation System (ITS) technology that focuses on the coordination of traffic signal timing. It integrates hardware, equipment and technology, such as advanced vehicle detectors, closed circuit (CC) TV cameras and other electronic communication systems, to operate the traffic signals more efficiently.

AMERICANS WITH DISABILITIES ACT (ADA) – Prohibits discrimination against people with disabilities in employment, transportation, public accommodation, communications, and governmental activities. It applies to all publicly funded transportation facilities and transit vehicles and requires transit agencies to provide complementary paratransit service within the fixed-route service area to those persons unable to use fixed-route service because of a disability.

AVERAGE ANNUAL DAILY TRAFFIC (AADT) – The total volume of traffic on a highway segment for one year, divided by the number of days in the year.

BICYCLE PEDESTRIAN ADVISORY COMMITTEE (BPAC) – Forward Pinellas appointed committee comprised of representatives of various government agencies, law enforcement officials and private citizens interested in bicycle and pedestrian issues. The BPAC advises Forward Pinellas on matters concerning the planning and development of bicycle and pedestrian facilities and encouraging bicycling and walking in Pinellas County and the region.

BICYCLE PEDESTRIAN MASTER PLAN – An element of the Forward Pinellas Long Range Transportation Plan, the Bicycle Pedestrian Master Plan identifies existing trails, bicycle lanes and sidewalks throughout Pinellas County. The Plan serves as a guide for the planning and development of a comprehensive bicycle and pedestrian facility network that seeks to make these travel modes viable alternatives the personal automobile for commuting as well as recreational purposes. This will be re-titled as the “Active Transportation Plan” following its update in 2019.

BIKES ON BUSES – Allows Pinellas Suncoast Transit Authority (PSTA) riders to mount their bikes on racks installed at the front end of PSTA buses to continue their trip as a bus passenger. The racks accommodate up to two bikes. Bike on bus accommodations are also offered in Hillsborough through Hillsborough Area Regional Transit (HART) and Pasco County through Pasco County Public Transportation (PCPT).

BUS RAPID TRANSIT – A flexible high performance form of premium transit that combines features of rail systems with those of on-road vehicles, and is characterized by being able to operate in special purpose lanes or on city streets. BRT stations are used as an intermodal hub and activity center for the community. Service is frequent enough that passengers do not need a schedule. Intelligent transportation system (ITS) technology keeps track of vehicles, provides passengers with updated travel information, and improves safety.

CITIZENS ADVISORY COMMITTEE (CAC) – Comprised of citizens representing municipal area and at-large membership appointed by Forward Pinellas to review transportation issues and topics before they are presented to the Board. They are the primary conduit for public input in the MPO planning process.

COMMISSION FOR THE TRANSPORTATION DISADVANTAGED (CTD) - An independent State agency responsible for the coordination of transportation services for older adults, persons with disabilities and low income and children at-risk. The CTD is responsible for overseeing local Transportation Disadvantaged (TD) programs, designating local planning agencies, approving the appointment of community transportation coordinators and contracting with CTCs and State transportation providers.

COMMUNITY TRANSPORTATION COORDINATOR (CTC) – Responsible for managing the operations of the Pinellas County Transportation Disadvantaged (TD) Program and for the delivery of trips to individuals qualified to receive services through the Program. The Pinellas Suncoast Transit Authority (PSTA) is the designated CTC for Pinellas County.

CONGESTION MANAGEMENT PROCESS (CMP) – A systematic process designed to address transportation problems through the implementation of small scale physical improvements and strategies designed to improve the operations, safety and efficiency of all travel modes.

DESIGNATED OFFICIAL PLANNING AGENCY (DOPA) – Provides planning services in accordance with Chapter 427, F.S., for the local Transportation Disadvantaged (TD) Program. These include staff support to the Local Coordinating Board (LCB), evaluation of the local community transportation coordinator (CTC) and the administration and implementation of the TD Service Plan. Forward Pinellas serves as the DOPA in Pinellas County.

ENVIRONMENTAL JUSTICE (EJ) – The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation and enforcement of environmental laws regulations and policies. Environmental justice is a mandate of the U.S. Environmental Protection Agency and the result of Executive Order 12898 signed by President Clinton in 1994.

FEDERAL HIGHWAY ADMINISTRATION (FHWA) – An agency within the U.S. Department of Transportation (DOT) that supports State and local governments in the design, construction, and maintenance of the Nation’s highway system (Federal Aid Highway Program) and various federally and tribal owned lands (Federal Lands Highway Program). Through financial and technical assistance to State and local governments, FHWA is responsible for ensuring the safety of the County’s roads and highways.

FEDERAL TRANSIT ADMINISTRATION (FTA) – Provides financial and technical assistance to local public transit systems, including buses, subways, light rail, commuter rail, trolleys and ferries. FTA also oversees safety measures and helps develop next-generation technology.

FIXING AMERICA'S SURFACE TRANSPORTATION (FAST) ACT – The FAST Act was signed into law in 2015. It authorized over \$305 billion in long-term funding for surface transportation infrastructure planning and investment, including highway, highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, and research, technology, and statistics programs. The FAST Act succeeds the 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (*SAFETEA-LU*), 1998 Moving Ahead for Progress in the 21st Century (MAP 21) Act and the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA).

FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT) – Formed in 1969, FDOT is a decentralized agency responsible for the development, maintenance and regulation of public transportation systems and facilities in the state. The mission of FDOT is to provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of the environment and local communities.

FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT) WORK PROGRAM – This is the State Five-Year Work Program of transportation improvements prepared in accordance with Section 339.135, Florida Statutes. It provides direction on where and when to build projects and how to fund them. The first year of the program authorizes FDOT to expend funds to complete the scheduled projects. The last four years of scheduled projects are included for planning purposes. The FDOT Work Program is also included in the Forward Pinellas Transportation Improvement Program (TIP).

FLORIDA TRANSPORTATION PLAN (FTP) - Defines Florida's future transportation vision and identifies goals, objectives, and strategies to accomplish that vision. The FTP is the statewide long range transportation plan for all of Florida.

FORWARD PINELLAS – Countywide land use and transportation planning agency resulting from the consolidation of the Metropolitan Planning Organization (MPO) and Pinellas Planning Council (PPC) in 2014. The agency is served by a 13 member board representing the County's local governments and the Pinellas Suncoast Transit Authority (PSTA).

HILLSBOROUGH AREA REGIONAL TRANSIT (HART) – The primary transit provider in Hillsborough County, HART provides fixed route bus and door to door paratransit service and operates the Tampa Electric Company (TECO) Line Streetcar System.

INTELLIGENT TRANSPORTATION SYSTEMS (ITS) – Encompasses a broad range of advanced technology solutions designed to improve the efficiency and safety of transportation facilities and services. Examples of ITS technology include coordinated traffic signal controls, smart phone applications to monitor traffic conditions, variable message signs, intersection cameras monitoring vehicle speeds and automated bus fare systems.

LEVEL OF SERVICE (LOS) – A qualitative measure of roadway performance expressed in letter

grades ranging from A through F, with A roads operating under optimum free-flow conditions and F roads operating under the most deficient conditions characterized by forced-flow traffic with considerable delays.

LIMITED ENGLISH PROFICIENCY (LEP) – Refers to individuals whose primary language is not English and have difficulty communicating effectively in English. Title VI of the Civil Rights Act of 1964 requires MPOs and other recipients of federal funding to take reasonable steps to make their programs, services and activities accessible to persons with LEP. The MPO Title VI Plan includes an element addressing the agency’s approach to accommodating people who are LEP.

LOCAL COORDINATING BOARD (LCB) – A 15 member board comprised of representatives of the Forward Pinellas Board, social service agencies, PSTA, private transportation providers, School District, FDOT and citizens responsible for governing the Pinellas County Transportation Disadvantaged Program. The LCB identifies local service needs and provides information, advice and direction to the Community Transportation Coordinator (CTC) on the coordination of services to be provided to the transportation disadvantaged within their local service area. The LCB also serves as an advisory committee to Forward Pinellas, which is the designated official planning agency (DOPA) for the Pinellas County Transportation Disadvantaged (TD) Program.

LONG RANGE TRANSPORTATION PLAN (LRTP) – A 20-year strategy plan developed to guide the investment of public funds in transportation facilities while addressing all major modes of transportation including automobile, bicycle, air, rail, surface freight, and pedestrian travel. The LRTP is a federal MPO requirement that also identifies the transportation goals, objectives and priorities of Pinellas County and the region.

METROPOLITAN PLANNING ORGANIZATION (MPO) – Created under federal and state law to provide a forum for cooperative decision-making in regard to regional transportation issues. Metropolitan planning organizations ensure that existing and future expenditures of governmental funds for transportation projects and programs are based on a continuing, cooperative, and comprehensive (“3-C”) planning process. Membership includes elected and appointed officials representing local jurisdictions and transportation agencies.

METROPOLITAN PLANNING ORGANIZATION ADVISORY COUNCIL (MPOAC) – A statewide organization created by the Florida Legislature to augment the role of the individual MPOs in the cooperative transportation planning process. The MPOAC assists MPOs in carrying out the urbanized area transportation planning process by serving as the principal forum for collective policy decisions.

PEDESTRIAN SAFETY ACTION PLAN (PSAP) – Developed by the Florida Department of Transportation (FDOT) through the collaborative efforts of Forward Pinellas and community stakeholders, the PSAP is designed to help local government agencies address pedestrian crash issues specific to their jurisdiction. It is intended to help these agencies understand the tools and organizational changes necessary to improve pedestrian safety.

PINELLAS PLANNING COUNCIL (PPC) – Pursuant to a special act of the State Legislature (Chapter 88-464, Laws of Florida), the PPC serves as the advisory body to the Countywide Planning Authority, and is responsible for coordinating countywide land use planning and maintaining and implementing the Countywide Plan. The PPC and Metropolitan Planning Organization (MPO) consolidated in 2014 and now serve under a joint policy making board operating as Forward Pinellas.

PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA) – The primary provider of public transportation services in Pinellas County. Their services include fixed route bus and the transport of individuals with disabilities through their Dial-A-Ride Transit (DART) program.

PINELLAS TRAIL SECURITY TASK FORCE (PTSTF) – Comprised of elected officials, law enforcement personnel and County staff, the PTSTF monitors and addresses issues affecting the safety of the Pinellas Trail.

PROJECT DEVELOPMENT AND ENVIRONMENT (PD&E) STUDY – A process developed to ensure that the design of transportation projects appropriately reflects and incorporates the unique engineering and community characteristics of the area. The FDOT created the process to ensure that projects receiving Federal aid follow the policies and procedures outlined in the National Environmental Policy Act.

PUBLIC HEARING - Formal meetings required by regulation, rule or policy where public comments are recorded into official public record. Public hearings invite public comment but do not offer a question-and-answer format as is typically provided for at a public meeting.

RIGHT OF WAY (ROW) – A type of land easement, either granted or reserved, for transportation and/or utility purposes.

ROAD SAFETY AUDIT (RSA) - Formal safety performance examination of a road or intersection by an independent, multidisciplinary team. It qualitatively estimates and reports on potential road safety issues and identifies opportunities for improvements for all users.

ST. PETE-CLEARWATER INTERNATIONAL AIRPORT (PIE) – Located in the mid-county Gateway area, PIE is an international, commercial service airport operating under the authority of the Board of County Commissioners.

SAFE ROUTES TO SCHOOL (SRTS) PROGRAM – Funded and managed by the Florida Department of Transportation (FDOT), the SRTS Program helps communities address school transportation needs while encouraging more students to walk or bicycle to school. The SRTS Program provides funding for projects such as sidewalks, shared-use paths, flashing beacons and median refuge islands.

SCHOOL TRANSPORTATION SAFETY COMMITTEE (STSC) - Established by the MPO in 1998, the STSC is made up of representatives of the School Board, Board of County Commissioners and

local municipalities. The STSC considers transportation and safety matters concerning the safe movement of students traveling to and from school. They serve in an advisory capacity to Forward Pinellas.

STRATEGIC COMMUNICATIONS PLAN – Approved by the Forward Pinellas Board in 2017, this Plan guides the communication efforts of Forward Pinellas as it relates to land use as well as transportation planning. The Strategic Communications Plan complements and is consistent with the PPP.

STRATEGIC INTERMODAL SYSTEM (SIS) –The Governor and Legislature established the SIS in 2003 to focus the state’s limited transportation resources on the facilities most significant for interregional, interstate, and international travel. The SIS is the state’s highest priority for transportation capacity investments and a primary focus for implementing the Florida Transportation Plan (FTP), the state’s long-range transportation vision and policy plan.

SURFACE TRANSPORTATION PROGRAM (STP) – A block grant program authorized under the Fixing America’s Surface Transportation (FAST) Act that allows for flexibility in State and local transportation decisions and provides flexible funding to address multimodal transportation needs.

TAMPA BAY REGIONAL PLANNING COUNCIL (TBRPC) – One of 11 regional planning councils in Florida, established by the Legislature to coordinate planning for the 43 jurisdictions in the Tampa Bay region. Specific duties include environmental management, economic analysis, and water quality, emergency preparedness, and hurricane evacuation planning.

TAMPA BAY AREA REGIONAL TRANSIT AUTHORITY (TBARTA) – Created by the Florida State Legislature in 2007, TBARTA is responsible for developing and implementing a regional transit development plan and to improve mobility and transportation options for the West Central Florida region consisting of Hernando, Hillsborough, Manatee, Pasco and Pinellas counties.

TAMPA BAY AREA REGIONAL TRANSIT AUTHORITY (TBARTA) CITIZENS ADVISORY COMMITTEE (CAC) – Comprised of residents and business representatives from the Tampa Bay area, members are appointed by the TBARTA Board to advise them on a range of regional transportation issues. They are also responsible for assisting in the development and maintenance of a regional transit master plan. There are 25 members serving on the TBARTA CAC.

TAMPA INTERNATIONAL AIRPORT (TIA) – The largest airport in the Tampa Bay region, TIA is a public airport that opened in 1971 at its current location six miles west of downtown Tampa. The Airport serves more than 16 million daily passengers.

TECHNICAL COORDINATING COMMITTEE (TCC) – Represents local governments, the School District, PSTA, PPC, and Pinellas County. They assist Forward Pinellas by reviewing transportation plans and programs and making recommendations based on their technical adequacy. There are 31 voting members on the Committee.

TITLE VI – Refers to Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.

TITLE VI PLAN – As a direct recipient of Federal Transit Administration (FTA) funds, Forward Pinellas is required to document its compliance with Title VI requirements through the submittal of a Title VI Program once every three years. This documentation is included in the MPO Title VI Plan. Included in the documentation is the process involved in submitting and investigating a Title VI complaint, public involvement efforts targeting environmental justice communities, minority representation on advisory committees and providing people with limited English proficiency (LEP) access to the MPO planning process.

TRANSIT DEVELOPMENT PLAN (TDP) – PSTA’s planning, development and operational guidance document required for Florida Public Transit Block Grant funding. The TDP is used in creating the mass transit elements of the Forward Pinellas Long Range Transportation Plan (LRTP) and Transportation Improvement Program (TIP) and the FDOT Work Program.

TRANSIT ORIENTED DEVELOPMENT (TOD) – A type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of a transit stop or terminal.

TRANSPORTATION ALTERNATIVES (TA) – Provides Surface Transportation Block Grant (STBG) program funding for projects and activities encompassing a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity. Forward Pinellas adopts a priority list of projects for TA funding each year for inclusion in the Transportation Improvement Program (TIP).

TRANSPORTATION DEMAND MANAGEMENT (TDM) – The application of strategies and policies to reduce demand for single occupant vehicle (SOV) travel and vehicle miles traveled (VMT). Common TDM strategies include the promotion of vanpooling services, transit use, and telecommuting.

TRANSPORTATION DISADVANTAGED (TD) PROGRAM – Supported by funding provided through the Florida TD Trust Fund, the TD Program provides low cost transportation to individuals who, because of a physical or mental disability, income status, or age are unable to transport themselves or purchase transportation. For these individuals who do not already receive transportation services from a sponsoring agency, the TD Program provides them access to health care, employment, education, shopping, social activities, and other life-sustaining activities. Children who are handicapped or “high risk” or “at risk,” as defined in Ch. 411, F.S., also qualify for TD Program services

TRANSPORTATION IMPROVEMENT PROGRAM (TIP) – A five-year program of transportation improvements adopted annually by Forward Pinellas. The TIP incorporates state and federal work programs along with the capital improvement programs/elements of the local governments within Pinellas County.

TRANSPORTATION MANAGEMENT AREA (TMA) – Urbanized areas with populations of over 200,000 are designated as TMAs and are subject to federal planning requirements. The Tampa Bay TMA is populated by over 2.4 million people and includes portions of Hillsborough and Pasco counties and nearly all of Pinellas County. Transportation plans and programs within a TMA must be carried out by the MPO(s) in cooperation with the state and transit operators and based on a continuing and comprehensive planning process.

TRANSPORTATION REGIONAL INCENTIVE PROGRAM (TRIP) – State funded program created to improve regionally significant transportation facilities in "regional transportation areas". The funds are intended to provide incentives for local governments and the private sector to help pay for critically needed projects that benefit regional travel and commerce.

TRI-COUNTY BICYCLE PEDESTRIAN ADVISORY COMMITTEE (BPAC) – Comprised of BPAC representatives from Pinellas, Pasco and Hillsborough counties, the Tri-County BPAC formed in 2015 to coordinate planning efforts involving the development of regional bicycle/pedestrian facilities and to address regional issues affecting with these travel modes.

UNIFIED PLANNING WORK PROGRAM (UPWP) – Federally required biennial statement of MPO planning work. The UPWP includes a description of planning tasks and resulting products, agencies that will perform the work, time frames for completing the work, and associated costs and the source(s) of funds.

UNITED STATES DEPARTMENT OF TRANSPORTATION (USDOT) – Established in 1966, the USDOT is a federal Cabinet department responsible for ensuring a *fast, safe, efficient, accessible and convenient transportation system that meets vital national interests and enhances the quality of life of American citizens*. The agency oversees the operations of several subsidiary agencies that include the Federal Aviation Administration (FAA), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), Federal Motor Carrier Safety Administration, National Highway Traffic Safety Administration (NHTSA), Federal Railroad Administration and Maritime Administration.

VEHICLE MILES TRAVELED (VMT) – Calculated by multiplying the average (mean) of the total average annual daily traffic volume (AADT) by the length of the segment where the data is collected, in centerline miles. It is used to identify travel habits within an urbanized area.

Appendix D: Community Bus Plan Phase 1 Public Engagement Summary Report





COMMUNITY BUS PLAN PHASE 1 PUBLIC ENGAGEMENT SUMMARY REPORT

February 2024



Help shape the future of Public Transportation
Pinellas County & you could WIN!

Take Our Survey: bit.ly/envisionPS



Learn more about the Community Bus Plan by visiting
<https://psta.mysocialpinpoint.com/cbp>

Table of Contents

1. INTRODUCTION	1
1.1. PHASE 1 OUTREACH PURPOSE	1
1.2. PHASE 1 OUTREACH GOAL.....	2
1.3. PHASE 1 OUTREACH PUBLIC ENGAGEMENT OVERVIEW	2
2. PHASE 1 PUBLIC ENGAGEMENT APPROACH.....	4
2.1. COMMUNITY ENGAGEMENT STRATEGY OVERVIEW	4
3. STAKEHOLDER IDENTIFICATION.....	7
3.1. PINELLAS COUNTY DEMOGRAPHICS	7
3.2. STAKEHOLDER AND PARTNER IDENTIFICATION.....	8
3.2.1. <i>Elected and Appointed Officials and Local Governments</i>	8
3.2.2. <i>Community Organizations and Primary Stakeholders</i>	10
4. PUBLIC INVOLVEMENT ACTIVITIES	14
4.1. MARKETING AND ADVERTISING.....	14
4.1.1. <i>Website</i>	14
4.1.2. <i>Email and Text Blasts</i>	15
4.1.3. <i>News Releases and Media</i>	15
4.1.4. <i>Social Media</i>	17
4.1.5. <i>Print Publications</i>	17
4.1.6. <i>Bus, Bus Stop, and Transit App Advertising</i>	18
4.2. PUBLIC MEETINGS.....	19
4.2.1. <i>Public Meeting #1</i>	19
4.2.2. <i>Public Meeting #2</i>	20
4.2.3. <i>Public Meeting #3</i>	20
4.3. STAKEHOLDER WORKSHOP.....	20
4.4. COMMUNITY POPUP EVENTS.....	24
4.5. EMPLOYEE IN-REACH	24
4.6. BUS RIDES	26
5. PHASE 1 ONLINE SURVEY	29
5.1. PHASE 1 SURVEY OVERVIEW	29
5.2. PHASE 1 SURVEY PARTICIPATION.....	29
5.2.1. <i>Phase 1 Response Rates by Race and Ethnicity</i>	30
5.2.2. <i>Phase 1 Response Rates by Age</i>	32
5.2.3. <i>Phase 1 Response Rates by Gender</i>	33
5.2.4. <i>Phase 1 Response Rates by Income Level</i>	34
5.2.5. <i>Phase 1 Response Rates by Frequency of Transit Ridership</i>	35
5.3. PHASE 1 DEMOGRAPHIC ANALYSIS BY QUESTION	36
5.3.1. <i>Survey Question 1</i>	36
5.3.2. <i>Survey Question 2</i>	38
5.3.3. <i>Survey Question 3</i>	40
5.3.4. <i>Survey Question 4</i>	41
5.3.5. <i>Survey Question 5</i>	42
6. PUBLIC COMMENTS OVERVIEW	70

6.1.	PUBLIC COMMENTS	70
6.1.1.	Increase Access to Economic Opportunity.....	70
6.1.2.	Provide Network Coverage.....	71
6.1.3.	Decrease Traffic Congestion.....	71
6.1.4.	Improve Transportation Access for People with Disabilities.....	71
6.1.5.	Reduce Transportation Costs.....	71
6.1.6.	Increase Environmental Sustainability	72
6.1.7.	Enhance Safety and Reliability	72
7.	SUMMARY AND NEXT STEPS	74

List of Figures

Figure 1-1	Community Outreach at No Place Like Home Event at Enoch Davis Center	1
Figure 2-1	Community Outreach at Enoch Davis Center and Hale Senior Center.....	4
Figure 2-2	Timeline of Phase 1 Public Outreach Activities	5
Figure 4-1	Website link on PSTA.net to Community Bus Plan website	14
Figure 4-2	Community Bus Plan Website: https://psta.mysocialpinpoint.com/cbp	15
Figure 4-3	News Stories including the Tampa Bay Morning Blend Show	16
Figure 4-4	Social Media Posts promoting the Community Bus Plan	17
Figure 4-5	Flyers (English and Spanish) disseminated to community members, local businesses, and stakeholders to promote the Community Bus Plan survey and community workshops.....	18
Figure 4-6	Walking or Waiting Preferences.....	21
Figure 4-7	Ridership or Coverage Preferences	22
Figure 4-8	Additional Funding Allocation Preferences	22
Figure 4-9	Support for Additional Transit Investment.....	23
Figure 4-10	Bus Stop Spacing.....	23
Figure 4-11	Community Outreach Events at Safety Harbor Holiday Nights (top) and Enoch Davis Center (bottom)..	24
Figure 5-1	Phase 1 Survey Responses by Date	30
Figure 5-2	Phase 1 Responses by Race - (rounded for discussion purposes)	30
Figure 5-3	Phase 1 Responses by Ethnicity - (rounded for discussion purposes).....	31
Figure 5-4	Phase 1 Responses by Age - (rounded for discussion purposes).....	32
Figure 5-5	Phase 1 Responses by Gender - (rounded for discussion purposes).....	33
Figure 5-6	Phase 1 Responses by Income Level - (rounded for discussion purposes).....	34
Figure 5-7	Phase 1 Responses by Frequency of Transit Ridership - - (rounded for discussion purposes).....	35
Figure 5-8	Overall Responses: Question 1 – Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit. - (rounded for discussion purposes)	37
Figure 5-12	Survey Question – If PSTA had additional money for bus service, what would you spend it on first? - (rounded for discussion purposes)	43
Figure 5-13	Phase 1, Question 1 Responses by Race – (raw data).....	44
Figure 5-14	Phase 1, Question 1 Responses by Gender Identity – (raw data)	46
Figure 5-15	Phase 1, Question 1 Responses by Age – (raw data)	47
Figure 5-16	Phase 1, Question 1 Responses by Income Level – (raw data)	49
Figure 5-17	Phase 1, Question 2 Number of Responses by Race – (raw data)	50
Figure 5-18	Phase 1, Question 2 Number of Responses by Gender Identity – (raw data).....	51
Figure 5-19	Phase 1, Question 2 Number of Responses by Age – (raw data)	52
Figure 5-20	Phase 1, Question 2 Number of Responses by Income Level – (raw data)	53

Figure 5-21 Phase 1, Question 3 Number of Responses by Race – <i>(raw data)</i>	54
Figure 5-22 Phase 1, Question 3 Number of Responses by Gender Identity – <i>(raw data)</i>	55
Figure 5-24 Phase 1, Question 3 Number of Responses by Income Level – <i>(raw data)</i>	57
Figure 5-25 Phase 1, Question 4 Number of Responses by Race – <i>(raw data)</i>	59
Figure 5-26 Phase 1, Question 4 Number of Responses by Gender Identity – <i>(raw data)</i>	60
Figure 5-27 Phase 1, Question 4 Number of Responses by Age – <i>(raw data)</i>	61
Figure 5-28 Phase 1, Question 4 Number of Responses by Income Level – <i>(raw data)</i>	62
Figure 5-29 Phase 1, Question 5 Number of Responses by Race – <i>(raw data)</i>	63
Figure 5-30 Phase 1, Question 5 Number of Responses by Gender Identity – <i>(raw data)</i>	65
Figure 5-31 Phase 1, Question 5 Number of Responses by Age – <i>(raw data)</i>	66
Figure 5-32 Phase 1, Question 5 Number of Responses by Income Level – <i>(raw data)</i>	67
Figure 6-1 Common Themes and priorities from Public Comments.....	70
Figure 6-2 Common Themes and priorities from Public Comments.....	70
Figure 6-3 Common Themes and priorities from Public Comments.....	70
Figure 6-4 Common Themes and priorities from Public Comments.....	70
Figure 6-5 Common Themes and priorities from Public Comments.....	70
Figure 6-6 Common Themes and priorities from Public Comments.....	70
Figure 6-7 Common Themes and priorities from Public Comments.....	70
Figure 6-8 Common Themes and priorities from Public Comments.....	70

List of Tables

Table 3-1 Pinellas County Population Growth.....	7
Table 3-2 Pinellas County Employment Growth.....	7
Table 3-3 Pinellas County Race/Ethnicity Demographics (2020).....	8
Table 3-4 Pinellas County Age Demographics (2020).....	8
Table 3-5 Pinellas County Elected Officials.....	8
Table 3-6 Pinellas County Primary Stakeholders	10
Table 3-7 Pinellas County CRAs	12
Table 5-1 Phase 1 Respondents by Race – <i>(raw data)</i>	31
Table 5-2 Phase 1 Respondents by Ethnicity – <i>(raw data)</i>	32
Table 5-3 Phase 1 Respondents by Age – <i>(raw data)</i>	33
Table 5-4 Phase 1 Respondents by Gender Identity – <i>(raw data)</i>	34
Table 5-5 Phase 1 Respondents by Income Level – <i>(raw data)</i>	35
Table 5-6 Phase 1 Frequency of Transit Ridership – <i>(raw data)</i>	36
Table 5-7 Phase 1, Question 1 Responses – <i>(raw data)</i>	38
Table 5-8 Phase 1, Question 2 Responses – <i>(raw data)</i>	39
Table 5-9 Phase 1, Question 3 Responses – <i>(raw data)</i>	41
Table 5-10 Phase 1, Question 4 Responses – <i>(raw data)</i>	42
Table 5-11 Phase 1, Question 5 Responses – <i>(raw data)</i>	43
Table 5-12 Phase 1, Question 1 Number of Responses by Race – <i>(raw data)</i>	45
Table 5-13 Phase 1, Question 1 Percent Who Chose Each Answer by Race – <i>(raw data)</i>	45
Table 5-14 Phase 1, Question 1 Number of Responses by Gender Identity – <i>(raw data)</i>	46
Table 5-15 Phase 1, Question 1 Percent Who Chose Each Answer by Gender Identity – <i>(raw data)</i>	47
Table 5-16 Phase 1, Question 1 Number of Responses by Age – <i>(raw data)</i>	48
Table 5-17 Phase 1, Question 1 Percent Who Chose Each Answer by Age – <i>(raw data)</i>	48
Table 5-18 Phase 1, Question 1 Number of Responses by Income Level – <i>(raw data)</i>	49
Table 5-19 Phase 1, Question 1 Percent Who Chose Each Answer by Income Level – <i>(raw data)</i>	50

Table 5-20 Phase 1, Question 2 Number of Responses by Race – (raw data).....	51
Table 5-21 Phase 1, Question 2 Percent Who Chose Each Answer by Race – (raw data).....	51
Table 5-22 Phase 1, Question 2 Number of Responses by Gender Identity – (raw data).....	52
Table 5-23 Phase 1, Question 2 Percent Who Chose Each Answer by Gender Identity – (raw data).....	52
Table 5-24 Phase 1, Question 2 Number of Responses by Age – (raw data).....	53
Table 5-25 Phase 1, Question 2 Percent Who Chose Each Answer by Age – (raw data).....	53
Table 5-26 Phase 1, Question 2 Number of Responses by Income Level – (raw data).....	54
Table 5-27 Phase 1, Question 2 Percent Who Chose Each Answer by Income Level – (raw data).....	54
Table 5-28 Phase 1, Question 3 Number of Responses by Race – (raw data).....	55
Table 5-29 Phase 1, Question 3 Percent Who Chose Each Answer by Race – (raw data).....	55
Table 5-30 Phase 1, Question 3 Number of Responses by Gender Identity – (raw data).....	56
Table 5-31 Phase 1, Question 3 Percent Who Chose Each Answer by Gender Identity – (raw data).....	56
Table 5-32 Phase 1, Question 3 Number of Responses by Age – (raw data).....	57
Table 5-33 Phase 1, Question 3 Percent Who Chose Each Answer by Age – (raw data).....	57
Table 5-34 Phase 1, Question 3 Number of Responses by Income Level – (raw data).....	58
Table 5-35 Phase 1, Question 3 Percent Who Chose Each Answer by Income Level – (raw data).....	58
Table 5-36 Phase 1, Question 4 Number of Responses by Race – (raw data).....	59
Table 5-37 Phase 1, Question 4 Percent Who Chose Each Answer by Race – (raw data).....	59
Table 5-38 Phase 1, Question 4 Number of Responses by Gender Identity – (raw data).....	60
Table 5-39 Phase 1, Question 4 Percent Who Chose Each Answer by Gender Identity – (raw data).....	60
Table 5-40 Phase 1, Question 4 Number of Responses by Age – (raw data).....	61
Table 5-41 Phase 1, Question 4 Percent Who Chose Each Answer by Age – (raw data).....	61
Table 5-42 Phase 1, Question 4 Number of Responses by Income Level – (raw data).....	62
Table 5-43 Phase 1, Question 4 Percent Who Chose Each Answer by Income Level – (raw data).....	63
Table 5-44 Phase 1, Question 5 Number of Responses by Race – (raw data).....	64
Table 5-45 Phase 1, Question 5 Percent Who Chose Each Answer by Race – (raw data).....	64
Table 5-46 Phase 1, Question 5 Number of Responses by Gender Identity – (raw data).....	65
Table 5-47 Phase 1, Question 5 Percent Who Chose Each Answer by Gender Identity – (raw data).....	65
Table 5-48 Phase 1, Question 5 Number of Responses by Age – (raw data).....	66
Table 5-49 Phase 1, Question 5 Percent Who Chose Each Answer by Age – (raw data).....	67
Table 5-50 Phase 1, Question 5 Number of Responses by Income Level – (raw data).....	68
Table 5-51 Phase 1, Question 5 Percent Who Chose Each Answer by Income Level – (raw data).....	68

1

INTRODUCTION

Help shape the future of Public Transit in Pinellas County & you could WIN!

Take Our Survey: bit.ly/envisionPST



Plan by visiting www.pinellas.com/cbp



1. Introduction

1.1. Phase 1 Outreach Purpose

The Pinellas Suncoast Transit Authority (PSTA) serves the public transportation needs across Pinellas County, Florida. The organization has a fleet of 200 transit vehicles, including buses, trolleys, and shuttles. They serve 46 routes, including two express routes to Hillsborough County, a major population and employment center in the region. In addition to traditional transit, PSTA has special programs that serve specific populations including the Transportation Disadvantaged and PSTA Access Programs, which serve those with disabilities. PSTA has a total of 10.4 million riders annually.¹

Starting in Fall 2023, the Community Bus Plan has been working to assess current conditions and set goals for the near future. Upon completion anticipated in Winter 2024, this plan will address the changing needs of Pinellas County residents, visitors, and businesses. The Community Bus Plan is seeking to gain a better understanding of current economic and social conditions and how this affects the need for public transit in and around Pinellas County. A significant portion of the Plan is dedicated to gaining public input on transit priorities and possible route changes and enhancements. This includes an on-board survey. Ridership data will also be analyzed to identify any trends that could help identify necessary changes. Once all of the data and public input is gathered, it will be analyzed to determine priorities for possible service changes and improvements to be implemented under multiple funding scenarios.



Figure 1-1 Community Outreach at No Place Like Home Event at Enoch Davis Center

The transportation services provided by PSTA are essential for continued economic growth and development in Pinellas County. These services not only provide transportation for everyday commuters, but also provide access to essential services, employment, and education for many underserved groups including senior citizens, those with disabilities, persons with low-income, and others without access or the ability to operate a personal vehicle. The transit system also supports the tourism industry, a key economic driver for Pinellas County.

Pinellas County has experienced rapid growth over the last decade, with 5% population increase since 2010. In addition, it is by far the most densely populated county in Florida with an average of 3,524 people per square mile in 2022, and growth is expected to continue². Further compounding these statistics is the fact that Pinellas County is largely built out, with little vacant land for new development. This indicates that denser development patterns are likely as more people move to the county³.

As part of the team, EXP, in collaboration with Jarett Walker and Associates (JWA) and PSTA staff, has completed Phase 1 public engagement and will continue to coordinate with the community and stakeholders moving forward into Phase 2.

¹ PSTA.net
² [Fast Facts About Pinellas County](#)
³ [Forward Pinellas-TEILS Update](#)

1.2. Phase 1 Outreach Goal

These facts indicate a need to review all aspects of the transportation system in Pinellas County, including the public transportation system, to ensure that all citizens have access to necessary services, educational and economic opportunities, and recreational activities. PSTA plays a vital role in ensuring this access and maintaining the continued economic growth and quality of life for Pinellas County residents, workers, and visitors to advance their mission to safely connect all people to places, to opportunities, and to chances.

The goal of the Community Bus Plan is to ensure the public transportation system is able to adapt to the changing needs of Pinellas County. Through this plan, EXP, JWA and PSTA is collecting various types of data to gain a stronger understanding of the current conditions and needs for transit in and around Pinellas County. A key component of this data collection will be public input gathered from riders and the many organizations and stakeholders who rely on or are affected by the public transportation system. Based on this feedback and data collection, PSTA will determine possible service changes and improvements that can be implemented through multiple funding sources.

10,000+ Survey Views

An example of successfully achieving this goal in Phase 1 is indicated by the attainment of more than 10,000 survey views thanks to PSTA staff's support. Results of the online survey can be found in Section 5.

1.3. Phase 1 Outreach Public Engagement Overview

PSTA strives to safely connect people to places and intentionally make inclusion a priority throughout the Community Bus Plan, ultimately making a meaningful difference in the community in which it operates, works, and lives. As such, Phase 1 of the public engagement process serves as a community was designed to ensure meaningful public engagement for the Community Bus Plan.

This Public Engagement Plan essentially answers the following questions:

- ✓ Who are our audiences?
- ✓ What methods will reach this audience?
- ✓ How do we spread the word about these methods?
- ✓ How do we measure success?

During Phase 1 of public engagement, we first identified our audiences by analyzing community demographics and understanding the social and cultural conditions for the area. This information helps develop the most effective method to reach our target audiences and receive meaningful feedback from our residents. This may include innovative technologies, such as virtual reality tools, or this could include boots-on-the-ground engagement such as meetings, charrettes, and community events. Next, the team will decide the best way to deliver the message about these opportunities, so residents and stakeholders know how to have their voice heard. Last, the team will determine what success looks like and how it is measured.

Phase 2 of public engagement is anticipated to begin in April 2024 and will include separate analysis and documentation.



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2

PHASE 1 PUBLIC
ENGAGEMENT APPROACH

2. Phase 1 Public Engagement Approach

2.1. Community Engagement Strategy Overview

Meaningful and effective public participation is essential to the successful implementation of the Community Bus Plan, and necessary to ensure that the needs of Pinellas County’s many unique and diverse communities are adequately addressed. The feedback and ideas provided through Phase 1 of the engagement process will directly help guide the decisions made throughout the Community Bus Plan.

To ensure that all residents, transit riders, future transit riders, and other stakeholders had the opportunity to provide meaningful input, voice their ideas, and express their transit related needs, Phase 1 of the community engagement offered multi-layered public participation opportunities, including a community survey, in-person and virtual public meetings, employee in-reach, a stakeholder workshop, and community/pop-up events. This approach aligns with PSTA’s commitment to “meet people where they are” to ensure a fully inclusive public engagement and planning process.

To start off the plan, Jarrett Walker and Associates (JWA), in cooperation with EXP and PSTA staff, developed a community survey, available online and **hard copies**, providing community members the opportunity to weigh in at their convenience, on any device, and at any location where they have access to the internet.

Throughout Phase 1, PSTA staff and the EXP team attended community events and participated in “community conversations” with the public. This allowed the team to discuss the Community Bus Plan with community members, promote survey participation, and provide paper surveys to those who may not have access or prefer not to use the internet. The EXP team also developed a continuous marketing strategy, including news releases, social media campaigns, and other delivery methods, which PSTA staff implemented to spread the word about public participation opportunities.



Figure 2-1 Community Outreach at Enoch Davis Center and Hale Senior Center

The team held one virtual and two in-person community workshops. These meetings included a presentation which explained the purpose and goals of the Community Bus Plan. The presentation included explanations of key questions that the plan needed to answer including:

- ✓ Ridership vs. Coverage
- ✓ Short walk, long wait vs. long walk, short wait
- ✓ Bus stop spacing

After the presentation, each meeting had a question and answer and open discussion period. During these times, community members gave their opinions on the key questions posed in the presentation and asked follow-up questions.

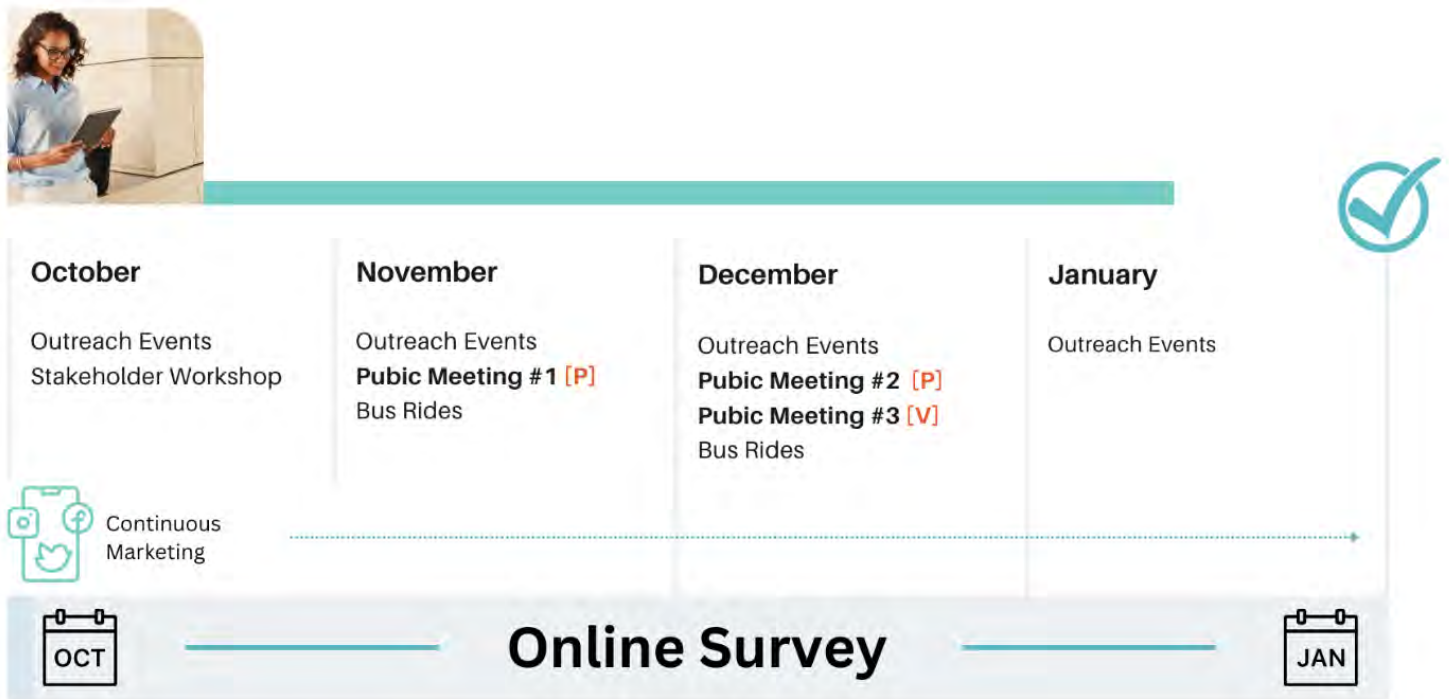
On October 5, the team held a stakeholder workshop during which representatives of various community organizations with interest in the Community Bus Plan were given a presentation similar to that of the

community workshops. They participated in an activity in which they were given a certain amount of bus service and had to create their own bus system in a fictional city to provide firsthand knowledge of the types of questions considered by transit agencies. This workshop also included an open discussion and question and answer period.

The team also conducted six employee in-reach meetings that included the presentation given at the community workshops and an open discussion and comment session. These meetings sought to gain the unique perspective offered by PSTA employees, including bus drivers and other operations staff. These employees have specific knowledge about the effectiveness of the current bus network and offered detailed information that will be beneficial during the design phase of the Community Bus Plan.

The complete first phase of engagement is outlined in **Figure 2-1** below along with a timeline for the online public survey.

Figure 2-2 Timeline of Phase 1 Public Outreach Activities



[V] Virtual [P] In-Person



3

STAKEHOLDER IDENTIFICATION

3. Stakeholder Identification

The following elected officials; local, regional, state, and/or federal agencies; affected communities; and stakeholders were concerned with the Community Bus Plan due to jurisdictional purview, potential impacts, or expressed interest.

3.1. Pinellas County Demographics

Public participation methodologies are not “one size fits all.” By providing a strategic engagement approach that understands the community, the team reached specific audiences, especially those households who are traditionally under-resourced, through many different communication and engagement tools. The target audiences for this update includes residents, businesses/employers, transit riders, tourism representatives, and other stakeholders within Pinellas County.

Pinellas County’s population currently encompasses 961,739 people and is expected to grow to over 1 million people by 2045. **Table 3-1** shows the projected population and **Table 3.2** shows employment growth based on projection trends. Data collected at the beginning of the Community Bus Plan indicated that 28,828 (6.9%) households are without access to a car and 114,000 (12.1%) are below the poverty level. 15.6% of the population speaks a language other than English at home, with 5.7% of households meeting the definition for Limited English Proficiency, and 6% are persons with a disability. 83.8% of the population is over 16 years of age with 24.8% being 65 years over. 36.9% have a college degree or higher.⁴ A breakdown of the race/ethnicities and ages for Pinellas County is outlined in **Table 3-3** and **Table 3-4** below.

Table 3-1 Pinellas County Population Growth⁵

	2020	2022	2045	2022-2045 Change	2022-2045 Change %
Population	929,107	961,739	1,063,764	102,025	10.6%

Table 3-2 Pinellas County Employment Growth⁶

	2022	2030	2022-2030 Change	2022-2030 Change %
Employment	511,160	545,928	34,768	6.8%

⁴ [US Census](#)

⁵ [Florida Office of Economic and Demographic Research](#)

⁶ [Florida Department of Economic Opportunity](#)

Table 3-3 Pinellas County Race/Ethnicity Demographics (2020) ⁷

White	Black	Native American	Asian	Hispanic	Other/Mixed Race
684,463	91,431	1,942	33,700	102,439	44,335
73.7%	9.8%	0.2%	3.6%	11%	4.8%

Table 3-4 Pinellas County Age Demographics (2020) ⁸

Ages 0-17	Ages 18-44	Ages 45-64	Ages 65 & Over
150,261	284,745	274,339	247,270
16.2%	30.6%	29.5%	26.6%

3.2. Stakeholder and Partner Identification

Specific stakeholders and partners who are already concerned with this project due to jurisdictional review or expressed interest have been identified. These groups include but are not limited to the State of Florida Department of Transportation, the Pinellas County Board of County Commission, Forward Pinellas, all local municipalities, residents, businesses, community centers, chambers of commerce, educational institutions, hospitals, emergency operations, civic groups, tourism organizations, disability advocates, senior citizen groups, and other stakeholders throughout Pinellas County. Stakeholders were added to the stakeholder email list and received notifications about upcoming events and other updates as needed.

3.2.1. Elected and Appointed Officials and Local Governments

The following local, regional, state, and/or federal agencies are concerned with this project due to jurisdictional review or expressed interest. Agencies were contacted directly by EXP, JWA, and PSTA staff throughout the Public Involvement Process. This list was updated throughout the study process as other concerned public agencies were identified throughout the study, including after elections which may result in changes to the elected officials listed in **Table 3-5**.

Table 3-5 Pinellas County Elected Officials

State	Florida Department of Economic Opportunity
	Enterprise Florida
	Agency for Persons with Disabilities
	Florida Department of Transportation
Federal	Department of Transportation
	Economic Development Administration

⁷ [U.S. Census Bureau-Pinellas County Profile](#)

⁸ [U.S. Census Bureau-Pinellas County Profile](#)

	Federal Transit Administration
	Office of Community Planning and Development
Regional	Tampa Bay Chamber of Commerce
	Hillsborough Area Rapid Transit (HART)
	Tampa Bay Regional Planning Council (TBRPC)
Pinellas County	Forward Pinellas
	Department of Economic Development
	Department of Public Works
	Pinellas Suncoast Transit Authority
	Department of Zoning and Land Use
	Barrier Islands Government Council
	Mayor's Council of Pinellas County
Department of Human Services	
Municipalities	City of Belleair
	City of Belleair Bluffs
	City of Clearwater
	City of Dunedin
	City of Gulfport
	City of Indian Rocks Beach
	City of Indian Shores
	City of Largo
	City of Madeira Beach
	City of North Redington Beach
	City of Oldsmar
	City of Pinellas Park
	City of Redington Beach
	City of Redington Shores
Municipalities, continued	City of Safety Harbor
	City of St. Pete Beach
	City of St. Petersburg
	City of Seminole
	City of South Pasadena
	City of Tarpon Springs
City of Treasure Island	
Native American Tribes	N/A ⁹
Municipal and County Delegation	Barry A. Burton, County Administrator, Pinellas County
	Pinellas County Board of County Commissioners, Janet Long, Chair
Florida State Senators for Local Districts	Senator Ed Hooper, District 21
	Senator Nick DiCeglie, District 18
	Senator Darryl Rouson, District 16
	Representative Adam Anderson, District 57

⁹ There are no Native American tribes adjacent to the study area.

Florida State Representatives for Local Districts	Representative Kimberly Berfield, District 58
	Representative Berny Jacques, District 59
	Representative Lindsay Cross, District 60
	Representative Linda Chaney, District 61
	Representative Michelle K. Rayner-Goolsby, District 62
Federal Delegation	Representative Anna Paulina Luna, District 13
	Representative Kathy Castor, District 14
	Senator Marco Rubio
	Senator Rick Scott

3.2.2. Community Organizations and Primary Stakeholders

This study affected multiple communities and stakeholders, which are listed in **Table 3-6**. Establishing and maintaining communication with non-governmental community organizations helped to broaden the reach of the study and public outreach efforts. These organizations established communication channels which were used to spread project information farther into affected communities.

Primary stakeholders are people and organizations who could be directly impacted by possible changes to the Community Bus Plan. This includes residents, businesses, community organizations, HOAs, educational institutions, hospitals, senior citizens, disabled citizens, others with limited access to transportation, tourism representatives, and other stakeholders in and around Pinellas County. The primary stakeholders for phase 1 of the public engagement process from across Pinellas County are identified in **Table 3-6** and were updated throughout the public engagement process to ensure accuracy.

Table 3-6 Pinellas County Primary Stakeholders

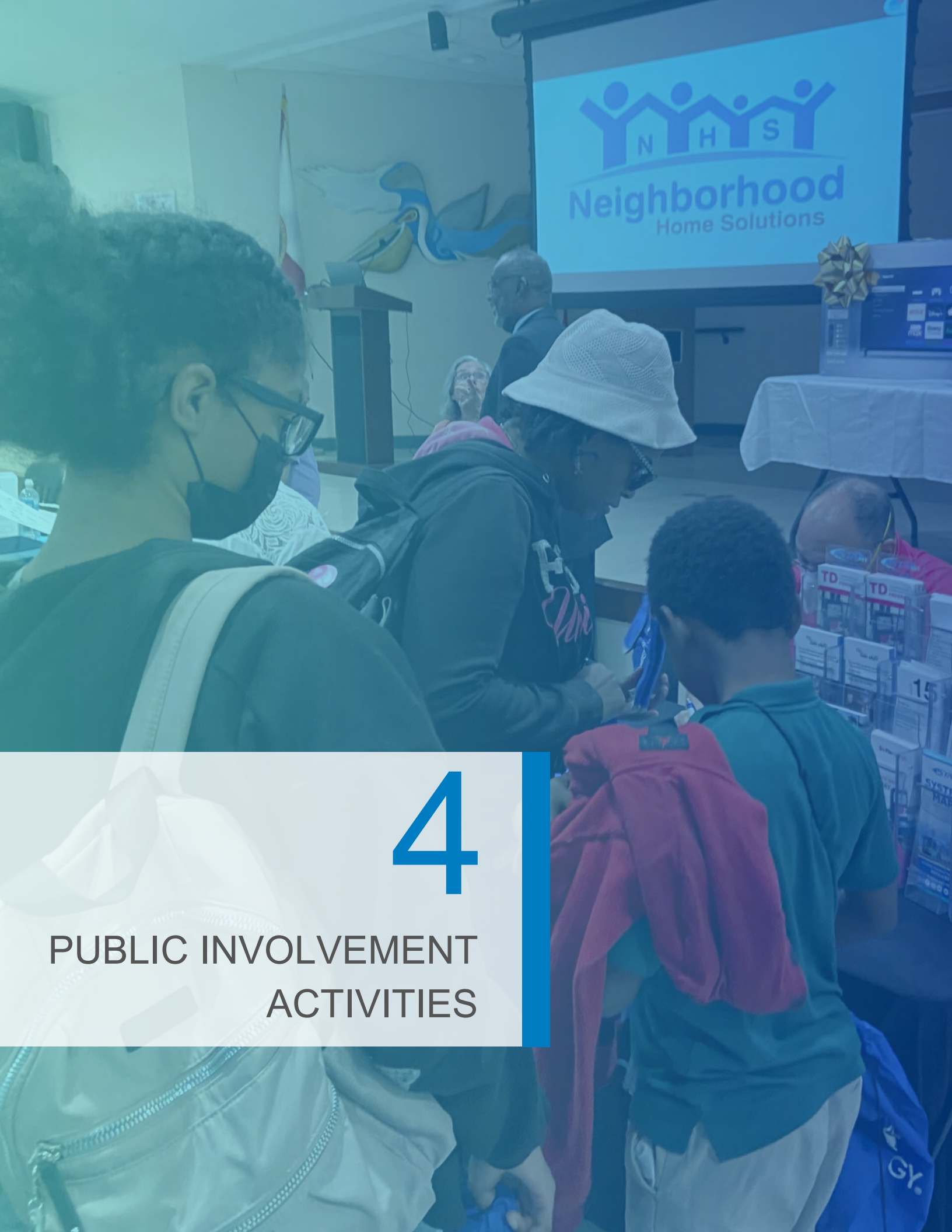
Primary Stakeholders	
211 Tampa Bay Cares	Pinellas County Schools
AMPLIFY Clearwater	Pinellas County Schools ESOL Program
AARP Senior Employment Services	Pinellas County Urban League
Alpha House	Pinellas Ex-Offender Reentry Coalition
Area Agency On Aging of Pasco-Pinellas	Pinellas Hope
Boley Center	Pinellas Park Gateway Chamber of Commerce
Career Source Pinellas	Pinellas Park Housing
Catholic Charities	Pinellas Park Senior Center
Central Pinellas Chamber of Commerce	Pinellas Safe Harbor
Citizens Alliance for Progress-Tarpon Springs	Pinellas Technical College
Clearwater Downtown Development Board	Pinellas County Department of Health
Clearwater Free Clinic	Pinellas County Housing Authority

Primary Stakeholders, continued	
Clearwater Housing Authority	Pinellas County Social Services Coalition
Council of Neighborhood Associations	Pinellas County Urban League
Daystar Life Center	Public Information Officer Network
Directions for Living	Ready for Life
Disability Rights Florida	Sacred Heart Catholic Church
Downtown St. Pete Partnership	Safe Connections
Dunedin Chamber of Commerce	Safety Harbor Chamber of Commerce
Eckerd College	Salvation Army Emergency Shelter
Family Promise of Pinellas County	Salvation Army Employment
Family Resources	Self Reliance, Inc. Center for Independent Living
Family Resources of Pinellas and Manatee County	Shepherds Village
Florida Center for Inclusive Communities	St. Pete Youth Farm
Forward Pinellas	St. Pete-Clearwater International Airport
Foundation for a Healthy St. Peterburg	St. Petersburg Area Chamber of Commerce
Grace House	St. Petersburg Area Economic Development Corporation
Grand Central District Association	St. Petersburg College
Greater Palm Harbor Chamber of Commerce	St. Petersburg Downtown Partnership
Greater Seminole Area Chamber of Commerce	St. Petersburg Free Clinic
Gulfport Senior Center	St. Petersburg Housing Authority
Habitat for Humanity of Pinellas County	St. Vincent de Paul
Healthy St. Pete	Suncoast Housing Connections
Hispanic Chamber of Commerce of Pinellas County	Tampa Bay Beaches Chamber of Commerce
Hispanic Leadership Council	Tarpon Springs Chamber of Commerce
Hispanic Outreach Center	Tarpon Springs Housing Authority
Homeless Empowerment Program	The Sunshine Center
Homeless Empowerment Program	UNITE Pinellas
Homeless Leadership Alliance of Pinellas	United Way Suncoast
Job Corps	University of South Florida, St. Petersburg
Lealman Exchange Community Center	Upper Tampa Bay Chamber of Commerce
Lighthouse of Pinellas	Visit St. Pete/Clearwater
Oldsmar Senior Center	Vocational Rehabilitation Services
Personal Enrichment Through Mental Health Services (PEMHS)	WestCare Foundation-Turning Point
Pinellas County Housing Authority	

Additionally, Pinellas County has Community Redevelopment Areas (CRAs) which help foster and sustain civic engagement in Pinellas County. These organizations are important partners in the Community Bus Plan because they often represent underserved areas and have existing relationships with disadvantaged residents, many of whom rely on public transportation to access necessities and opportunities. These CRAs also represented important activity centers throughout the county and provided valuable insight into transportation needs across Pinellas County. These CRAs are identified in **Table 3-3**.

Table 3-7 Pinellas County CRAs

CRAs	Address
Clearwater Downtown CRA	112 S. Osceola Ave Clearwater, FL 33756
Clearwater Largo Road CRA	201 Highland Ave. Largo, FL 33770
Dunedin Downtown CRA	737 Loudon Ave. Dunedin, FL 34698
Gulfport 49th Street Corridor CRA	5330 23 rd Avenue South Gulfport, FL 33707
Gulfport Waterfront District CRA	5330 23 rd Avenue South Gulfport, FL 33707
Largo West Bay Drive CRA	201 Highland Ave. Largo, FL 33770
Lealman CRA	440 Court Street 2 nd Floor Clearwater, FL 33756
North Greenwood CRA	100 S. Myrtle Ave 2 nd Floor Clearwater FL 33756
Oldsmar Town Center CRA	100 State Street West Oldsmar, FL 34677
Pinellas Park Downtown CRA	6051 78 th Avenue North Pinellas Park, FL 33781
Safety Harbor Downtown CRA	750 Main Street Safety Harbor, FL 34695
South St. Petersburg CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
St Petersburg Intown CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
St. Petersburg Intown West CRA	One 4 th St. N, MSC 9 th Floor St. Petersburg, FL 33701
Tarpon Springs Downtown CRA	324 East Pine Street Tarpon Springs, FL 34689



4

PUBLIC INVOLVEMENT ACTIVITIES

4. Public Involvement Activities

The following outreach efforts were conducted as part of the overall public involvement coordination. The efforts notified and generated direct feedback for the study from local partners, stakeholders, and the general public.

4.1. Marketing and Advertising

Prior to public engagement, the EXP team, with the guidance and approval of PSTA staff, created a brand for the Community Bus Plan in order to create a distinct, easily recognizable identity for this project to reach more residents and stakeholders. This consists of a slogan, logo, color design, and graphics for the website, social media posts, and email blasts using the PSTA branding guidelines and best practices.

A variety of delivery methods, as seen in the list below and **Figure 4-1**, were conducted in order to reach and engage with multiple audiences. These opportunities for public feedback are in compliance with requirements set forth in Title VI of the Civil Rights Act of 1964 and the Americans with Disability Act. Due to the fact that **15.6% of the population speaks limited English** and 11% of the population identifies as Hispanic, as identified from the audience demographics above, the EXP team developed collaterals in English and Spanish. Other languages are available upon request.

The EXP team created collateral packages in advance of each meeting or public outreach. All materials were approved by PSTA and JWA staff.

4.1.1. Website

Given the success and reach of the existing PSTA website, this update used the current webpage within psta.net to optimize resources and maximize the audiences' ability to access information. The PSTA team, with the assistance of the EXP team, set up this webpage in an easy-to-understand format so the public and stakeholders can get information on how the Community Bus Plan changes could impact their lives, when and how they need it. The online survey was also linked on the website to provide easy access for those who visited the webpage. More than 20% of survey respondents indicated that they heard about the Community Bus Plan through the web or social media.



Figure 4-1 Website link on PSTA.net to Community Bus Plan website

On the PSTA Community Bus Plan website, participants were offered the opportunity to share their ideas and concerns through an interactive "Ideas Wall." This feature functioned akin to a social media platform, allowing individuals to post comments, express agreement with others' ideas, and identify any issues they encountered along with potential solutions. A total of 23 people participated in the "Ideas Wall" and provided common themes such as making bus stop improvements, increasing frequency of buses between local cities, and upgrading to improve key routes.

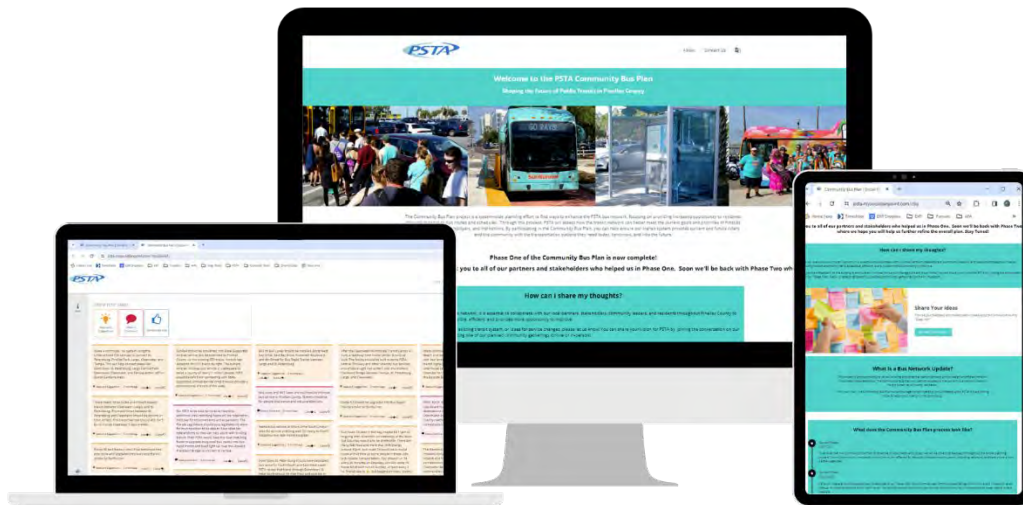


Figure 4-2 Community Bus Plan Website: <https://psta.mysocialpinpoint.com/cbp>

4.1.2. Email and Text Blasts

The EXP team also created graphics and content, with PSTA and JWA approval and review, for text and email blasts. A combined 29.7% of survey respondents indicated that they heard about the Community Bus Plan through email or text messages. E-mails received 21 clicks and a 12.4 click distribution.

4.1.3. News Releases and Media

The EXP team worked with PSTA staff to pitch news stories to local media partners and coordinate TV/Radio morning shows in order to continue to spread the word about public participation opportunities. These news stories were shared with various local TV, radio, and print news outlets with a goal of increasing public awareness and engagement about the Community Bus Plan and eliciting survey participation across a variety of demographic groups. Approximately 5% of survey respondents indicated that they heard about the Community Bus Plan a news article. The news release went out on November 17, 2023. Local news outlets broadcast 10 total stories about the open houses.

In addition, EXP coordinated a segment for PSTA staff on the Tampa Bay Morning Blend show on January 8, 2024 to showcase the survey and other participation opportunities.

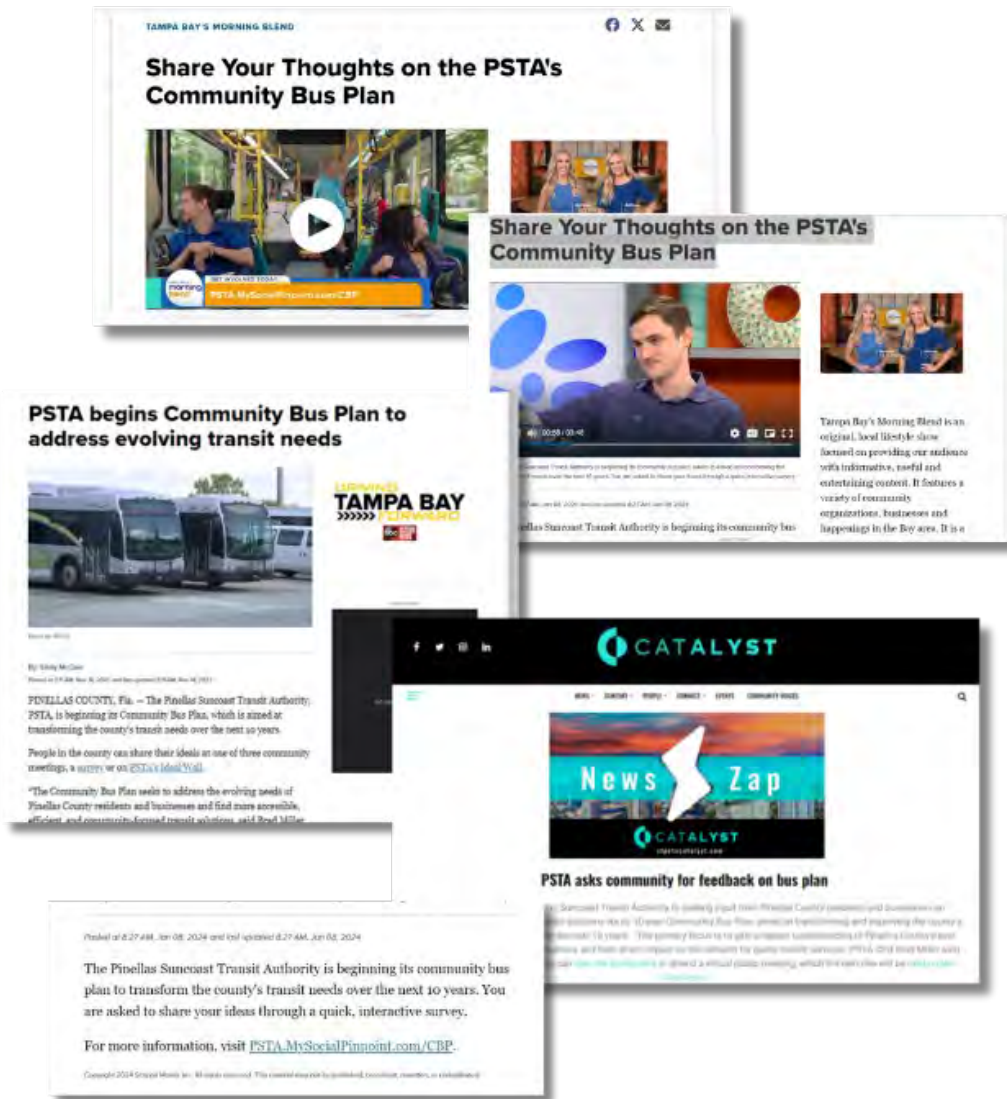


Figure 4-3 News Stories including the Tampa Bay Morning Blend Show

4.1.4. Social Media

The EXP team also created graphics and content, with PSTA approval and review, for social media posts and targeted Facebook ads. PSTA marketing staff used these graphics to promote the Community Bus Plan on Facebook, Instagram, and X (formerly Twitter). Examples of social media posts are shown in figure 4-4. These posts advertised public meetings, community pop-up events, the public survey, and other opportunities to get involved. Targeted Facebook Ads were also used to encourage Pinellas County residents, workers, and visitors to take the survey. More than 20% of survey respondents indicated that they heard about the Community Bus Plan through the web or social media. Across all platforms, social posts generated 6,541 impressions, 5,794 engagements, and 65 clicks.

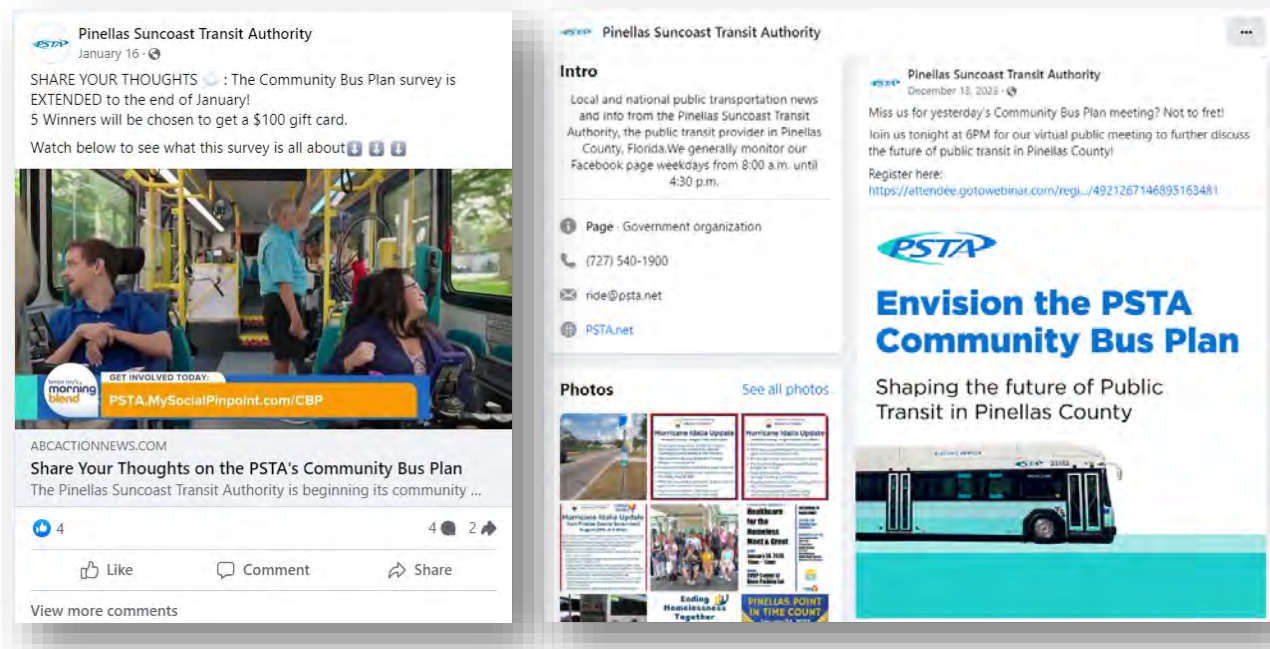


Figure 4-4 Social Media Posts promoting the Community Bus Plan

4.1.5. Print Publications

The EXP team, with the approval from JWA and PSTA marketing staff, created flyers and brochures to explain the goals and purposes of the Community Bus Plan and provide information on public engagement opportunities. These publications also had QR codes and links to the online survey. They were distributed at public meetings, community pop-up events, bus stops and transfer centers, and in other public locations.



Figure 4-5 Flyers (English and Spanish) disseminated to community members, local businesses, and stakeholders to promote the Community Bus Plan survey and community

4.1.6. Bus, Bus Stop, and Transit App Advertising

Flyers, posters, brochures, and other advertisements were placed across the bus network at bus stops, transfer centers, and on buses. These publications advertised public engagement opportunities and included a QR code and link to the online survey. More than 11% of survey respondents indicated that they heard about the Community Bus Plan through bus stop or station signage.

Advertisements were also published on the PSTA Transit App, which provided exposure to information about the Community Bus Plan to people who regularly use the PSTA network. Two banners about the Community Bus Plan were placed in the App. The first banner was up from November 6-19 and was seen by 9,229 users and tapped by 773 users. The second banner was up from December 11-21 and was seen by 6,261 users and tapped by 597 users. This gives PSTA a crucial source of information because those who use the **transit app** have intimate knowledge of the bus network and can provide detailed information.

4.2. Public Meetings

The following public meetings were conducted to gain input from local partners, stakeholders, and the public about key questions related to the Community Bus Plan. These meetings provided an opportunity for community members to provide meaningful feedback and ideas that helped guide the development of an inclusive and representative Community Bus Plan.

The public meetings were held either in an in-person or virtual format, allowing the team to give participants their complete attention and provide an opportunity for meaningful feedback. Hybrid meetings were not held.

The EXP team coordinated with JWA and PSTA staff to develop a strategic structure for each public meeting. In-Person and virtual meetings included presentations and opportunities for discussion and feedback.

PSTA staff, JWA, and the EXP team conducted two virtual public meetings and two in-person public meetings to discuss sections of the Community Bus Plan and provide input on potential recommendations throughout the process.

The EXP team assisted JWA staff with two design workshops that led stakeholders through public transit options and helped to build consensus on the priorities that were addressed in the Community Bus Plan.

All meetings included the following coordination initiatives:

- ✓ Agenda
- ✓ Comment cards
- ✓ Sign-In sheets
- ✓ Directional signage
- ✓ Virtual and in-person set-up
- ✓ Facilitation
- ✓ Collateral materials
- ✓ PowerPoint presentations
- ✓ Oversized maps, display boards, and easels
- ✓ Media advisories
- ✓ Technical rehearsals
- ✓ Polling tools
- ✓ Meeting minute

The EXP team coordinated with JWA and PSTA staff to create the agenda, PowerPoint presentations, collateral materials, oversized maps and display boards, and discussion questions. The EXP team developed comment cards, sign-in sheets, direction signage, and meeting minutes. The EXP team was also responsible for virtual and in-person meeting set-up, discussion and facilitation, and technical rehearsals.

4.2.1. Public Meeting #1

Meeting Day and Time: November 16, 2023 at 6:00 p.m.

Meeting Format: In-Person

Meeting Location: Ross Norton Recreation Complex, Clearwater, FL

This meeting began with a presentation outlining the purposes and goals of the Community Bus Plan, which is to assess current transportation needs in Pinellas County, Florida, and develop recommendations

enhancing public transit services to better serve residents, workers, and visitors. The presentation covered addressed key questions such as Ridership vs. Coverage, “Short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. Following the presentation, attendees actively participated in a question-and-answer session, sharing opinions, concerns, and suggestions regarding transit planning. The meeting concluded with further opportunities for engagement and a tentative timeline showing the remaining tasks involved in the Community Bus Plan.

4.2.2. Public Meeting #2

Meeting Day and Time: December 12, 2023 at 6:00 p.m.
Meeting Format: In-Person
Meeting Location: Enoch Davis Center, St. Petersburg FL

This meeting began with a presentation outlining the purposes and goals of the Community Bus Plan, which is to assess current transportation needs in Pinellas County, Florida, and develop recommendations for enhancing public transit services to better serve residents, workers, and visitors. The presentation covered addressed key questions such as Ridership vs. Coverage, “Short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. Following the presentation, attendees actively participated in a question-and-answer session, sharing opinions, concerns, and suggestions regarding transit planning. The meeting concluded with further opportunities for engagement and a tentative timeline showing the remaining tasks involved in the Community Bus Plan.

4.2.3. Public Meeting #3

Meeting Day and Time: December 13, 2023, at 6:00 p.m.
Meeting Format: Virtual
Meeting Location: GoToWebinar

This meeting began with a presentation outlining the purposes and goals of the Community Bus Plan, which is to assess current transportation needs in Pinellas County, Florida, and develop recommendations for enhancing public transit services to better serve residents, workers, and visitors. The presentation covered addressed key questions such as Ridership vs. Coverage, “Short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. Following the presentation, attendees actively participated in a question-and-answer session, sharing opinions, concerns, and suggestions regarding transit planning. The meeting concluded with further opportunities for engagement and a tentative timeline showing the remaining tasks involved in the Community Bus Plan.

4.3. Stakeholder Workshop

Meeting Day and Time: October 5, 2023, at 9:00 a.m.
Meeting Format: In-Person
Meeting Location: EpiCenter at St. Petersburg College, Clearwater, FL

The Stakeholder Workshop was held on October 5, 2023 to discuss current public transit needs in Pinellas County, Florida, and develop recommendations for enhancing public transit services to better serve residents, workers, and visitors. This event was facilitated by PSTA, EXP, and JWA staff and started with an interactive activity in which attendees were tasked with creating a bus system in a fictitious city with limited resources. This activity allowed participants to have firsthand experience of the key decisions that will be considered throughout the process of the Community Bus Plan.

After the activity, each group shared their bus network and the considerations they used to create it. After a break, JWA staff gave a presentation introducing the purpose and goals of the Community Bus Plan and the key decisions that will be considered throughout the planning process including ridership vs. coverage, “short walk, long wait” vs. “long walk, short wait,” and bus stop spacing. The presentation ended with an overview of the public engagement process, next steps, and further opportunities to participate in engagement activities.

The full day workshop concluded with an open discussion and question and answer session. Attendees asked questions and made comments and suggestions on a variety of topics including rider safety, providing transit access to specific populations, the overall process of the Community Bus Plan, the effect of land use on ridership numbers, how PSTA is working with local municipalities and government organizations, and possibilities if PSTA is able to access increased funding.

A poll was conducted which asked key questions to the attendees. Results are described below.

- Do you prefer a longer walk with a shorter wait or a shorter walk with a longer wait?
- What ratio of ridership vs coverage do you prefer?
- If PSTA can access additional funding, should expanded service focus on increasing ridership or coverage?
- Do you support additional investment for transit?
- How far apart should bus stops on local routes be?

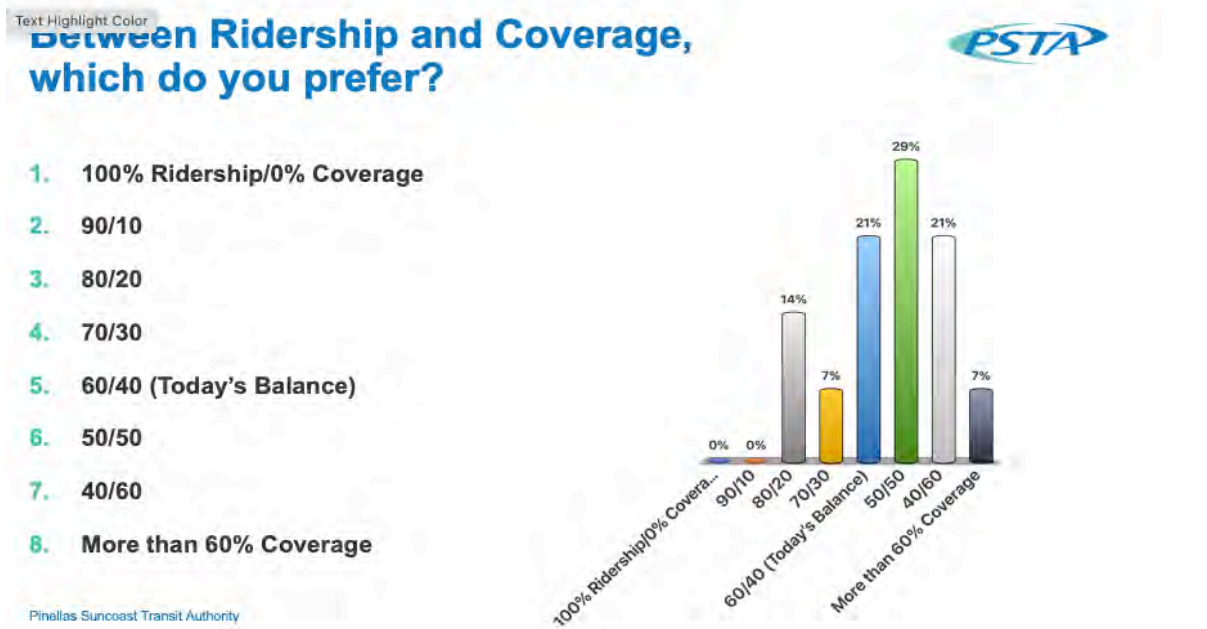
When asked about waiting vs. walking, 73% of respondents preferred a shorter walk with a longer wait and 7% preferred a shorter walk with a longer wait.

Figure 4-6 Walking or Waiting Preferences



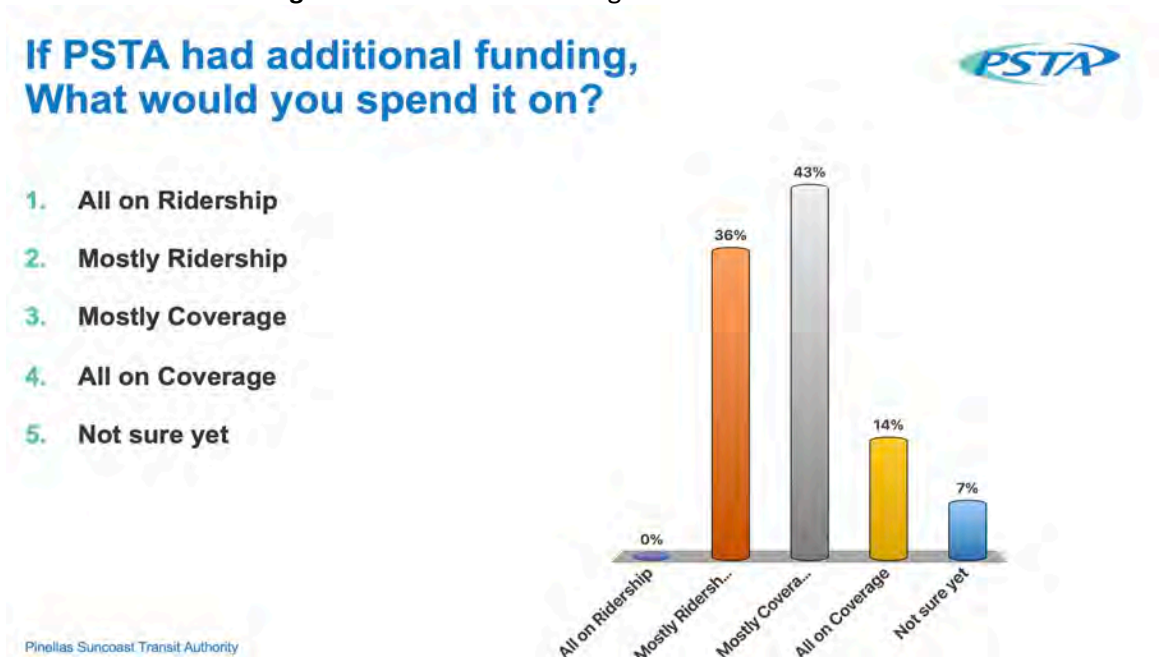
When asked about ridership to coverage ratios, 29% preferred a 50/50 balance between ridership and coverage.

Figure 4-7 Ridership or Coverage Preferences



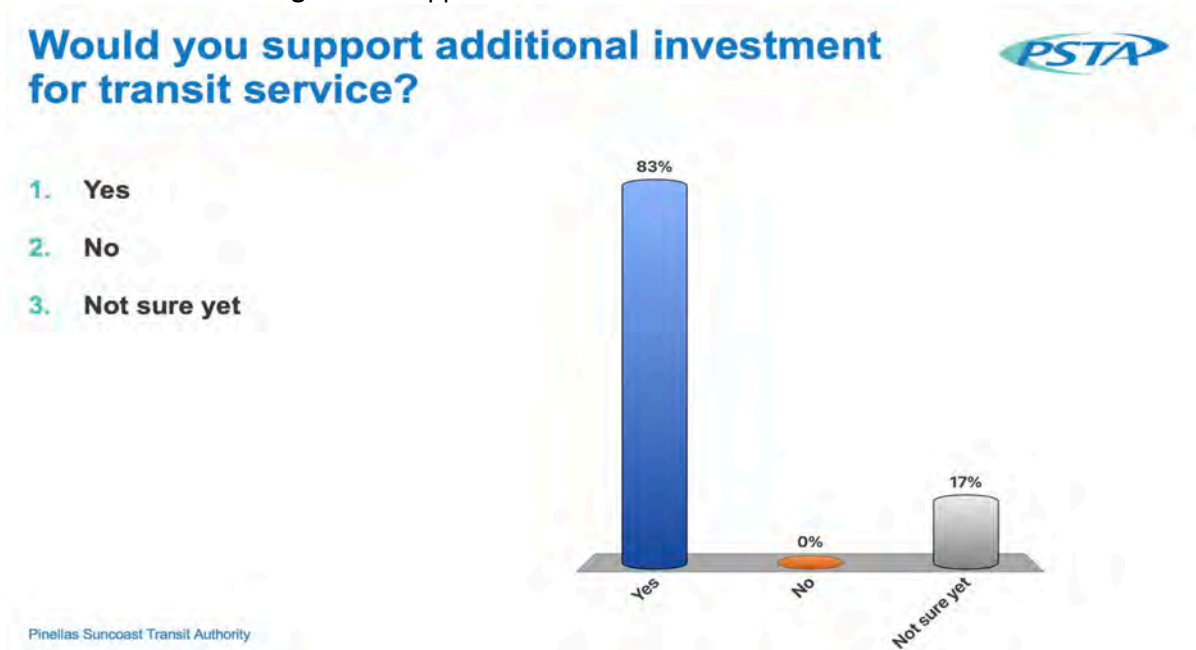
When asked about preferences for spending hypothetical additional PSTA funding, 36% selected “mostly ridership,” 43% selected “mostly coverage,” and 14% selected “all on coverage.”

Figure 4-8 Additional Funding Allocation Preferences



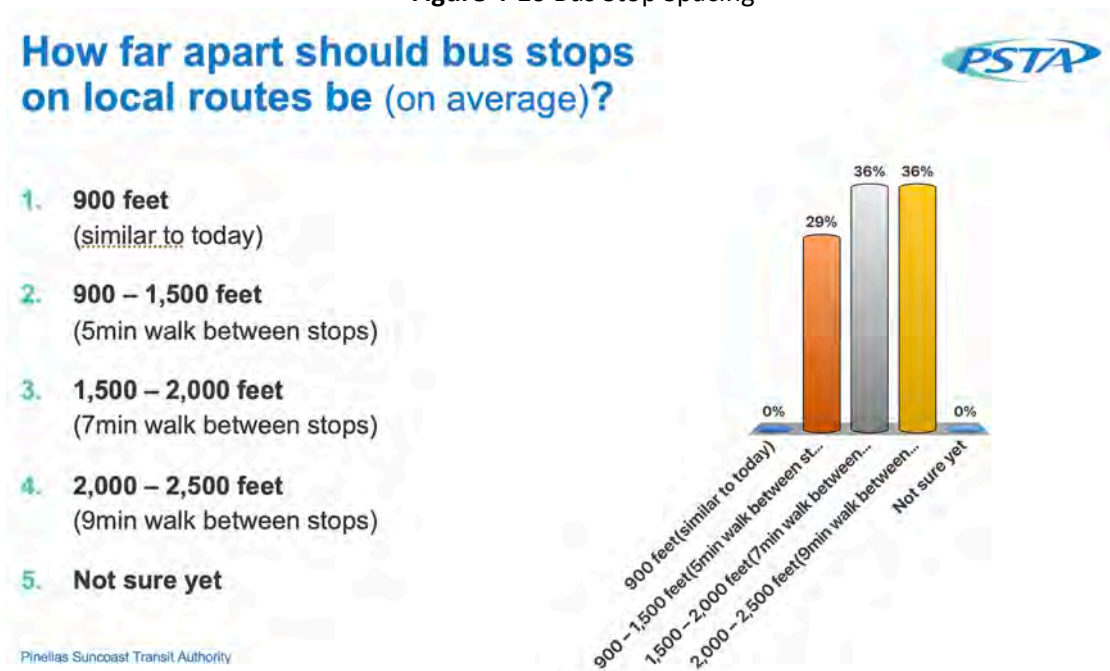
When asked if they supported additional investment for transit service, 83% said yes, 0% said no, and 17% were unsure.

Figure 4-9 Support for Additional Transit Investment



When asked about bus spacing, 29% preferred 900-1,500 feet between stops, 36% preferred 1,500-2,000 feet between stops, and 36% preferred 2,000-2,500 feet between stops.

Figure 4-10 Bus Stop Spacing



4.4. Community Popup Events

To receive additional input and buy-in from the public EXP and PSTA staff attended several community events around Pinellas County to spread the word about the Community Bus Plan. At these events, the team gave out swag and informational materials regarding PSTA and specifically the Community Bus Plan. These events were important in “meeting the people where they are” and gaining important “face time” with community members which gave the team many opportunities to spread the word about the survey and opportunities to participate in public outreach.

The following is a list of community popup events attended by the EXP and PSTA teams:

- ✓ PSTA National Night Out - 10/05/23
- ✓ SunRunner Anniversary - 10/20/23
- ✓ Enoch Davis Affordable Housing Event - 10/24/23
- ✓ Halloween on Central - 10/29/23
- ✓ Senior Living Fall Festival - 11/04/23
- ✓ Lealman Community Event - 11/18/23
- ✓ Childs Park City Hall - 12/05/23
- ✓ Safety Harbor Holiday Nights - 12/14/23
- ✓ Safety Harbor Holiday Nights - 12/15/23
- ✓ Safety Harbor Holiday Nights - 12/16/23
- ✓ Coquina Key Holiday Parade - 12/08/23
- ✓ Dunedin Downtown Market - 12/08/23
- ✓ Gulfport Community (Indie) Fair - 12/16/23
- ✓ Pinellas Farmers Flea Market - 12/17/23
- ✓ Hale Center Pancake Breakfast – 11/28/23
- ✓ Touch a Truck Largo - 1/20/24
- ✓ Top of the World - 1/26/24
- ✓ =



Figure 4-11 Community Outreach Events at Safety Harbor Holiday Nights (top) and Enoch Davis Center (bottom)

4.5. Employee In-Reach

PSTA and JWA staff conducted six employee in-reach meetings to gain input from PSTA employees who have intimate knowledge of the daily operation of the buses and transit network. Interviewees included bus drivers, dispatchers, customer service staff, and other operations staff. During each meeting attendees were given a presentation similar to those at the public meetings which was followed by a question and answer and open discussion period. Common themes and questions from these sessions are summarized as follows:

4.5.1. Employee In-Reach Meeting #1

Meeting Participants: Operators
Meeting Date: December 11, 2023
Meeting Format: In-Person

During the first in-reach session, several key priorities and issues were highlighted by bus operators. First, the priority is to move passengers efficiently from point A to B, emphasizing the importance of frequency. Operators suggested reducing the number of routes and eliminating unnecessary deviations (such as Routes 18, 19, 59, and 60). Simplifying North/South routes and optimizing bus stop placement were also discussed. Time points and the feasibility of new routes were considered. Operators suggested splitting the 52 route. Additionally, operators expressed concerns about passengers who are not ready to pay their fare, dealing with intoxicated passengers, on-time performance challenges, and the need for more driver restrooms.

4.5.2. Employee In-Reach Meeting #2

Meeting Participants: Operators
Meeting Date: December 12, 2023
Meeting Format: In-Person

During the second in-reach meeting, several key themes emerged from discussions among bus operators. First, operators highlighted specific routes where bus stops should be spaced further apart to avoid blocking traffic. Second, timepoints located in the middle of blocks were a common issue, with conflicting instructions from supervisors. For instance, Route 61 near a school posed challenges due to its timepoint location. Routes 4, 18, 52, 34, 14, 66L, 78, 76, and 74 were identified as having timepoint-related issues. Third, on-time performance challenges were significant, especially for Route 34 (southbound). Detours on Route 76 remained problematic even after construction was completed. Operators recommended adding extra layover time to accommodate delays. Lastly, farebox considerations included differing opinions on cash GO Cards and the potential of the Flamingo system as a fare payment solution.

4.5.3. Employee In-Reach Meeting #3

Meeting Participants: Supervisors
Meeting Date: December 14, 2023
Meeting Format: In-Person

In the fourth in-reach meeting, supervisors discussed the importance of efficient connections, ridership goals, and accessible park-and-ride options. Supervisors also had specific concerns about Spring Break transportation needs surrounding traffic flow, parking, and traffic delays. They suggested enhancing Trolley Routes and mentioned CAT (Clearwater Jolley Trolley) service reductions may have negatively affected spring break travel. Supervisors also expressed concerns about scheduling, bus stop spacing, and need for additional route service on Sundays and to the St. Pete Airport.

4.5.4. Employee In-Reach Meeting #4

Meeting Participants: Operators
Meeting Date: December 15, 2023 (Morning)
Meeting Format: In-Person

In the fifth employee in-reach session, operators suggested that SunRunner routes should be integrated seamlessly into the existing transit system. Concerns about bus stops were discussed at length, with suggestions that some additional stops were needed for better access, while other stops were too close together on busy routes. Occasionally, passengers request non-designated stops, which disrupts traffic flow. In addition, ensuring smooth connections between buses remains a priority. While major terminals are useful, additional meeting points away from central hubs would enhance connectivity. Addressing transfer fare issues and minimizing gaps (like at Tyrone Mall) is crucial. Handling Spanish-speaking passengers purchasing GO Cards onboard will be important. Exploring new routes (like 62nd St.) based on passenger requests is encouraged, and Route 61 remains a topic of discussion.

4.5.5. Employee In-Reach Meeting #5

Meeting Participants: Operators
Meeting Date: December 15, 2023 (Afternoon)
Meeting Format: In-Person

The sixth employee in-reach session, operators discussed rider concerns about walking distances, wait times, limited Sunday services, weather concerns, and very cold temperatures on buses. Bus stop spacing, connections, and timely services were also discussed.

4.5.6. Employee In-Reach Meeting #6

Meeting Participants: Customer Service Representatives
Meeting Date: January 31, 2024
Meeting Format: In-Person

In the last employee in-reach session, customer service representatives discussed their concerns with PSTA bus service. Employees discussed running a route to the airport on the weekends in addition to adding express bus routes between terminals. They also pointed out a discrepancy in boarding information for Grand Central, and connection difficulties due to discrepancies between paddles and schedules for Route 11 leading to passenger confusion. In addition, low ridership, Transit App accuracy, and increasing frequency of busy routes were discussed.

4.6. Bus Rides

After launching the online survey, EXP staff rode bus routes to talk with riders and encourage them to take the survey. iPads were available for those who wished to take the survey while riding the bus and paper surveys were available in English and Spanish for those who wished to take it another time or were uncomfortable with taking it electronically. Flyers with QR codes were also available for those who wanted

to take the survey at a later time. Bus rides were planned on a variety of routes, dates, and times to allow for contact with different demographic groups and as many geographic areas across the county as possible. EXP staff rode the following bus routes.

- Routes 4 & 100X - 11/08/23
- Sunrunner - 11/11/23
- Bus 60, 67 - 11/11/23
- Bus 76 - 11/15/23
- SunRunner, Central Avenue Trolley - 12/04/23
- Routes 90, 34, 11, 20, 4, 66L, 31, 78 - 12/09/23

During conversations with passengers on bus rides, several common concerns were identified. These included understanding passengers' needs, reducing wait times, addressing facility conditions, enhancing communication channels, ensuring accurate transit information, such as through the PSTA bus app, optimizing efficient connections, and improving service reliability. These insights underscore the importance of continuously refining and enhancing public transportation systems to better meet the needs of passengers and improve overall satisfaction.



5

ONLINE SURVEY

5. Phase 1 Online Survey

5.1. Phase 1 Survey Overview

A public survey was developed by PSTA, EXP, and JWA staff and disseminated for the first round of engagement. The survey ran from October 1, 2023, through January 31, 2024 and was incentive-based, allowing participants who took the survey to be entered to win a gift card. The gift card(s) were provided by EXP. The survey platform incorporated images, colorful design, and interactive features to encourage engagement from potential survey takers. Those who took the survey also had the opportunity to ask questions and sign up to get email notifications. Doing so allowed them to stay updated on upcoming public meetings and other ways to get involved, as well as have their voice heard throughout the update. The survey was promoted through social media channels, local newsletters, and targeted email blasts, conducted in collaboration with the PSTA.

Respondents were prompted to share their opinions and suggestions in response to the following key questions.

- ✓ Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit.
- ✓ Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?
- ✓ Please think about which above [ridership vs. coverage] scenario comes closer to how you would prioritize PSTA bus service.
- ✓ How far apart should bus stops on local routes be in the future?
- ✓ If PSTA had additional money for bus service, what would you spend it on first?

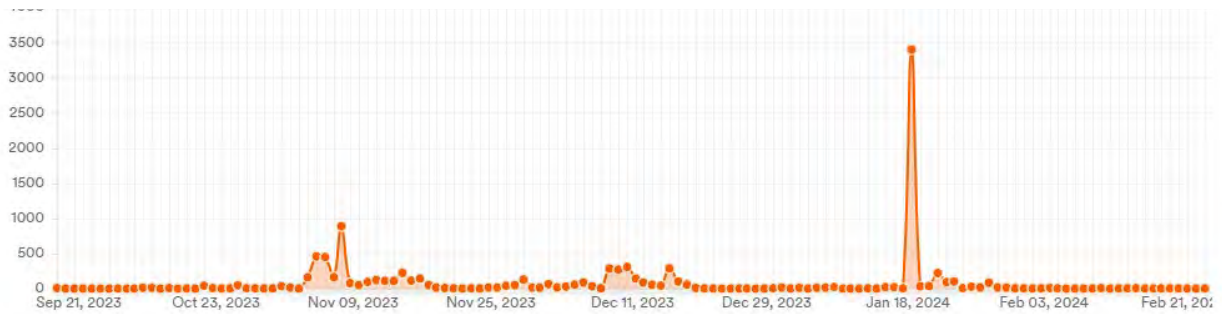
The data collected provides an important source of information for identifying key issues and formulating targeted strategies to address them effectively. With a diverse range of participants providing their perspectives, this survey encapsulates the multifaceted nature of transportation planning, highlighting the importance of collaborative efforts in fostering sustainable and accessible mobility solutions.

The full survey report summary can be found in **Appendix A**.

5.2. Phase 1 Survey Participation

This survey received 10,078 views and garnered 848 total responses, as shown in **Figure 5-1**. Reports were reviewed weekly by PSTA, EXP, and JWA staff to ensure the survey reached all demographics and geographic areas across Pinellas County. This concerted effort aimed to ensure broad community representation and garner diverse perspectives on pertinent issues within the PSTA communities.

Figure 5-1 Phase 1 Survey Responses by Date



10,078
Views

848
Responses

8%
Conversion Rate

05:39
Avg. Time

5.2.1. Phase 1 Response Rates by Race and Ethnicity

Figure 5-2 shows overall responses by race. The largest racial group was whites at 61% of respondents. 12% of respondents identified as African Americans/Blacks. 3% were multiracial, 1% identified as American Indian/Alaskan Native, and 2% identified as Asian American or Pacific Islander. Table 5-1 shows the overall numbers and percentages of respondents by race.

Figure 5-2 Phase 1 Responses by Race - (rounded for discussion purposes)

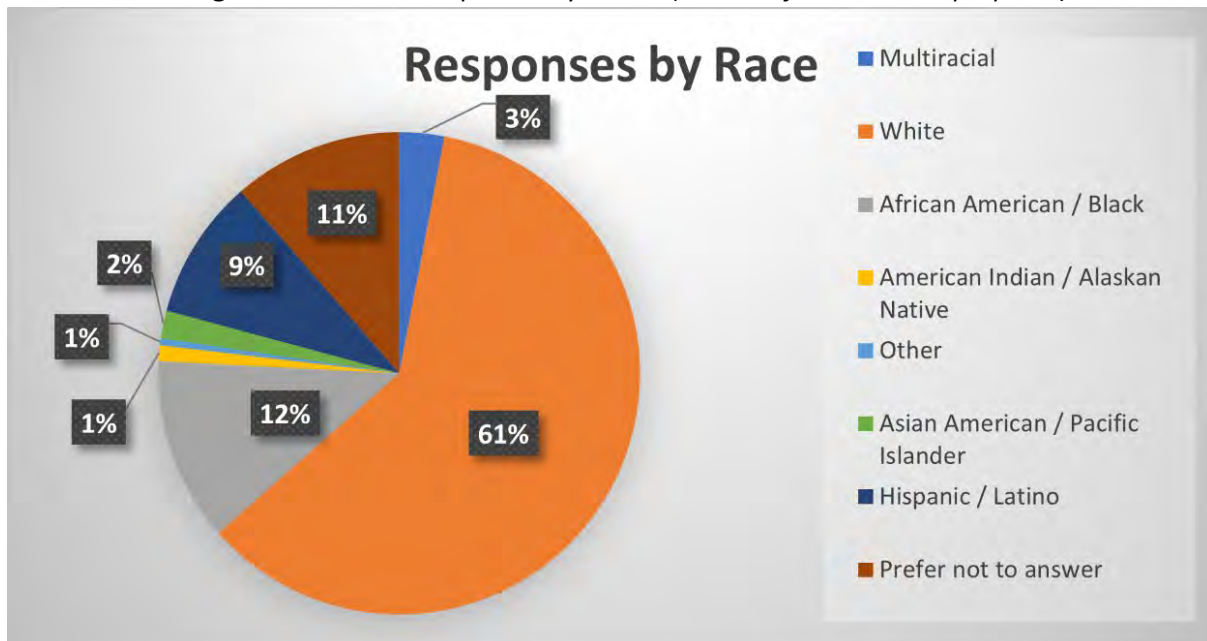


Table 5-1 Phase 1 Respondents by Race – (raw data)

Race	Total (raw data)	Percent (raw data)
Multiracial	26	3.0%
White	520	60.5%
African American / Black	106	12.3%
American Indian / Alaskan Native	9	1.0%
Other	4	0.5%
Asian American / Pacific Islander	16	1.9%
Hispanic / Latino	81	9.4%
Prefer not to answer	98	11.4%
TOTAL	860	100%

As seen in **Figure 5-3**, 10% of respondents identified as Hispanic or Latino. 79% identified as not Hispanic or Latino, and 11% chose not to answer.

Figure 5-3 Phase 1 Responses by Ethnicity - (rounded for discussion purposes)

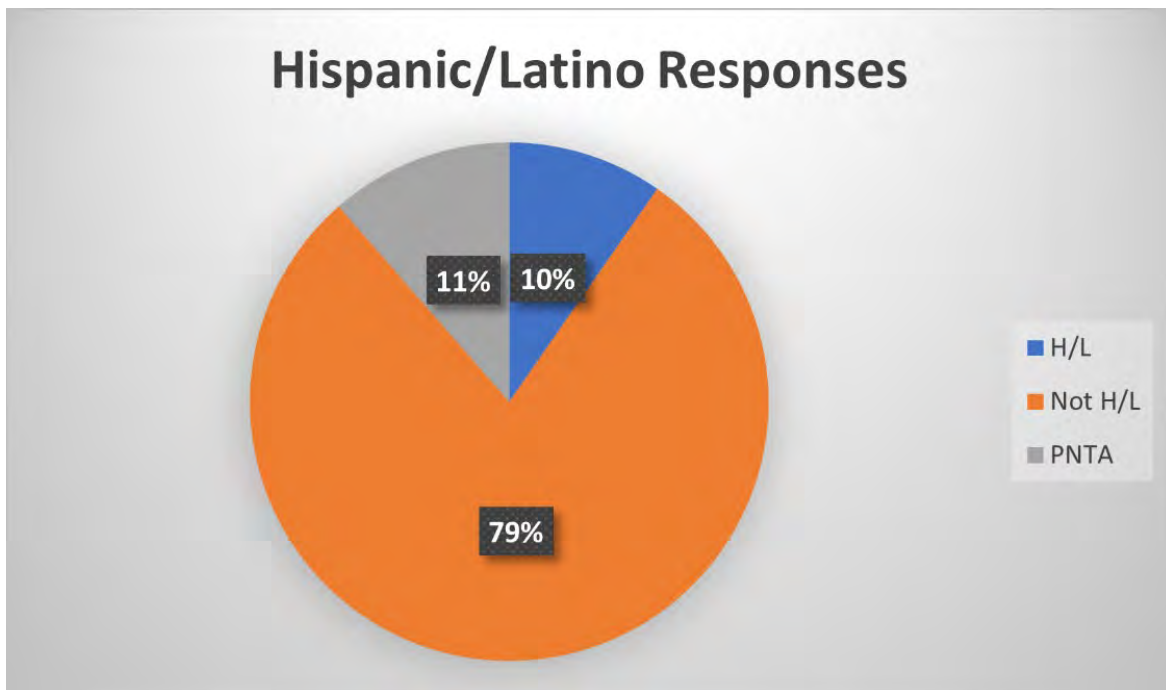


Table 5-2 Phase 1 Respondents by Ethnicity – (raw data)

Ethnicity	Total (raw data)	Percent (raw data)
Hispanic/Latino	83	9.7%
Not Hispanic/Latino	677	78.9%
Prefer not to answer	98	11.4%
TOTAL	858	100%

5.2.2. Phase 1 Response Rates by Age

Figure 5-4 shows response rates by age. The age group with the most responses was 45 to 64, with the smallest being those under 18. Other age groups were evenly represented with 18 to 24 at 11%, 25 to 34 at 15%, 35 to 44 at 14%, and 65+ at 16%.

Figure 5-4 Phase 1 Responses by Age - (rounded for discussion purposes)

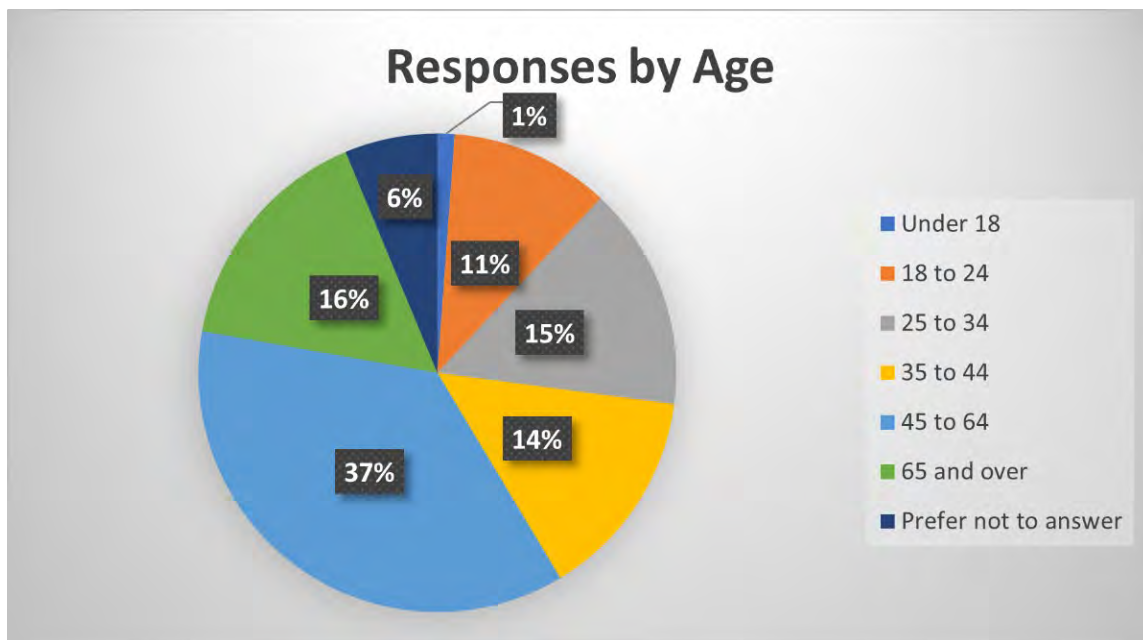


Table 5-3 Phase 1 Respondents by Age – (raw data)

Age	Number (raw data)	Percent (raw data)
Under 18	10	1.2%
18 to 24	93	10.8%
25 to 34	130	15.1%
35 to 44	123	14.3%
45 to 64	313	36.4%
65+	137	15.9%
Prefer not to answer	54	6.3%
Total	860	100%

5.2.3. Phase 1 Response Rates by Gender

Figure 5-5 shows response rates by Gender Identity 50% of respondents were female while 40% were male. 2% were non-binary. Table 5-4 shows the numbers and percentages of respondents by gender identity.

Figure 5-5 Phase 1 Responses by Gender - (rounded for discussion purposes)

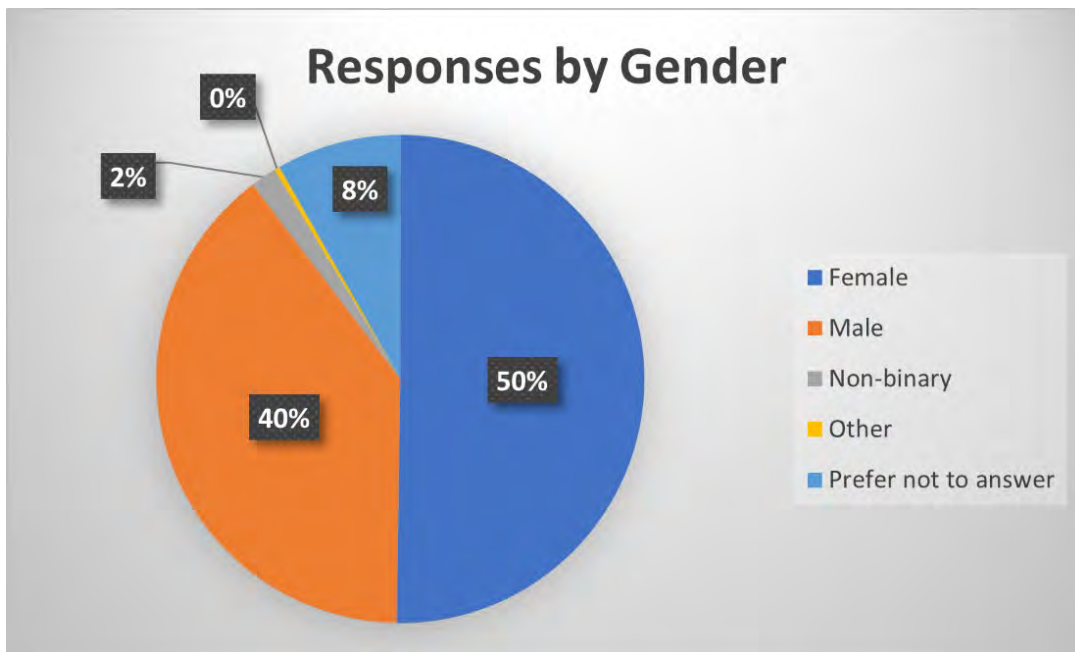


Table 5-4 Phase 1 Respondents by Gender Identity – (raw data)

Gender	Number – (raw data)	Percent – (raw data)
Female	432	50.2%
Male	339	39.4%
Non-binary	15	1.7%
Other	3	0.3%
Prefer not to answer	71	8.3%
TOTAL	860	100%

5.2.4. Phase 1 Response Rates by Income Level

Figure 5-6 shows response rates by income level. The largest group was those who preferred not to answer this question. The highest response rate was 17% and came from those with incomes less than \$15,000. The group with the smallest response rate of 7% was those earning \$75,000-\$99,999. Other income levels were evenly represented including 12% who earned \$15,000 -\$24,999, 11% who earned \$25,000 -\$34,999, 13% who earned \$35,000 -\$49,999, 10% who earned \$50,000 -\$74,999, and 12% who earned more than \$100,000. **Table 5-5** shows the numbers and percentages of respondents by income level.

Figure 5-6 Phase 1 Responses by Income Level - (rounded for discussion purposes)

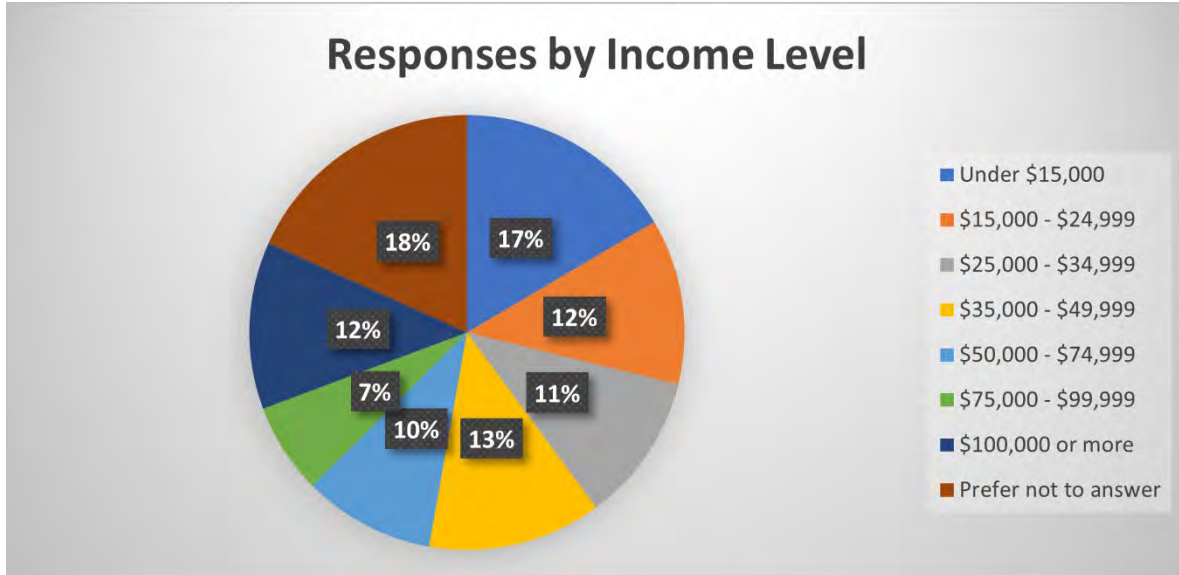


Table 5-5 Phase 1 Respondents by Income Level – (raw data)

Income Level	Number – (raw data)	Percent – (raw data)
Under \$15,000	142	16.5%
\$15,000 - \$24,999	106	12.3%
\$25,000 - \$34,999	95	11.0%
\$35,000 - \$49,999	111	12.9%
\$50,000 - \$74,999	84	9.8%
\$75,000 - \$99,999	58	6.7%
\$100,000 or more	107	12.4%
Prefer not to answer	157	18.3%
Total	860	100%

5.2.5. Phase 1 Response Rates by Frequency of Transit Ridership

Figure 5-7 shows response rates based on frequency of transit ridership. Notably, about 77% of respondents indicated that they use transit at least a few times per year, with 31% indicating that they use transit everyday. The largest group was those who said they use transit everyday at 31%. Notably, response rates decreased as frequency of transit ridership also decreased, with 8% of respondents indicating they don't ride transit. 21% use transit at least weekly, 14% ride at least monthly, 11 at least yearly, and 10% have ridden before, but not in the past year.

Figure 5-7 Phase 1 Responses by Frequency of Transit Ridership - - (rounded for discussion purposes)

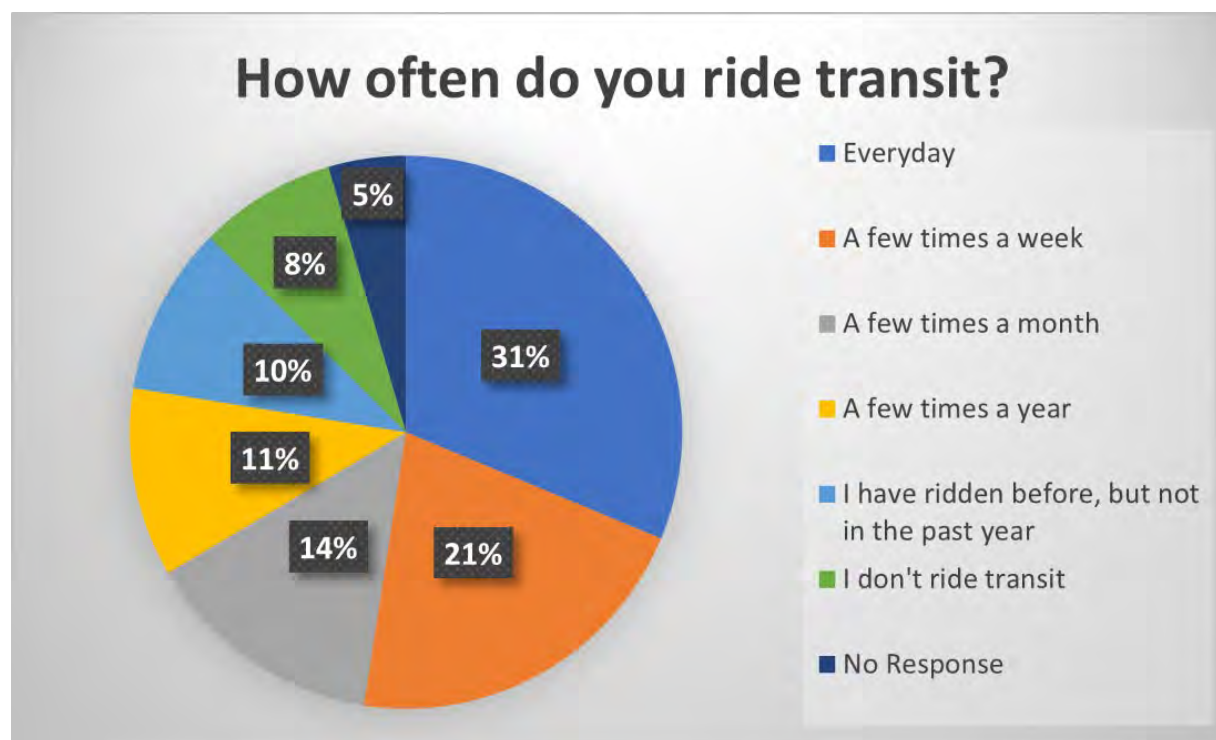


Table 5-6 Phase 1 Frequency of Transit Ridership – (raw data)

Ridership Frequency	Number – (raw data)	Percent – (raw data)
Everyday	269	31.3%
A few times a week	182	21.2%
A few times a month	121	14.1%
A few times a year	95	11.0%
I have ridden before, but not in the past year	85	9.9%
I don't ride transit	69	8.0%
No Response	39	4.5%
TOTAL RESPONSES	860	100%

5.3. Phase 1 Response Overview

To gain a deep understanding of how different demographic groups responded to each question, survey data was analyzed for each question to show how each group responded. The survey centered around the following five questions.

- ✓ Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit.
- ✓ Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?
- ✓ Please think about which above [ridership vs. coverage] scenario comes closer to how you would prioritize PSTA bus service.
- ✓ How far apart should bus stops on local routes be in the future?
- ✓ If PSTA had additional money for bus service, what would you spend it on first?

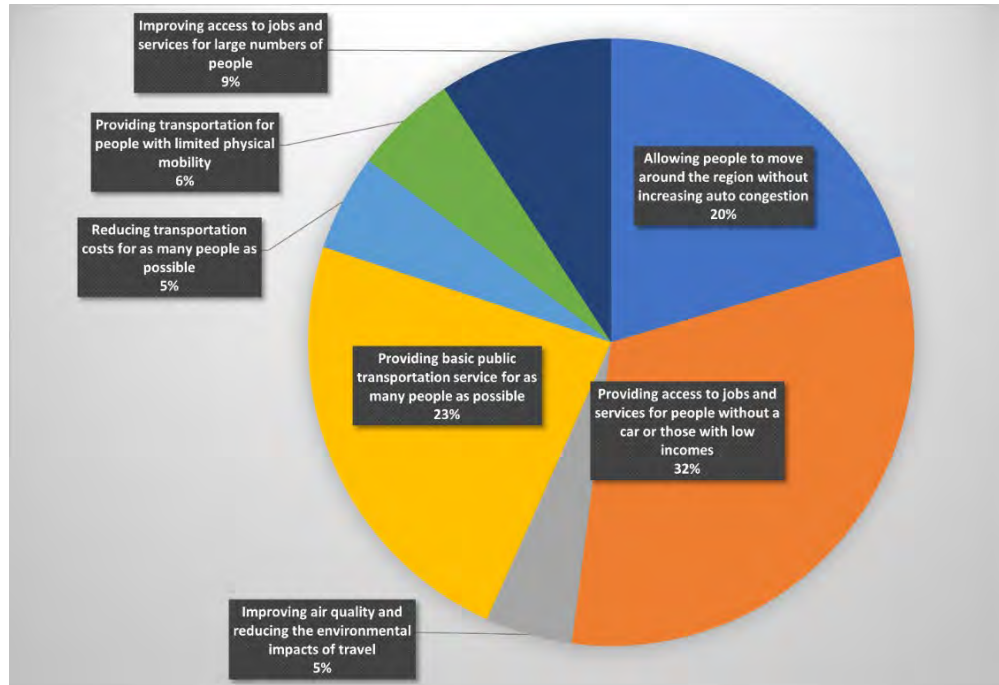
5.3.1. Survey Question 1

The first question on the survey asked, “*Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit.*” This was a multiple-choice question and responses were limited to the following seven choices.

- ✓ Allowing people to move around the region without increasing auto congestion
- ✓ Providing access to jobs and services for people without a car or those with low incomes
- ✓ Improving air quality and reducing the environmental impacts of travel
- ✓ Providing basic public transportation service for as many people as possible
- ✓ Reducing transportation costs for as many people as possible
- ✓ Providing transportation for people with limited physical mobility
- ✓ Improving access to jobs and services for large numbers of people

Figure 5-8 shows the overall responses to this question.

Figure 5-8 Overall Responses: Question 1 – Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit. - (rounded for discussion purposes)



Notably, 75% of respondents indicated their most important priority for transit as either reducing automobile congestion, providing basic transportation services, or providing access to jobs and services for those with low incomes. Environmental goals and reducing costs were each prioritized by 5% while providing transportation for those with disabilities was 6%. 9% prioritized providing transportation access to the largest number of people possible.

Table 5-7 shows the total number and response percentages for those who chose each of the seven possible responses.

Table 5-7 Phase 1, Question 1 Responses – (raw data)

Response	Number – (raw data)	Percentage – (raw data)
Allowing people to move around the region without increasing auto congestion	167	20.4%
Providing access to jobs and services for people without a car or those with low incomes	259	31.7%
Improving air quality and reducing the environmental impacts of travel	38	4.6%
Providing basic public transportation service for as many people as possible	191	23.3%
Reducing transportation costs for as many people as possible	42	5.1%
Providing transportation for people with limited physical mobility	45	5.5%
Improving access to jobs and services for large numbers of people	76	9.3%
TOTAL	818	100%

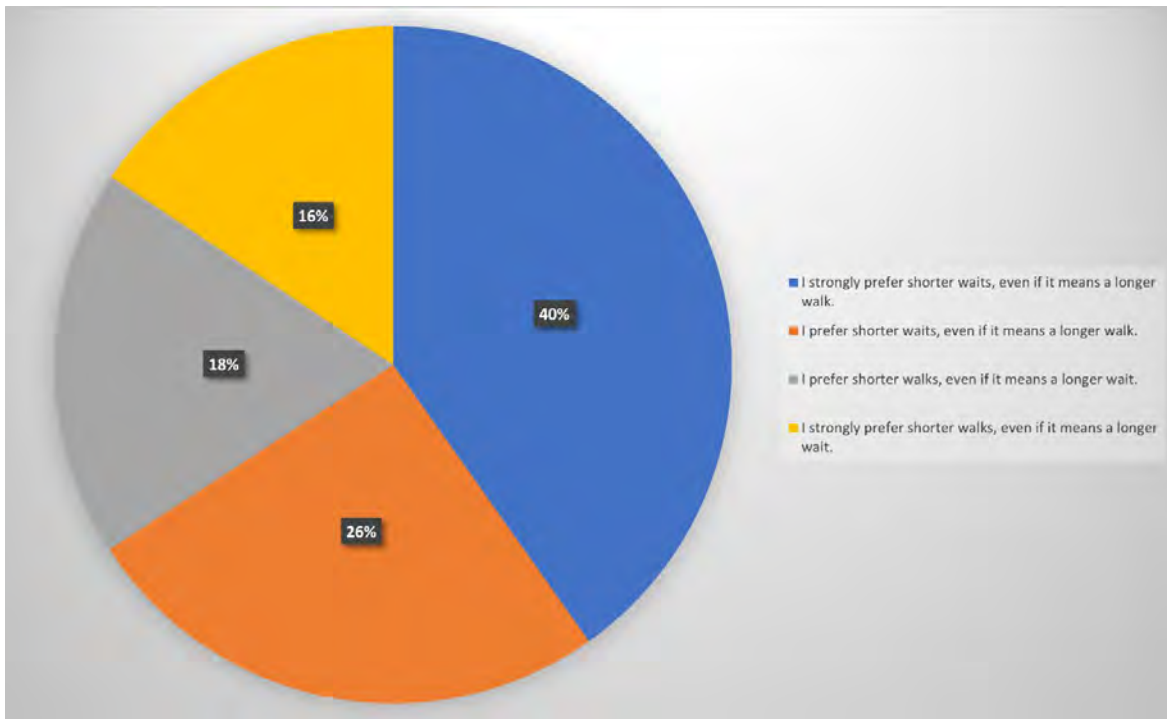
5.3.2. Survey Question 2

The second question on the survey asked, “Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?” This was a multiple-choice question and responses were limited to the following four choices.

- ✓ I strongly prefer shorter waits, even if it means a longer walk.
- ✓ I prefer shorter waits, even if it means a longer walk.
- ✓ I prefer shorter walks, even if it means a longer wait.
- ✓ I strongly prefer shorter walks, even if it means a longer wait.

Figure 5-9 shows the overall responses to this question.

Figure 5-9 Survey Question – Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus? - (rounded for discussion purposes)



66% of respondents indicated their preference for shorter waits while 34% indicated a desire for shorter walks.

Table 5-8 shows the total number and response percentages for those who chose each of the seven possible responses.

Table 5-88 Phase 1, Question 2 Responses – (raw data)

Response	Number – (raw data)	Percentage – (raw data)
I strongly prefer shorter waits, even if it means a longer walk.	334	40.2%
I prefer shorter waits, even if it means a longer walk.	213	25.6%
I prefer shorter walks, even if it means a longer wait.	154	18.5%
I strongly prefer shorter walks, even if it means a longer wait.	130	15.6%
TOTAL	831	100%

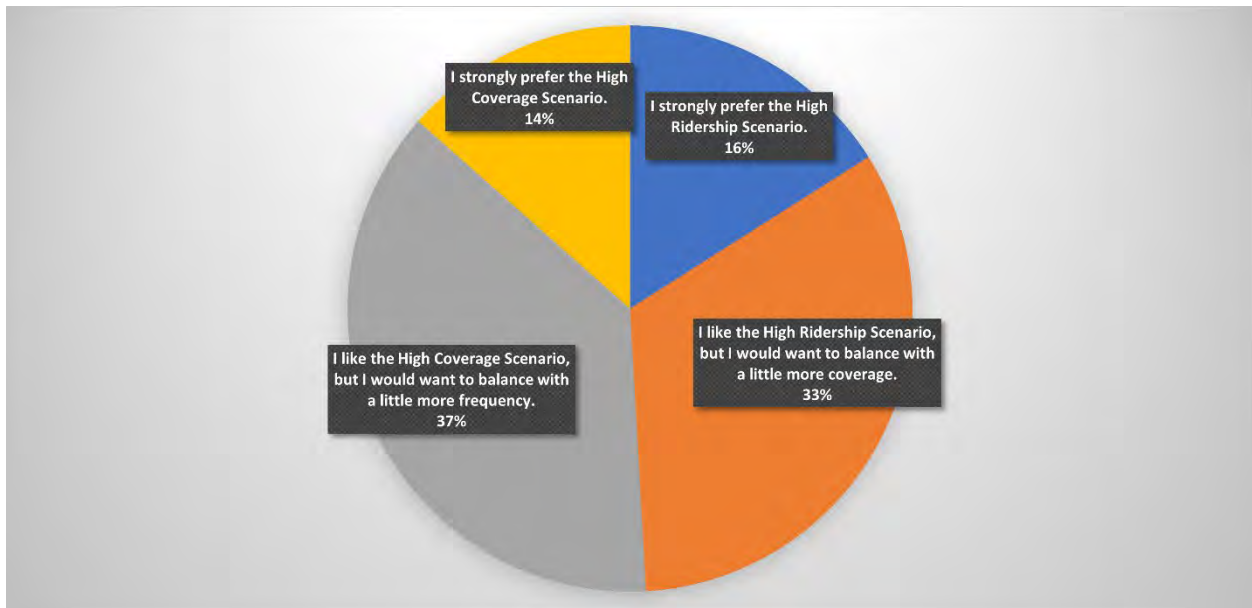
5.3.3. Survey Question 3

The third question on the survey asked, “Please think about the ridership vs. coverage tradeoff and which scenario comes closer to how you would prioritize PSTA bus service.” This was a multiple-choice question and responses were limited to the following four choices.

- ✓ I strongly prefer the High Ridership Scenario.
- ✓ I like the High Ridership Scenario, but I would want to balance with a little more coverage.
- ✓ I like the High Coverage Scenario, but I would want to balance with a little more frequency.
- ✓ I strongly prefer the High Coverage Scenario.

Figure 5-10 shows the overall responses to this question.

Figure 5-10 Survey Question – Please think about the ridership vs. coverage tradeoff and which scenario comes closer to how you would prioritize PSTA bus service. - (rounded for discussion purposes)



While the preference for coverage vs. ridership was almost even, 70% of respondents indicated that they preferred some balance between ridership and coverage.

Table 5-9 shows the number and percentage of respondents who chose each answer choice.

Table 5-99 Phase 1, Question 3 Responses – (raw data)

Response	Number – (raw data)	Percentage – (raw data)
I strongly prefer the High Ridership Scenario.	133	15.5%
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	275	32.0%
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	311	36.2%
I strongly prefer the High Coverage Scenario.	112	13.0%
TOTAL	831	100%

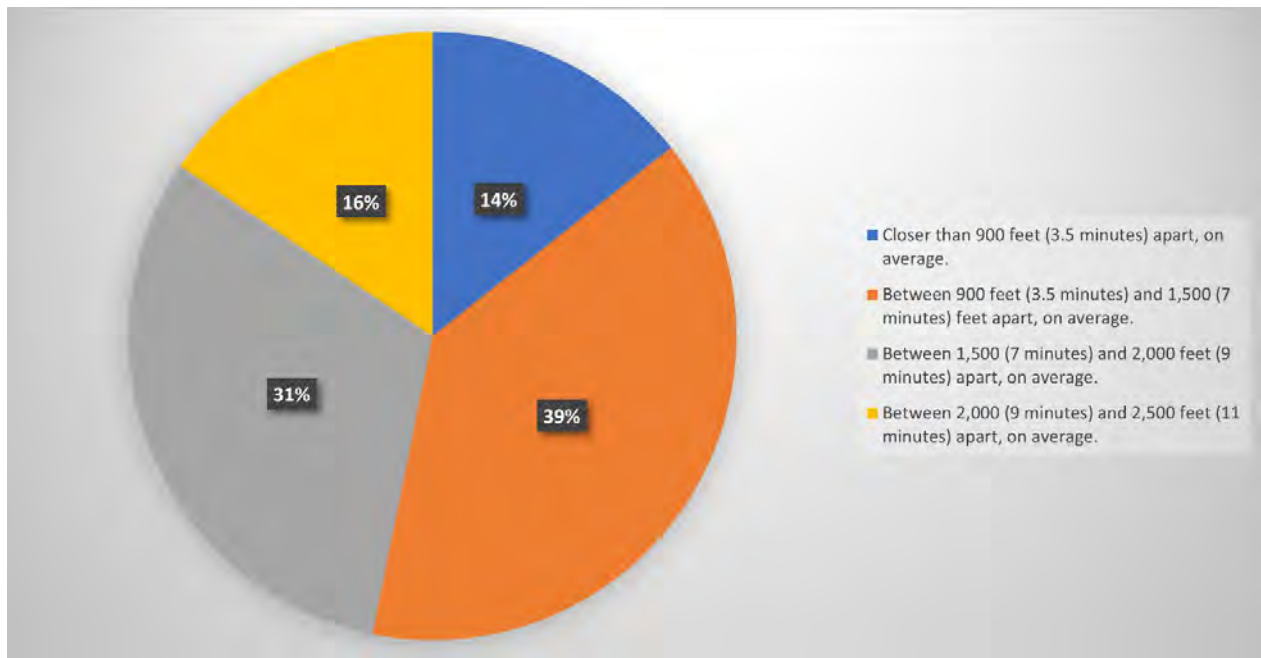
5.3.4. Survey Question 4

The fourth question on the survey asked, “How far apart should bus stops on local routes be in the future?” This was a multiple-choice question and responses were limited to the following four choices.

- ✓ Closer than 900 feet (3.5 minutes) apart, on average.
- ✓ Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.
- ✓ Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.
- ✓ Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.

Figure 5-11 shows the overall responses to this question.

Figure 5-11 Survey Question – How far apart should bus stops on local routes be in the future? - (rounded for discussion purposes)



70% of respondents indicated a preference for stops between 900 and 2,000 feet, which were the medium options presented as potential answers. The percentage of respondents preferring either very close or very spread out bus stops were almost even at 14% and 16% respectively.

Table 5-10 shows the number and percentage of respondents who chose each answer choice.

Table 5-1010 Phase 1, Question 4 Responses – (raw data)

Response	Number – (raw data)	Percentage – (raw data)
Closer than 900 feet (3.5 minutes) apart, on average.	120	14.0%
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	324	37.7%
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	261	30.3%
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	130	15.1%
TOTAL	835	100%

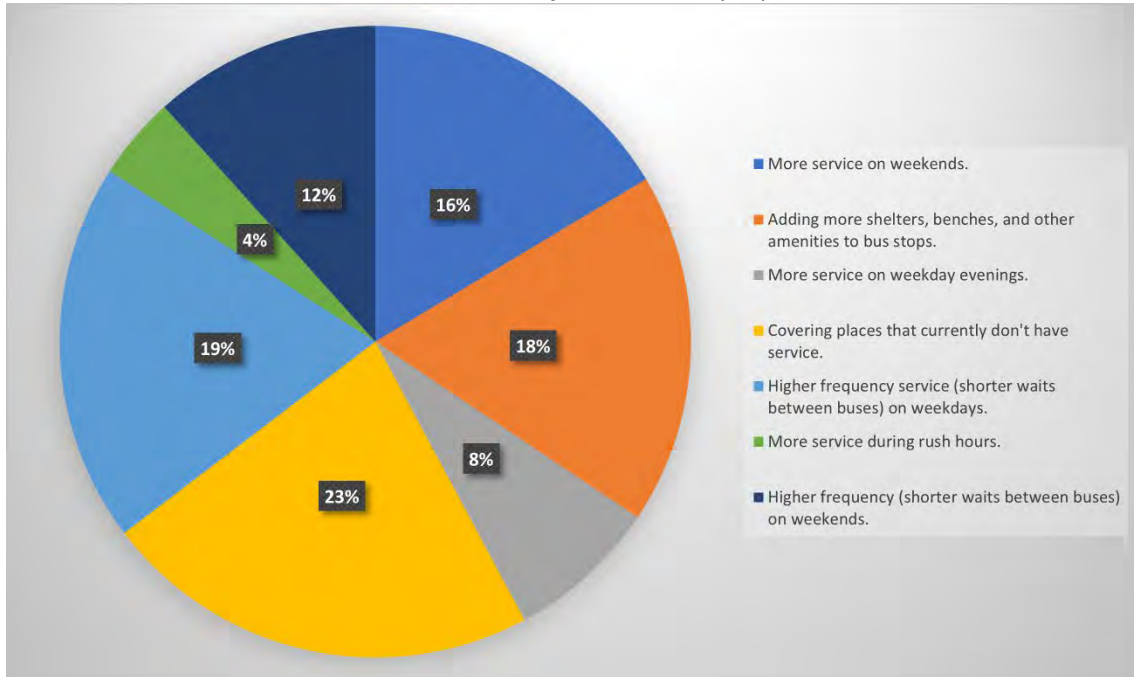
5.3.5. Survey Question 5

The fifth question on the survey asked, “If PSTA had additional money for bus service, what would you spend it on first?” This was a multiple-choice question and responses were limited to the following seven choices.

- ✓ More service on weekends.
- ✓ Adding more shelters, benches, and other amenities to bus stops.
- ✓ More service on weekday evenings.
- ✓ Covering places that currently don't have service.
- ✓ Higher frequency service (shorter waits between buses) on weekdays.
- ✓ More service during rush hours.
- ✓ Higher frequency (shorter waits between buses) on weekends.

Figure 5-16 shows the overall responses to this question.

Figure 5-9 Survey Question – If PSTA had additional money for bus service, what would you spend it on first? - (rounded for discussion purposes)



While all options were represented in the responses, the most preferred responses focused on increasing coverage, weekend services, and weekday frequencies and adding amenities to bus stops.

Table 5-11 shows the number and percentage of respondents who chose each answer choice.

Table 5-1111 Phase 1, Question 5 Responses – (raw data)

Response	Number – (raw data)	Percentage – (raw data)
More service on weekends.	135	15.7%
Adding more shelters, benches, and other amenities to bus stops.	148	17.2%
More service on weekday evenings.	64	7.4%
Covering places that currently don't have service.	185	21.5%
Higher frequency service (shorter waits between buses) on weekdays.	160	18.6%
More service during rush hours.	35	4.1%
Higher frequency (shorter waits between buses) on weekends.	96	11.2%
TOTAL	823	100%

5.4. Demographic Analysis by Question

The responses for each question were broken down by demographic categories of race, gender identity, age, and income level. This method of analysis allows PSTA to gain valuable insight into the needs of each group and address potential issues appropriately.

5.4.1. Survey Question 1

Figure 5-17 shows the responses to question 1 by race. Tables 5-12 and 5-13 show the numbers and response percentages for each potential answer by race. Overall, the data shows that respondents across races prioritize reducing auto congestion, providing access to jobs and services, and providing basic transportation services as principal goals for the transit system.

Figure 5-10 Phase 1, Question 1 Responses by Race – (raw data)

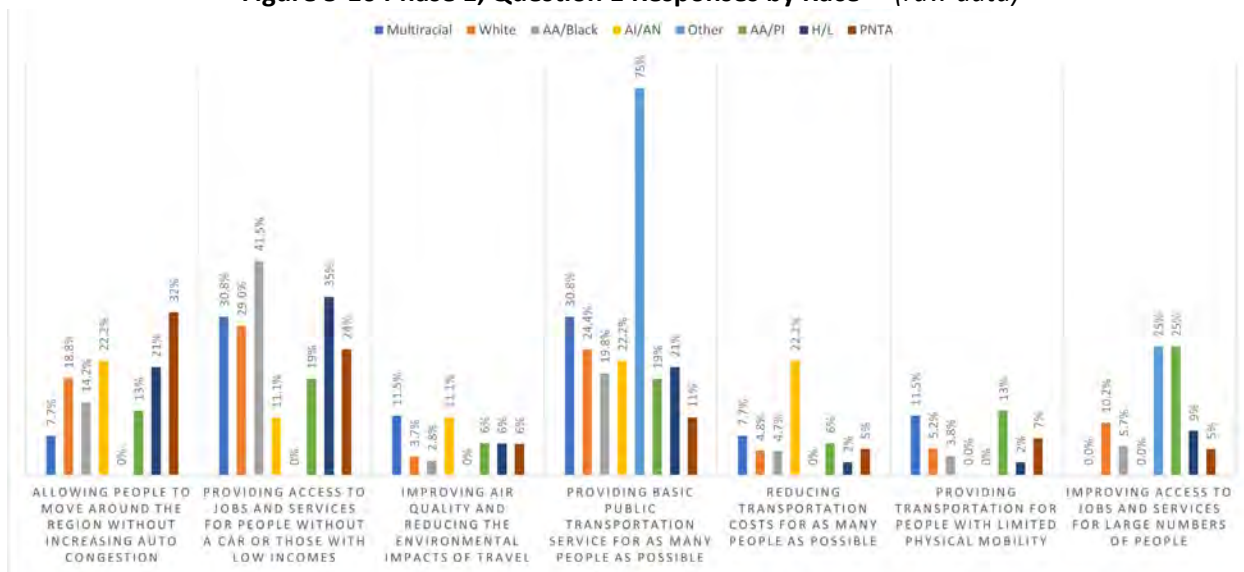


Table 5-1212 Phase 1, Question 1 Number of Responses by Race – (raw data)

	Multi racial	White	AA/Black	AI/AN	Other	AA/PI	H/L	PNTA
Allowing people to move around the region without increasing auto congestion	2	98	15	2	0	2	17	31
Providing access to jobs and services for people without a car or those with low incomes	8	151	44	1	0	3	28	24
Improving air quality and reducing the environmental impacts of travel	3	19	3	1	0	1	5	6
Providing basic public transportation service for as many people as possible	8	127	21	2	3	3	17	11
Reducing transportation costs for as many people as possible	2	25	5	2	0	1	2	5
Providing transportation for people with limited physical mobility	3	27	4	0	0	2	2	7
Improving access to jobs and services for large numbers of people	0	53	6	0	1	4	7	5

Table 5-1313 Phase 1, Question 1 Percent Who Chose Each Answer by Race – (raw data)

	Multi racial	White	AA/Black	AI/AN	Other	AA/PI	H/L	PNTA
Allowing people to move around the region without increasing auto congestion	7.7%	18.8%	14.2%	22.2%	0%	13%	21%	32%
Providing access to jobs and services for people without a car or those with low incomes	30.8%	29.0%	41.5%	11.1%	0%	19%	35%	24%
Improving air quality and reducing the environmental impacts of travel	11.5%	3.7%	2.8%	11.1%	0%	6%	6%	6%
Providing basic public transportation service for as many people as possible	30.8%	24.4%	19.8%	22.2%	75%	19%	21%	11%
Reducing transportation costs for as many people as possible	7.7%	4.8%	4.7%	22.2%	0%	6%	2%	5%
Providing transportation for people with limited physical mobility	11.5%	5.2%	3.8%	0.0%	0%	13%	2%	7%
Improving access to jobs and services for large numbers of people	0.0%	10.2%	5.7%	0.0%	25%	25%	9%	5%

Figure 5-18 shows the responses to question 1 by gender identity. Tables 5-14 and 5-15 show the numbers and response percentages for each potential answer by gender identity. Overall, the data shows that respondents across gender identities prioritize reducing auto congestion, providing access to jobs and services, and providing basic transportation services as principal goals for the transit system.

Figure 5-11 Phase 1, Question 1 Responses by Gender Identity – (raw data)

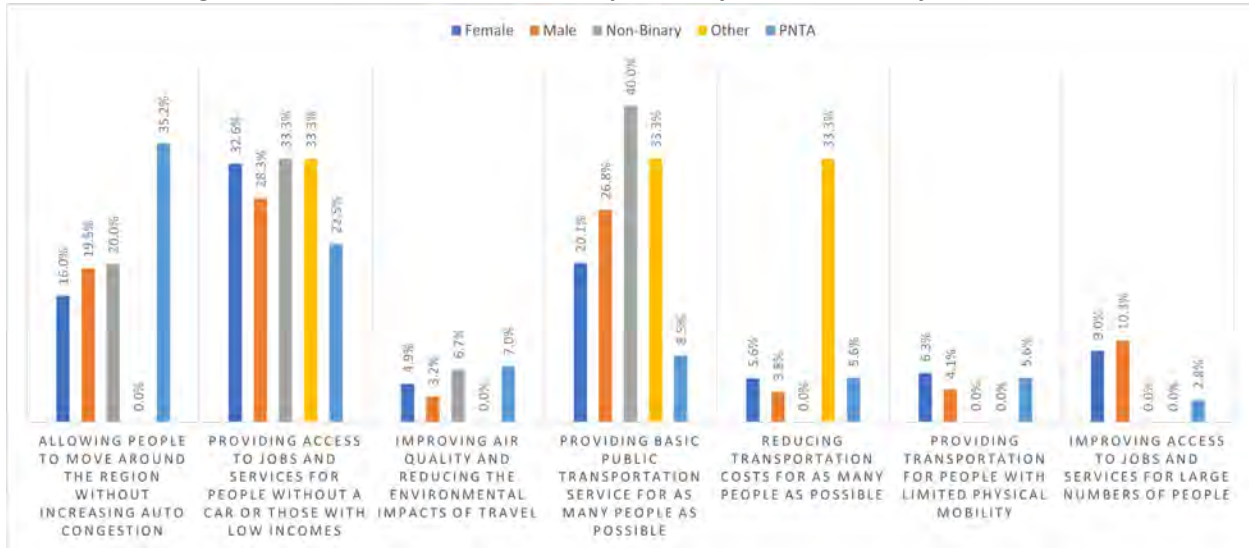


Table 5-1414 Phase 1, Question 1 Number of Responses by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
Allowing people to move around the region without increasing auto congestion	69	66	3	0	25
Providing access to jobs and services for people without a car or those with low incomes	141	96	5	1	16
Improving air quality and reducing the environmental impacts of travel	21	11	1	0	5
Providing basic public transportation service for as many people as possible	87	91	6	1	6
Reducing transportation costs for as many people as possible	24	13	0	1	4
Providing transportation for people with limited physical mobility	27	14	0	0	4
Improving access to jobs and services for large numbers of people	39	35	0	0	2

Table 5-1515 Phase 1, Question 1 Percent Who Chose Each Answer by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
Allowing people to move around the region without increasing auto congestion	16.0%	19.5%	20.0%	0.0%	35.2%
Providing access to jobs and services for people without a car or those with low incomes	32.6%	28.3%	33.3%	33.3%	22.5%
Improving air quality and reducing the environmental impacts of travel	4.9%	3.2%	6.7%	0.0%	7.0%
Providing basic public transportation service for as many people as possible	20.1%	26.8%	40.0%	33.3%	8.5%
Reducing transportation costs for as many people as possible	5.6%	3.8%	0.0%	33.3%	5.6%
Providing transportation for people with limited physical mobility	6.3%	4.1%	0.0%	0.0%	5.6%
Improving access to jobs and services for large numbers of people	9.0%	10.3%	0.0%	0.0%	2.8%

Figure 5-19 shows the responses to question 1 by age. Tables 5-16 and 5-17 show the numbers and response percentages for each potential answer by age. Overall, the data shows that respondents across age ranges prioritize reducing auto congestion, providing access to jobs and services, and providing basic transportation services as principal goals for the transit system.

Figure 5-12 Phase 1, Question 1 Responses by Age – (raw data)

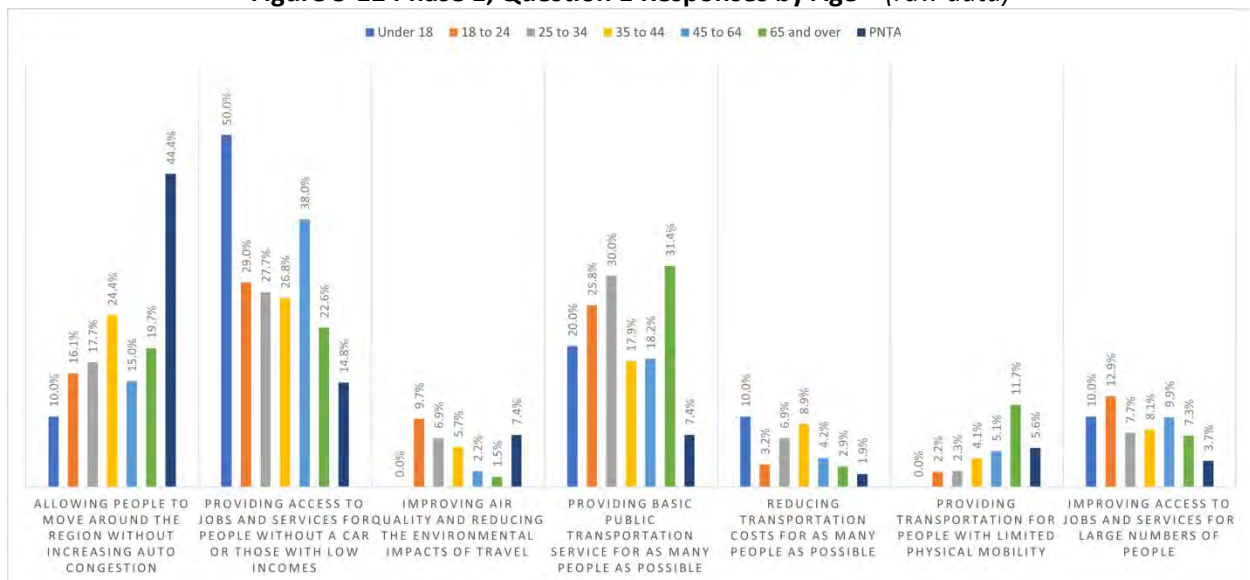


Table 5-1616 Phase 1, Question 1 Number of Responses by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
Allowing people to move around the region without increasing auto congestion	1	15	23	30	47	27	24
Providing access to jobs and services for people without a car or those with low incomes	5	27	36	33	119	31	8
Improving air quality and reducing the environmental impacts of travel	0	9	9	7	7	2	4
Providing basic public transportation service for as many people as possible	2	24	39	22	57	43	4
Reducing transportation costs for as many people as possible	1	3	9	11	13	4	1
Providing transportation for people with limited physical mobility	0	2	3	5	16	16	3
Improving access to jobs and services for large numbers of people	1	12	10	10	31	10	2

Table 5-1717 Phase 1, Question 1 Percent Who Chose Each Answer by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
Allowing people to move around the region without increasing auto congestion	10.0%	16.1%	17.7%	24.4%	15.0%	19.7%	44.4%
Providing access to jobs and services for people without a car or those with low incomes	50.0%	29.0%	27.7%	26.8%	38.0%	22.6%	14.8%
Improving air quality and reducing the environmental impacts of travel	0.0%	9.7%	6.9%	5.7%	2.2%	1.5%	7.4%
Providing basic public transportation service for as many people as possible	20.0%	25.8%	30.0%	17.9%	18.2%	31.4%	7.4%
Reducing transportation costs for as many people as possible	10.0%	3.2%	6.9%	8.9%	4.2%	2.9%	1.9%
Providing transportation for people with limited physical mobility	0.0%	2.2%	2.3%	4.1%	5.1%	11.7%	5.6%
Improving access to jobs and services for large numbers of people	10.0%	12.9%	7.7%	8.1%	9.9%	7.3%	3.7%

Figure 5-12 shows the responses to question 1 by income level. **Tables 5-18 and 5-19** show the numbers and response percentages for each potential answer by income level. Overall, the data shows that a majority of respondents across income levels prioritize reducing auto congestion, providing access to jobs and services, and providing basic transportation services as principal goals for the transit system.

Figure 5-13 Phase 1, Question 1 Responses by Income Level – (raw data)



Table 5-1818 Phase 1, Question 1 Number of Responses by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
Allowing people to move around the region without increasing auto congestion	14	12	10	15	20	13	34	49
Providing access to jobs and services for people without a car or those with low incomes	57	44	32	38	17	15	20	36
Improving air quality and reducing the environmental impacts of travel	9	3	4	4	5	0	7	6
Providing basic public transportation service for as many people as possible	30	20	19	21	23	20	25	33
Reducing transportation costs for as many people as possible	5	9	5	6	5	5	5	2
Providing transportation for people with limited physical mobility	9	5	7	5	4	1	3	11
Improving access to jobs and services for large numbers of people	8	10	12	13	8	4	12	9

Table 5-1919 Phase 1, Question 1 Percent Who Chose Each Answer by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
Allowing people to move around the region without increasing auto congestion	9.9%	11.3%	10.5%	13.5%	23.8%	22.4%	31.8%	31.2%
Providing access to jobs and services for people without a car or those with low incomes	40.1%	41.5%	33.7%	34.2%	20.2%	25.9%	18.7%	22.9%
Improving air quality and reducing the environmental impacts of travel	6.3%	2.8%	4.2%	3.6%	6.0%	0.0%	6.5%	3.8%
Providing basic public transportation service for as many people as possible	21.1%	18.9%	20.0%	18.9%	27.4%	34.5%	23.4%	21.0%
Reducing transportation costs for as many people as possible	3.5%	8.5%	5.3%	5.4%	6.0%	8.6%	4.7%	1.3%
Providing transportation for people with limited physical mobility	6.3%	4.7%	7.4%	4.5%	4.8%	1.7%	2.8%	7.0%
Improving access to jobs and services for large numbers of people	5.6%	9.4%	12.6%	11.7%	9.5%	6.9%	11.2%	5.7%

5.4.2 Survey Question 2

Figure 5-17 shows the responses to question 2 by race. Tables 5-20 and 5-21 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across races prefer shorter waits to shorter walks.

Figure 5-14 Phase 1, Question 2 Number of Responses by Race – (raw data)

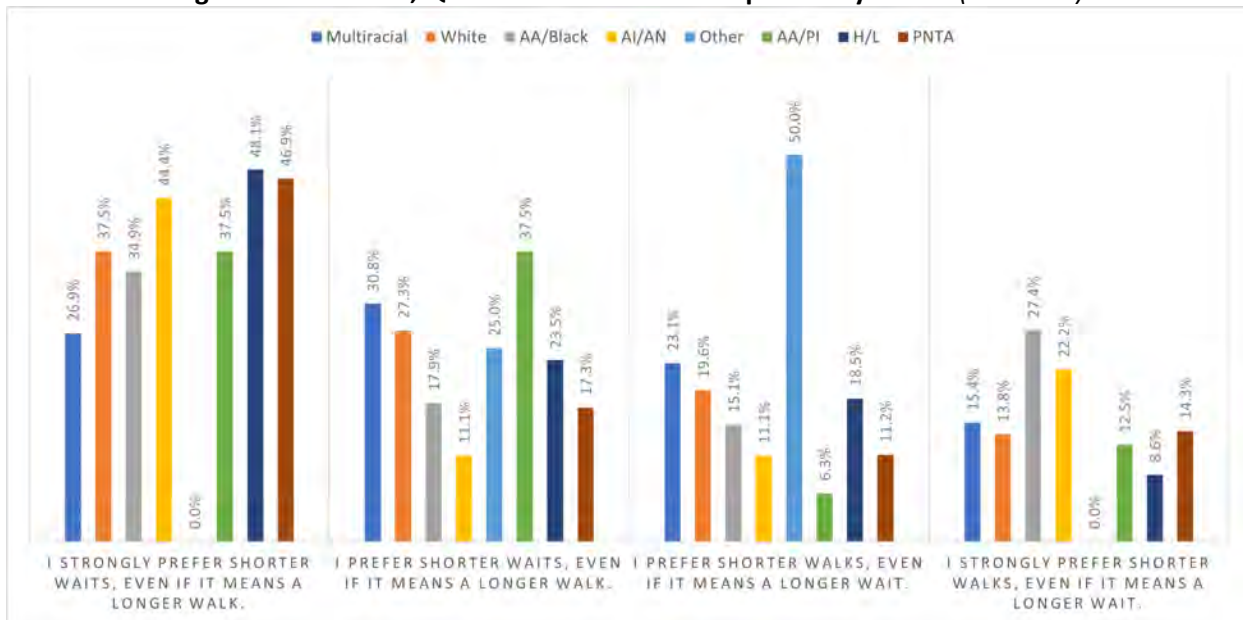


Table 5-2020 Phase 1, Question 2 Number of Responses by Race– (raw data)

	Multi racial	White	AA/ Black	AI/AN	Other	AA/PI	H/L	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	7	195	37	4	0	6	39	46
I prefer shorter waits, even if it means a longer walk.	8	142	19	1	1	6	19	17
I prefer shorter walks, even if it means a longer wait.	6	102	16	1	2	1	15	11
I strongly prefer shorter walks, even if it means a longer wait.	4	72	29	2	0	2	7	14

Table 5-2121 Phase 1, Question 2 Percent Who Chose Each Answer by Race – (raw data)

	Multiracial	White	AA/ Black	AI/AN	Other	AA/PI	H/L	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	26.9%	37.5%	34.9%	44.4%	0.0%	37.5%	48.1%	46.9%
I prefer shorter waits, even if it means a longer walk.	30.8%	27.3%	17.9%	11.1%	25.0%	37.5%	23.5%	17.3%
I prefer shorter walks, even if it means a longer wait.	23.1%	19.6%	15.1%	11.1%	50.0%	6.3%	18.5%	11.2%
I strongly prefer shorter walks, even if it means a longer wait.	15.4%	13.8%	27.4%	22.2%	0.0%	12.5%	8.6%	14.3%

Figure 5-18 shows the responses to question 2 by gender identity. Tables 5-22 and 5-23 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across gender identities prefer shorter waits to shorter walks. A notable exception is that 46.7% of those who identify as non-binary prefer shorter walks.

Figure 5-15 Phase 1, Question 2 Number of Responses by Gender Identity – (raw data)

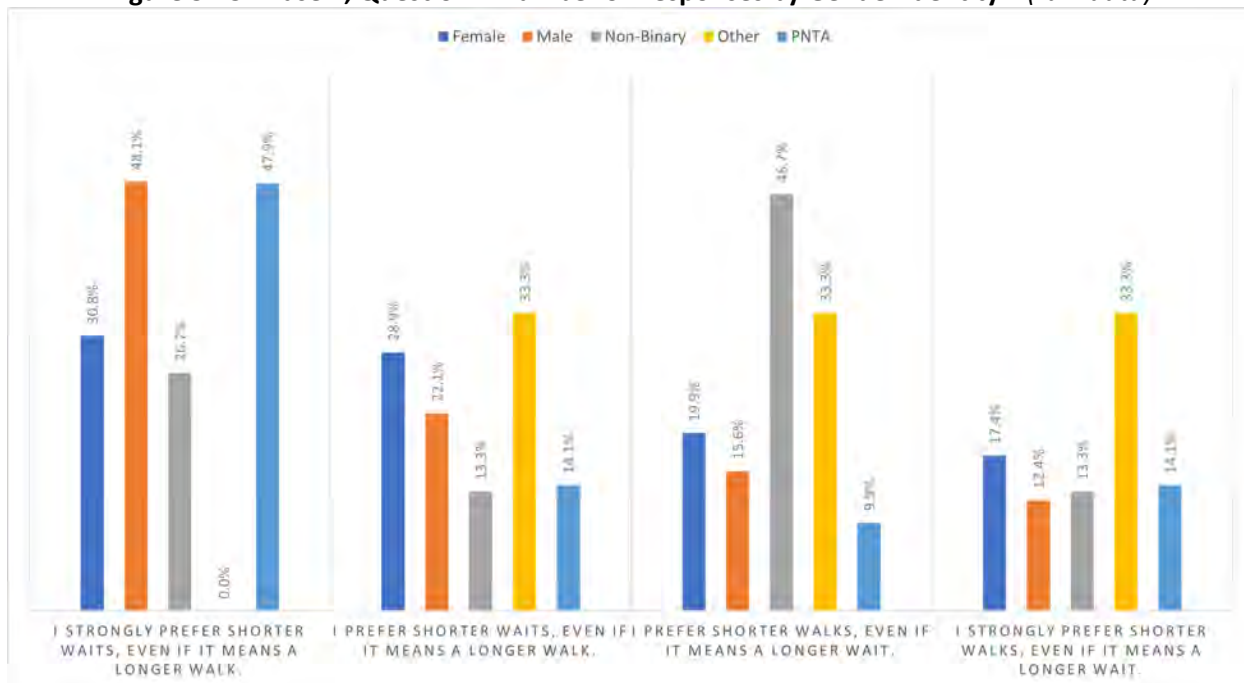


Table 5-2222 Phase 1, Question 2 Number of Responses by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	133	163	4	0	34
I prefer shorter waits, even if it means a longer walk.	125	75	2	1	10
I prefer shorter walks, even if it means a longer wait.	86	53	7	1	7
I strongly prefer shorter walks, even if it means a longer wait.	75	42	2	1	10

Table 5-2323 Phase 1, Question 2 Percent Who Chose Each Answer by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	30.8%	48.1%	26.7%	0.0%	47.9%
I prefer shorter waits, even if it means a longer walk.	28.9%	22.1%	13.3%	33.3%	14.1%
I prefer shorter walks, even if it means a longer wait.	19.9%	15.6%	46.7%	33.3%	9.9%
I strongly prefer shorter walks, even if it means a longer wait.	17.4%	12.4%	13.3%	33.3%	14.1%

Figure 5-19 shows the responses to question 2 by age. Tables 5-24 and 5-25 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across age levels prefer shorter waits to shorter walks.

Figure 5-16 Phase 1, Question 2 Number of Responses by Age – (raw data)

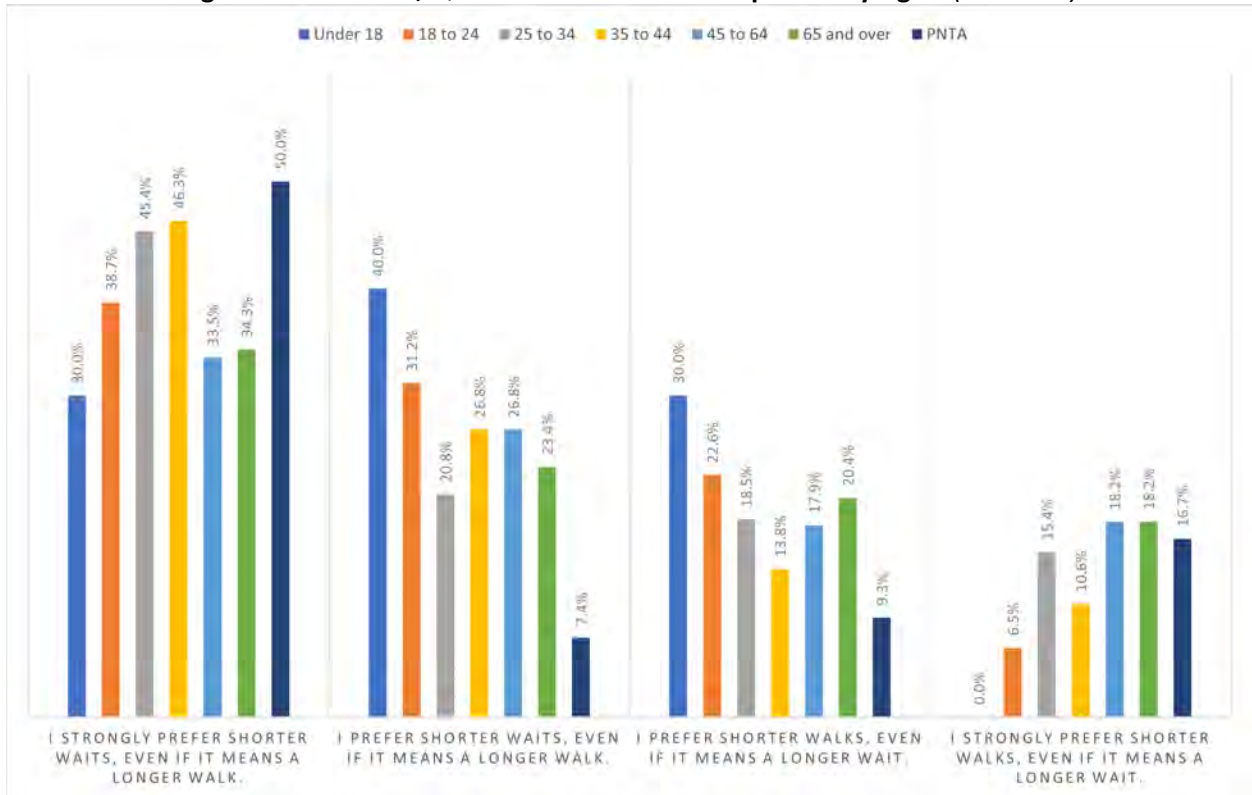


Table 5-2424 Phase 1, Question 2 Number of Responses by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	3	36	59	57	105	47	27
I prefer shorter waits, even if it means a longer walk.	4	29	27	33	84	32	4
I prefer shorter walks, even if it means a longer wait.	3	21	24	17	56	28	5
I strongly prefer shorter walks, even if it means a longer wait.	0	6	20	13	57	25	9

Table 5-2525 Phase 1, Question 2 Percent Who Chose Each Answer by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	30.0%	38.7%	45.4%	46.3%	33.5%	34.3%	50.0%
I prefer shorter waits, even if it means a longer walk.	40.0%	31.2%	20.8%	26.8%	26.8%	23.4%	7.4%
I prefer shorter walks, even if it means a longer wait.	30.0%	22.6%	18.5%	13.8%	17.9%	20.4%	9.3%
I strongly prefer shorter walks, even if it means a longer wait.	0.0%	6.5%	15.4%	10.6%	18.2%	18.2%	16.7%

Figure 5-20 shows the responses to question 2 by income level. Tables 5-26 and 5-27 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across income levels prefer shorter waits to shorter walks.

Figure 5-17 Phase 1, Question 2 Number of Responses by Income Level – (raw data)



Table 5-2626 Phase 1, Question 2 Number of Responses by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	46	31	33	44	38	20	51	71
I prefer shorter waits, even if it means a longer walk.	31	28	23	20	22	19	42	28
I prefer shorter walks, even if it means a longer wait.	28	23	19	26	12	12	10	24
I strongly prefer shorter walks, even if it means a longer wait.	28	22	17	17	12	7	4	23

Table 5-2727 Phase 1, Question 2 Percent Who Chose Each Answer by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
I strongly prefer shorter waits, even if it means a longer walk.	32.4%	29.2%	34.7%	39.6%	45.2%	34.5%	47.7%	45.2%
I prefer shorter waits, even if it means a longer walk.	21.8%	26.4%	24.2%	18.0%	26.2%	32.8%	39.3%	17.8%
I prefer shorter walks, even if it means a longer wait.	19.7%	21.7%	20.0%	23.4%	14.3%	20.7%	9.3%	15.3%
I strongly prefer shorter walks, even if it means a longer wait.	19.7%	20.8%	17.9%	15.3%	14.3%	12.1%	3.7%	14.6%

5.4.3 Survey Question 3

Figure 5-21 shows the responses to question 3 by race. Tables 5-28 and 5-29 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across races prefer some balance between ridership and coverage.

Figure 5-18 Phase 1, Question 3 Number of Responses by Race – (raw data)



Table 5-2828 Phase 1, Question 3 Number of Responses by Race – (raw data)

	Multiracial	White	AA/Black	AI/AN	Other	AA/PI	H/L	PNTA
I strongly prefer the High Ridership Scenario.	1	77	9	1	0	4	13	28
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	10	174	34	3	1	6	24	23
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	9	197	39	3	0	4	29	30
I strongly prefer the High Coverage Scenario.	4	65	20	1	2	2	11	7

Table 5-2929 Phase 1, Question 3 Percent Who Chose Each Answer by Race – (raw data)

	Multiracial	White	AA/Black	AI/AN	Other	AA/PI	H/L	PNTA
I strongly prefer the High Ridership Scenario.	3.8%	14.8%	8.5%	11.1%	0.0%	25.0%	16.0%	28.6%
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	38.5%	33.5%	32.1%	33.3%	25.0%	37.5%	29.6%	23.5%
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	34.6%	37.9%	36.8%	33.3%	0.0%	25.0%	35.8%	30.6%
I strongly prefer the High Coverage Scenario.	15.4%	12.5%	18.9%	11.1%	50.0%	12.5%	13.6%	7.1%

Figure 5-22 shows the responses to question 3 by gender identity. Tables 5-30 and 5-31 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across gender identities prefer some balance between ridership and coverage.

Figure 5-19 Phase 1, Question 3 Number of Responses by Gender Identity – (raw data)

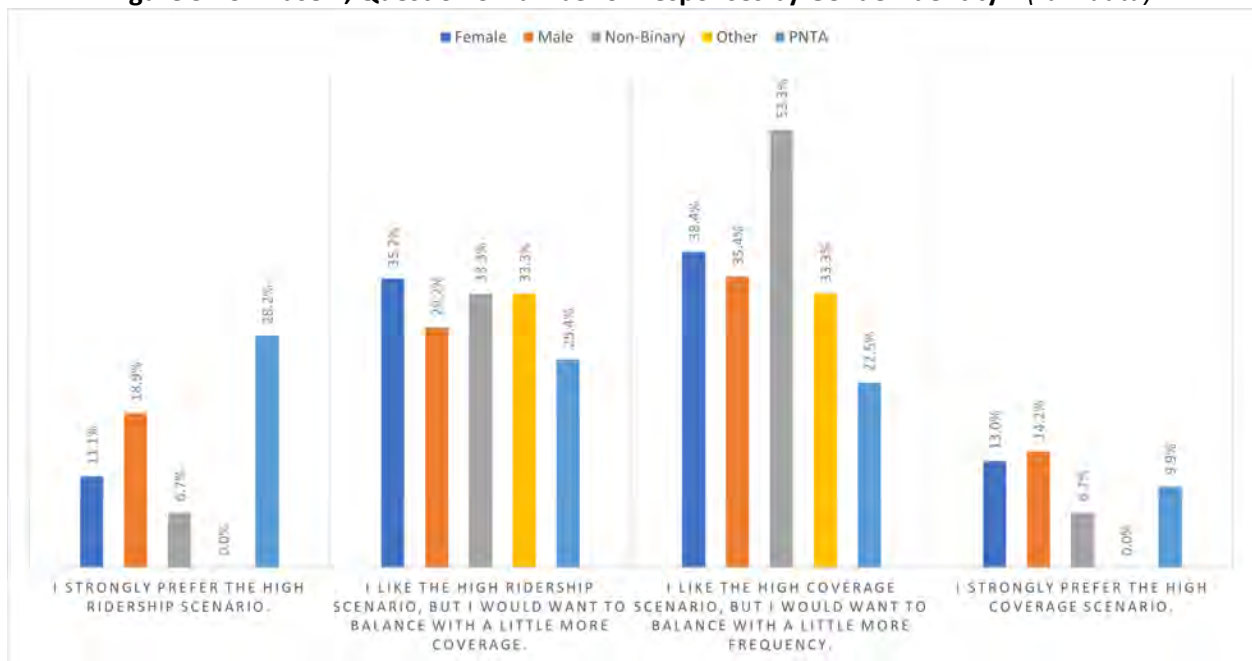


Table 5-3030 Phase 1, Question 3 Number of Responses by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
I strongly prefer the High Ridership Scenario.	48	64	1	0	20
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	152	99	5	1	18
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	166	120	8	1	16
I strongly prefer the High Coverage Scenario.	56	48	1	0	7

Table 5-3131 Phase 1, Question 3 Percent Who Chose Each Answer by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
I strongly prefer the High Ridership Scenario.	11.1%	18.9%	6.7%	0.0%	28.2%
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	35.2%	29.2%	33.3%	33.3%	25.4%
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	38.4%	35.4%	53.3%	33.3%	22.5%
I strongly prefer the High Coverage Scenario.	13.0%	14.2%	6.7%	0.0%	9.9%

Figure 5-23 shows the responses to question 3 by age. Tables 5-32 and 5-33 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across age levels prefer some balance between ridership and coverage.

Figure 5-23 Phase 1, Question 3 Number of Responses by Age – (raw data)

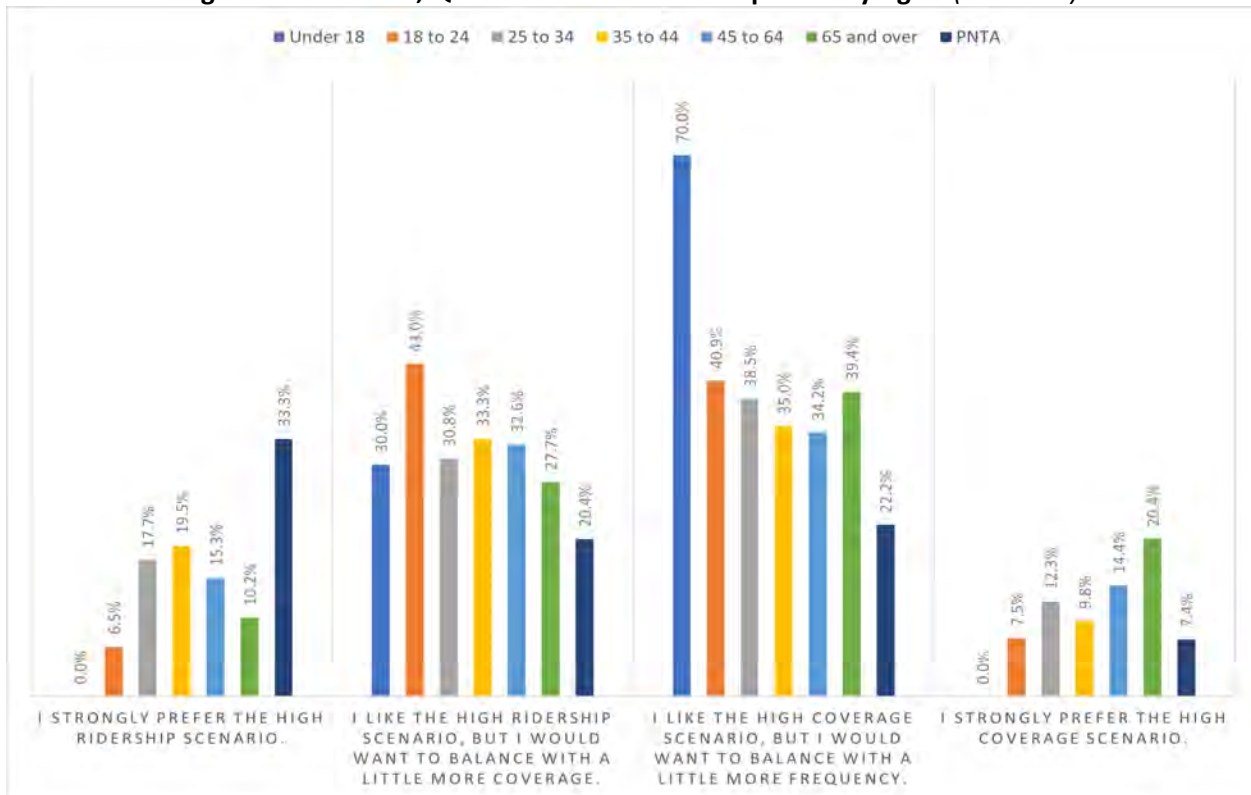


Table 5-3232 Phase 1, Question 3 Number of Responses by Age – (raw data)

	< 18	18 to 24	25 to 34	35 to 44	45 to 64	65 +	PNT A
I strongly prefer the High Ridership Scenario.	0	6	23	24	48	14	18
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	3	40	40	41	102	38	11
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	7	38	50	43	107	54	12
I strongly prefer the High Coverage Scenario.	0	7	16	12	45	28	4

Table 5-3333 Phase 1, Question 3 Percent Who Chose Each Answer by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
I strongly prefer the High Ridership Scenario.	0.0%	6.5%	17.7%	19.5%	15.3%	10.2%	33.3%
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	30.0%	43.0%	30.8%	33.3%	32.6%	27.7%	20.4%
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	70.0%	40.9%	38.5%	35.0%	34.2%	39.4%	22.2%
I strongly prefer the High Coverage Scenario.	0.0%	7.5%	12.3%	9.8%	14.4%	20.4%	7.4%

Figure 5-24 shows the responses to question 3 by income level. Tables 5-34 and 5-35 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across income levels prefer some balance between ridership and coverage.

Figure 5-20 Phase 1, Question 3 Number of Responses by Income Level – (raw data)



Table 5-3434 Phase 1, Question 3 Number of Responses by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
I strongly prefer the High Ridership Scenario.	20	8	8	15	15	7	30	30
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	32	31	28	41	25	26	42	50
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	53	49	36	42	33	17	29	52
I strongly prefer the High Coverage Scenario.	32	15	20	9	10	8	5	13

Table 5-3535 Phase 1, Question 3 Percent Who Chose Each Answer by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
I strongly prefer the High Ridership Scenario.	14.1%	7.5%	8.4%	13.5%	17.9%	12.1%	28.0%	19.1%
I like the High Ridership Scenario, but I would want to balance with a little more coverage.	22.5%	29.2%	29.5%	36.9%	29.8%	44.8%	39.3%	31.8%
I like the High Coverage Scenario, but I would want to balance with a little more frequency.	37.3%	46.2%	37.9%	37.8%	39.3%	29.3%	27.1%	33.1%
I strongly prefer the High Coverage Scenario.	22.5%	14.2%	21.1%	8.1%	11.9%	13.8%	4.7%	8.3%

5.4.4 Survey Question 4

Figure 5-25 shows the responses to question 4 by race. Tables 5-36 and 5-37 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across races prefer stop spacing between 900 and 2,000 feet.

Figure 5-21 Phase 1, Question 4 Number of Responses by Race – (raw data)

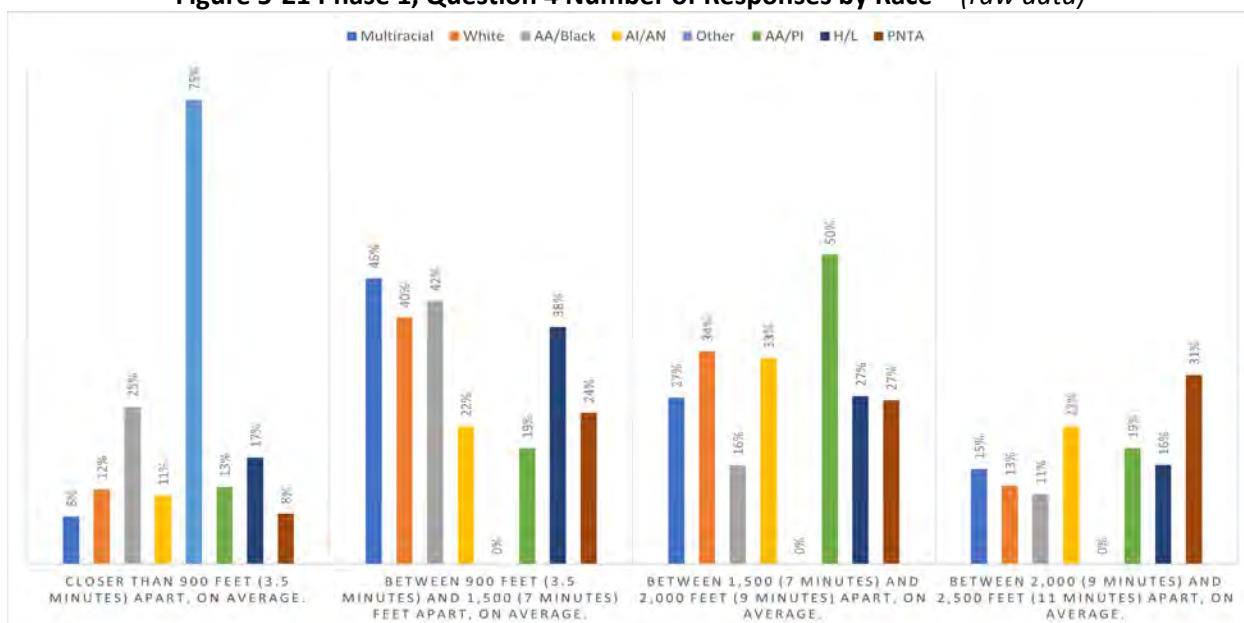


Table 5-3636 Phase 1, Question 4 Number of Responses by Race – (raw data)

	Multi racial	White	AA/ Black	AI/ AN	Other	AA/ PI	H/L	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	2	63	27	1	3	2	14	8
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	12	207	45	2	0	3	31	24
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	7	179	17	3		8	22	26
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	4	66	12	2	0	3	13	30

Table 5-3737 Phase 1, Question 4 Percent Who Chose Each Answer by Race – (raw data)

	Multi racial	White	AA/ Black	AI/ AN	Other	AA/ PI	H/L	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	8%	12%	25%	11%	75%	13%	17%	8%
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	46%	40%	42%	22%	0%	19%	38%	24%
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	27%	34%	16%	33%	0%	50%	27%	27%
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	15%	13%	11%	22%	0%	19%	16%	31%

Figure 5-26 shows the responses to question 4 by gender identity. Tables 5-38 and 5-39 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across gender identities prefer stop spacing between 900 and 2,000 feet.

Figure 5-22 Phase 1, Question 4 Number of Responses by Gender Identity – (raw data)

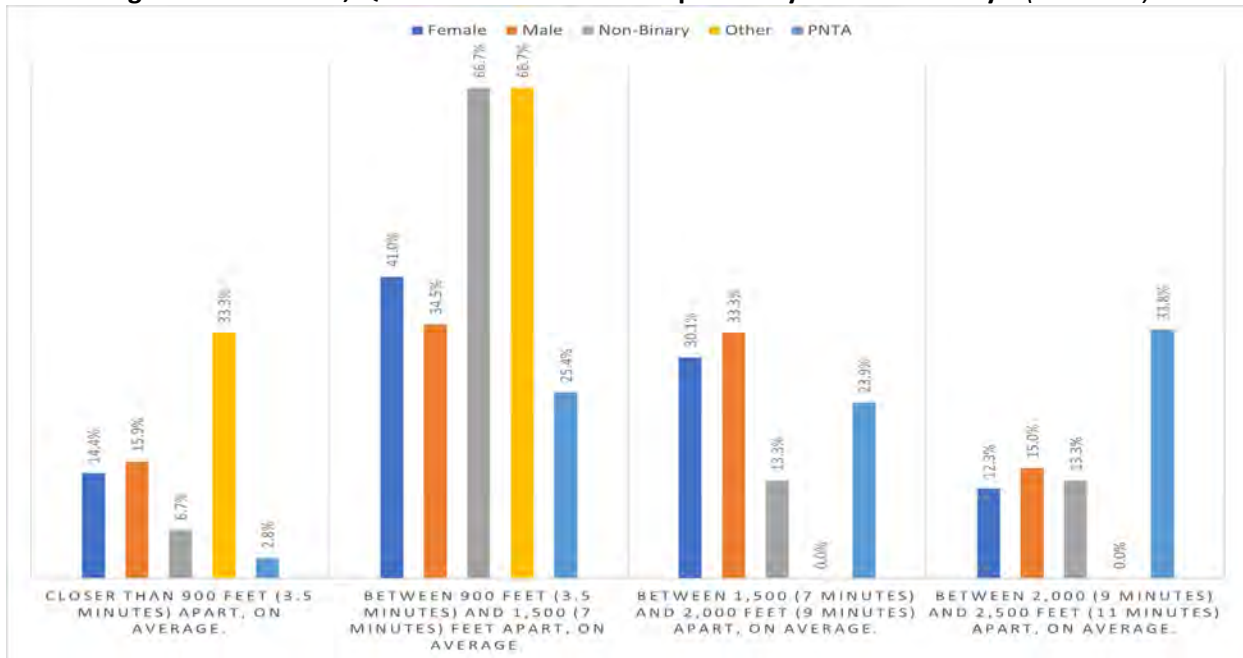


Table 5-3838 Phase 1, Question 4 Number of Responses by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	62	54	1	1	2
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	177	117	10	2	18
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	130	113	2	0	17
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	53	51	2	0	24

Table 5-3939 Phase 1, Question 4 Percent Who Chose Each Answer by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	14.4%	15.9%	6.7%	33.3%	2.8%
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	41.0%	34.5%	66.7%	66.7%	25.4%
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	30.1%	33.3%	13.3%	0.0%	23.9%
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	12.3%	15.0%	13.3%	0.0%	33.8%

Figure 5-27 shows the responses to question 4 by age. Tables 5-40 and 5-41 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across age levels prefer stop spacing between 900 and 2,000 feet.

Figure 5-23 Phase 1, Question 4 Number of Responses by Age – (raw data)

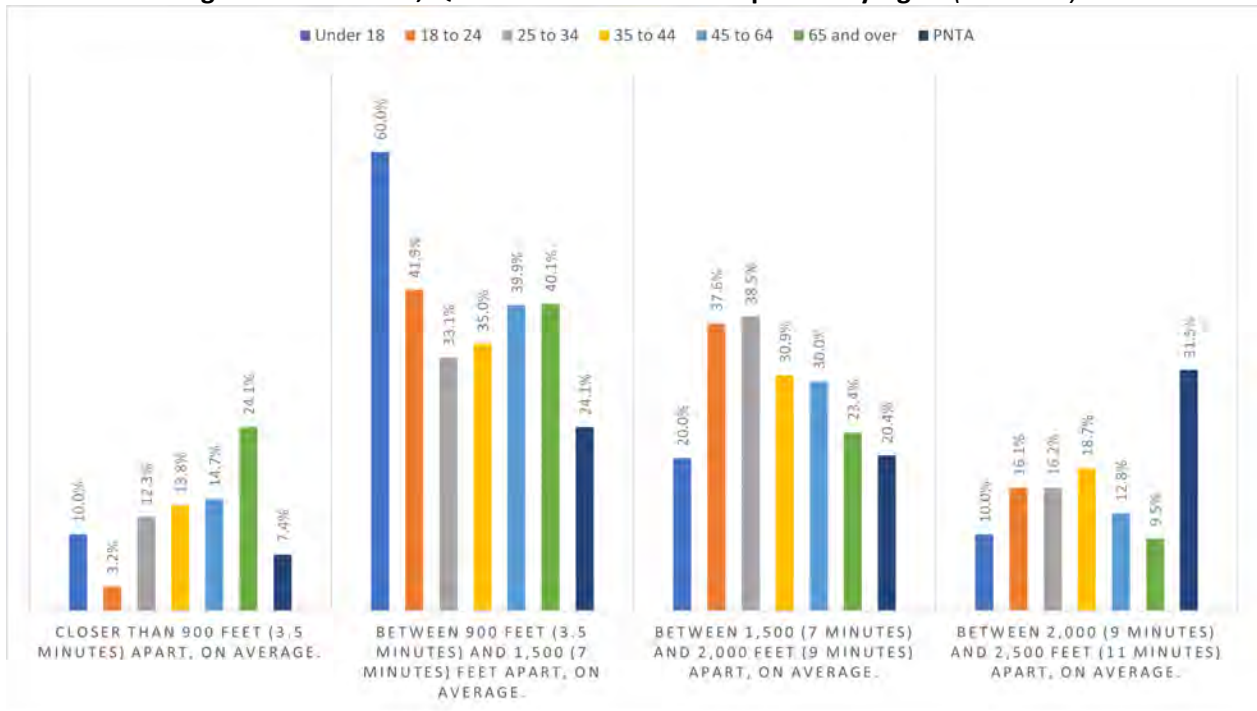


Table 5-4040 Phase 1, Question 4 Number of Responses by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	1	3	16	17	46	33	4
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	6	39	43	43	125	55	13
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	2	35	50	38	94	32	11
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	1	15	21	23	40	13	17

Table 5-4141 Phase 1, Question 4 Percent Who Chose Each Answer by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65 +	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	10.0%	3.2%	12.3%	13.8%	14.7%	24.1%	7.4%
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	60.0%	41.9%	33.1%	35.0%	39.9%	40.1%	24.1%
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	20.0%	37.6%	38.5%	30.9%	30.0%	23.4%	20.4%
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	10.0%	16.1%	16.2%	18.7%	12.8%	9.5%	31.5%

Figure 5-28 shows the responses to question 4 by income level. Tables 5-42 and 5-43 show the numbers and percentage rates for those who chose each potential answer. Overall, the data shows that respondents across income levels prefer stop spacing between 900 and 2,000 feet.

Figure 5-24 Phase 1, Question 4 Number of Responses by Income Level – (raw data)



Table 5-4242 Phase 1, Question 4 Number of Responses by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	42	18	14	14	7	4	3	18
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	50	50	35	49	32	22	36	50
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	23	28	25	33	31	25	56	41
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	21	9	19	11	14	7	12	37

Table 5-4343 Phase 1, Question 4 Percent Who Chose Each Answer by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
Closer than 900 feet (3.5 minutes) apart, on average.	29.6%	17.0%	14.7%	12.6%	8.3%	6.9%	2.8%	11.5%
Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.	35.2%	47.2%	36.8%	44.1%	38.1%	37.9%	33.6%	31.8%
Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.	16.2%	26.4%	26.3%	29.7%	36.9%	43.1%	52.3%	26.1%
Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.	14.8%	8.5%	20.0%	9.9%	16.7%	12.1%	11.2%	23.6%

5.4.5 Survey Question 5

Figure 5-29 shows the responses to question 5 by race. Tables 5-44 and 5-45 show the numbers and percentage rates for those who chose each potential answer. The most preferred service changes across races focused on improving coverage and weekday frequencies. More service during rush hour was the least preferred option across races.

Figure 5-25 Phase 1, Question 5 Number of Responses by Race – (raw data)

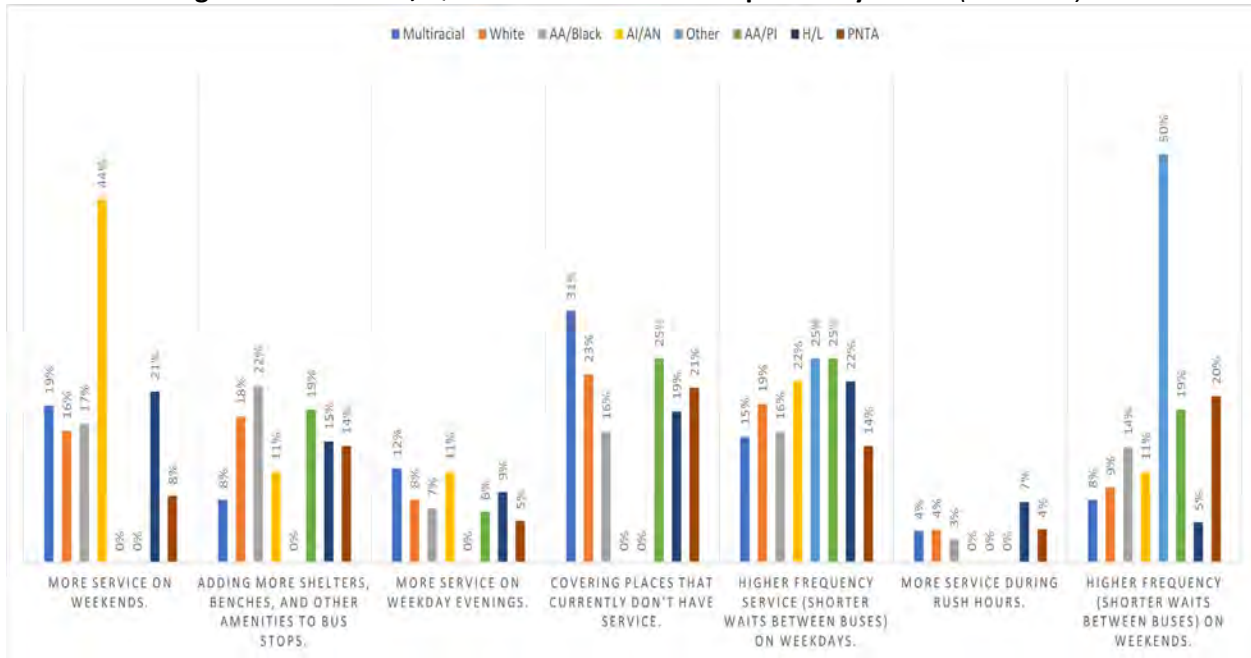


Table 5-4444 Phase 1, Question 5 Number of Responses by Race – (raw data)

	Multi racial	White	AA/ Black	AI/ AN	Other	AA/ PI	H/L	PNTA
More service on weekends.	5	84	18	4	0	0	17	8
Adding more shelters, benches, and other amenities to bus stops.	2	93	23	1	0	3	12	14
More service on weekday evenings.	3	40	7	1	0	1	7	5
Covering places that currently don't have service.	8	120	17	0	0	4	15	21
Higher frequency service (shorter waits between buses) on weekdays.	4	101	17	2	1	4	18	14
More service during rush hours.	1	21	3	0	0	0	6	4
Higher frequency (shorter waits between buses) on weekends.	2	48	15	1	2	3	4	20

Table 5-4545 Phase 1, Question 5 Percent Who Chose Each Answer by Race – (raw data)

	Multiracial	White	AA/ Black	AI/ AN	Other	AA/PI	H/L	PNTA
More service on weekends.	19%	16%	17%	44%	0%	0%	21%	8%
Adding more shelters, benches, and other amenities to bus stops.	8%	18%	22%	11%	0%	19%	15%	14%
More service on weekday evenings.	12%	8%	7%	11%	0%	6%	9%	5%
Covering places that currently don't have service.	31%	23%	16%	0%	0%	25%	19%	21%
Higher frequency service (shorter waits between buses) on weekdays.	15%	19%	16%	22%	25%	25%	22%	14%
More service during rush hours.	4%	4%	3%	0%	0%	0%	7%	4%
Higher frequency (shorter waits between buses) on weekends.	8%	9%	14%	11%	50%	19%	5%	20%

Figure 5-30 shows the responses to question 5 by gender identity. **Tables 5-46 and 5-47** show the numbers and percentage rates for those who chose each potential answer. The most preferred service changes across gender identities focused on improving coverage, weekend service and weekday frequencies. More service during rush hour was the least preferred option across gender identities.

Figure 5-26 Phase 1, Question 5 Number of Responses by Gender Identity – (raw data)

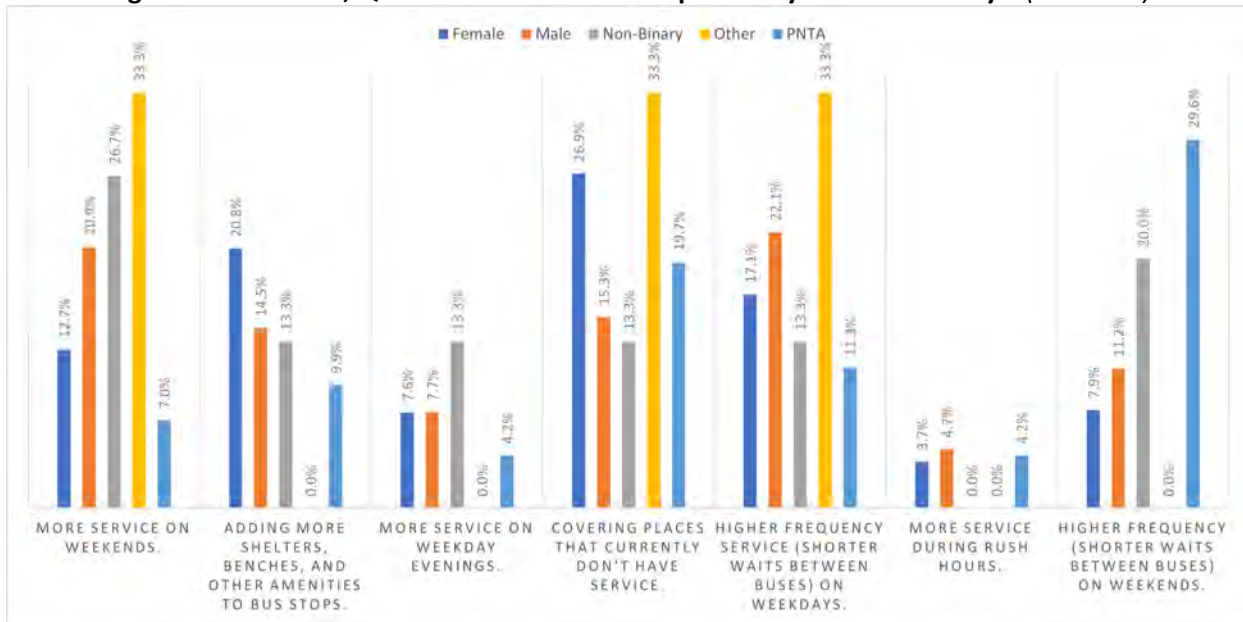


Table 5-4646 Phase 1, Question 5 Number of Responses by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
More service on weekends.	55	71	4	1	5
Adding more shelters, benches, and other amenities to bus stops.	90	49	2	0	7
More service on weekday evenings.	33	26	2	0	3
Covering places that currently don't have service.	116	52	2	1	14
Higher frequency service (shorter waits between buses) on weekdays.	74	75	2	1	8
More service during rush hours.	16	16	0	0	3
Higher frequency (shorter waits between buses) on weekends.	34	38	3	0	21

Table 5-4747 Phase 1, Question 5 Percent Who Chose Each Answer by Gender Identity – (raw data)

	Female	Male	Non-Binary	Other	PNTA
More service on weekends.	12.7%	20.9%	26.7%	33.3%	7.0%
Adding more shelters, benches, and other amenities to bus stops.	20.8%	14.5%	13.3%	0.0%	9.9%
More service on weekday evenings.	7.6%	7.7%	13.3%	0.0%	4.2%
Covering places that currently don't have service.	26.9%	15.3%	13.3%	33.3%	19.7%
Higher frequency service (shorter waits between buses) on weekdays.	17.1%	22.1%	13.3%	33.3%	11.3%
More service during rush hours.	3.7%	4.7%	0.0%	0.0%	4.2%
Higher frequency (shorter waits between buses) on weekends.	7.9%	11.2%	20.0%	0.0%	29.6%

Figure 5-31 shows the responses to question 5 by age. **Tables 5-48 and 5-49** show the numbers and percentage rates for those who chose each potential answer. The most preferred service changes across age levels focused on improving coverage, weekend service and weekday frequencies. More service

during rush hour was the least preferred option across age level. One important outlier was that 30% of those under 18 would use additional funding to improve amenities at bus stops.

Figure 5-27 Phase 1, Question 5 Number of Responses by Age – (raw data)

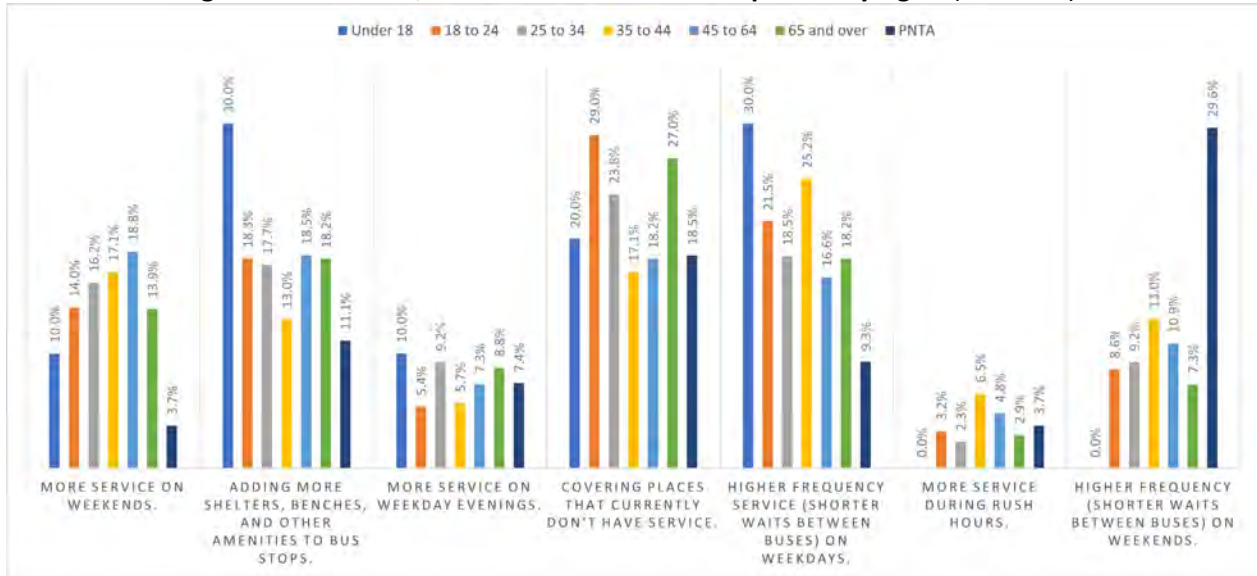


Table 5-4848 Phase 1, Question 5 Number of Responses by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
More service on weekends.	1	13	21	21	59	19	2
Adding more shelters, benches, and other amenities to bus stops.	3	17	23	16	58	25	6
More service on weekday evenings.	1	5	12	7	23	12	4
Covering places that currently don't have service.	2	27	31	21	57	37	10
Higher frequency service (shorter waits between buses) on weekdays.	3	20	24	31	52	25	5
More service during rush hours.	0	3	3	8	15	4	2
Higher frequency (shorter waits between buses) on weekends.	0	8	12	16	34	10	16

Table 5-4949 Phase 1, Question 5 Percent Who Chose Each Answer by Age – (raw data)

	Under 18	18 to 24	25 to 34	35 to 44	45 to 64	65+	PNTA
More service on weekends.	10.0%	14.0%	16.2%	17.1%	18.8%	13.9%	3.7%
Adding more shelters, benches, and other amenities to bus stops.	30.0%	18.3%	17.7%	13.0%	18.5%	18.2%	11.1%
More service on weekday evenings.	10.0%	5.4%	9.2%	5.7%	7.3%	8.8%	7.4%
Covering places that currently don't have service.	20.0%	29.0%	23.8%	17.1%	18.2%	27.0%	18.5%
Higher frequency service (shorter waits between buses) on weekdays.	30.0%	21.5%	18.5%	25.2%	16.6%	18.2%	9.3%
More service during rush hours.	0.0%	3.2%	2.3%	6.5%	4.8%	2.9%	3.7%
Higher frequency (shorter waits between buses) on weekends.	0.0%	8.6%	9.2%	13.0%	10.9%	7.3%	29.6%

Figure 5-32 shows the responses to question 5 by income level. Tables 5-50 and 5-51 show the numbers and percentage rates for those who chose each potential answer. The most preferred service changes across income levels focused on improving coverage, weekend service and weekday frequencies. More service during rush hour was the least preferred option across income levels. One important point is that 26.8% of those earning under \$15,000 per year would use additional funding to improve amenities at bus stops.

Figure 5-28 Phase 1, Question 5 Number of Responses by Income Level – (raw data)

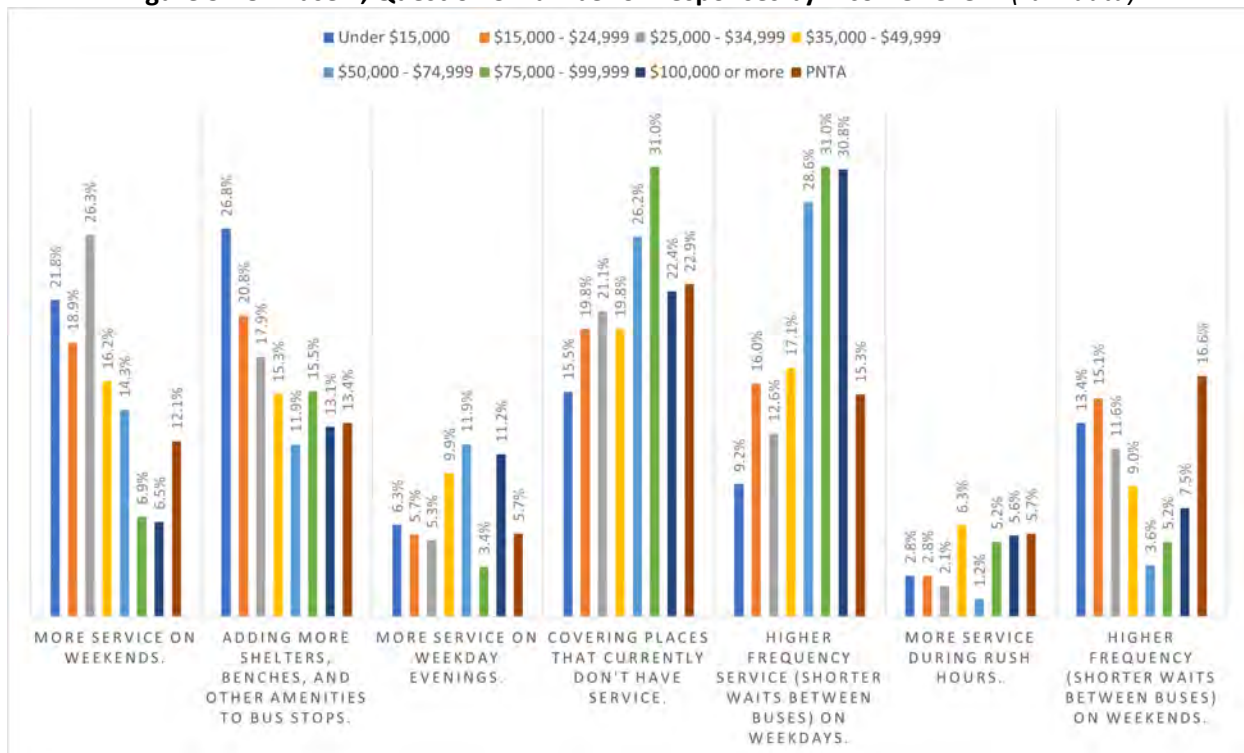


Table 5-5050 Phase 1, Question 5 Number of Responses by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
More service on weekends.	31	20	25	18	12	4	7	19
Adding more shelters, benches, and other amenities to bus stops.	38	22	17	17	10	9	14	21
More service on weekday evenings.	9	6	5	11	10	2	12	9
Covering places that currently don't have service.	22	21	20	22	22	18	24	36
Higher frequency service (shorter waits between buses) on weekdays.	13	17	12	19	24	18	33	24
More service during rush hours.	4	3	2	7	1	3	6	9
Higher frequency (shorter waits between buses) on weekends.	19	16	11	10	3	3	8	26

Table 5-5151 Phase 1, Question 5 Percent Who Chose Each Answer by Income Level – (raw data)

	Under \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more	PNTA
More service on weekends.	21.8%	18.9%	26.3%	16.2%	14.3%	6.9%	6.5%	12.1%
Adding more shelters, benches, and other amenities to bus stops.	26.8%	20.8%	17.9%	15.3%	11.9%	15.5%	13.1%	13.4%
More service on weekday evenings.	6.3%	5.7%	5.3%	9.9%	11.9%	3.4%	11.2%	5.7%
Covering places that currently don't have service.	15.5%	19.8%	21.1%	19.8%	26.2%	31.0%	22.4%	22.9%
Higher frequency service (shorter waits between buses) on weekdays.	9.2%	16.0%	12.6%	17.1%	28.6%	31.0%	30.8%	15.3%
More service during rush hours.	2.8%	2.8%	2.1%	6.3%	1.2%	5.2%	5.6%	5.7%
Higher frequency (shorter waits between buses) on weekends.	13.4%	15.1%	11.6%	9.0%	3.6%	5.2%	7.5%	16.6%



6

PUBLIC COMMENTS OVERVIEW

6. Public Comments Overview

6.1. Public Comments

Public comments, questions, and feedback from each public meeting were collected and categorized into a detailed summary. **Figure 6-1** highlights some of the common themes and priorities recorded. These themes are also detailed below.

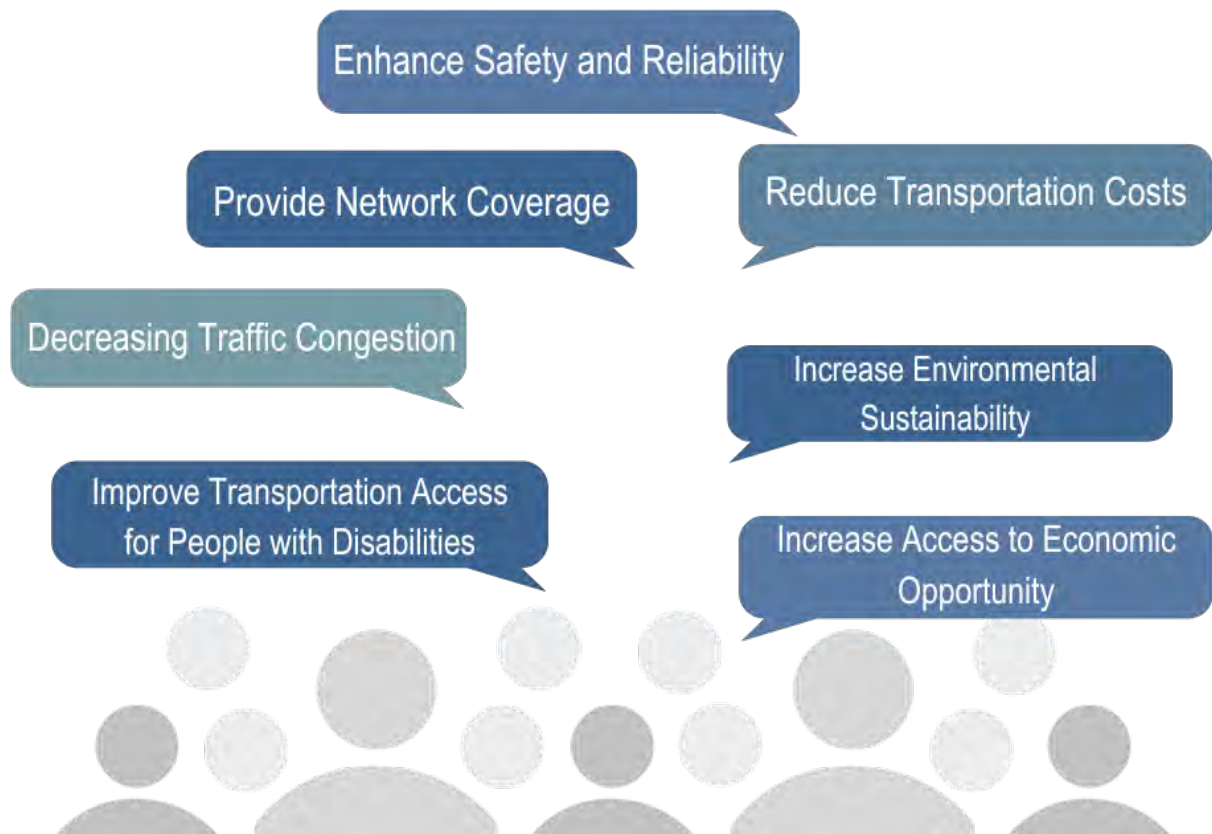


Figure 6-1 Common Themes and priorities from Public Comments

6.1.1. Increase Access to Economic Opportunity

Survey participants and other public comments underscored that accessible transit plays a pivotal role in facilitating economic opportunity by connecting people to essential resources, including employment opportunities, educational institutions, healthcare, and other crucial services. Through the provision of affordable transportation options, stakeholders felt that communities could significantly broaden access to opportunity and chance including gainful employment for individuals from diverse backgrounds and varying income levels, thereby fostering greater economic inclusivity. Some participants noted that the enhancement of transit infrastructure goes beyond merely improving mobility, and serves as a catalyst for attracting investment to historically underserved areas. Stakeholders felt that by bolstering transit accessibility, communities may effectively stimulate economic growth and promote social inclusion, thereby cultivating a more vibrant and equitable socio-economic landscape.

6.1.2. Provide Network Coverage

Public feedback has highlighted the imperative need for network coverage to guarantee residents' access to transit options facilitating connectivity to key destinations such as places of employment, educational institutions, and healthcare facilities. Stakeholders noted that a comprehensive coverage strategy could not only foster mobility for all community members but is particularly crucial for those who heavily rely on public transit services. Expanding transit networks plays a pivotal role in enhancing overall connectivity, mitigating traffic congestion, and fostering sustainable urban development. Many participants noted that it is imperative to optimize transit routes to minimize delays stemming from hubs and transfers, thereby streamlining the commuting experience for passengers. Additionally, several participants identified that the establishment of more East-West express routes along major corridor roads such as Roosevelt, Ulmerton, and Bryan Dairy could potentially enhance connectivity across the region, facilitating efficient movement within urban areas, and ultimately enhancing the accessibility and functionality of the transit network.

6.1.3. Decrease Traffic Congestion

Participants consistently expressed their preference for mitigating traffic congestion by providing efficient alternatives to individual car travel, notably through the utilization of buses and trains. By actively encouraging people to use public transportation, stakeholders noted that transit systems could effectively diminish the volume of vehicles on roadways, thereby enhancing traffic flow and reducing overall travel times. Furthermore, the implementation of transit-oriented development initiatives centered around transit hubs could serve to bolster sustainable transportation practices while concurrently alleviating congestion within urban environments. The public felt that this concerted approach could not only foster a more seamless and efficient transportation network but also contribute to the creation of safer, more accessible communities.

6.1.4. Improve Transportation Access for People with Disabilities

Public feedback emphatically advocated for transportation access for individuals with disabilities and noted this initiative as a cornerstone of promoting inclusivity within transit systems. Stakeholders noted specific provisions of accessible infrastructure both onboard vehicles and at transit stations, including but not limited to ramps and priority seating for those with disabilities. In addition, incorporating features such as audible announcements and braille signage were noted as elements to accommodate individuals with visual impairments, enhancing their ability to navigate the transit network with independence and confidence. Stakeholders felt strongly that by steadfastly implementing these inclusive measures, transit systems could not only facilitate equitable access to transportation but also empower individuals with disabilities to actively engage and contribute to their communities.

6.1.5. Reduce Transportation Costs

Public feedback emphasized the critical importance of enhancing affordability and accessibility through efficient transit systems. By implementing affordable fare options and prioritizing fuel-efficient operations, stakeholders felt that transportation costs could be significantly reduced, thereby alleviating financial burdens on commuters. Participants noted that this strategic approach not only promotes access to transportation services but also contributes to the mitigation of congestion and environmental impacts linked to private vehicle usage. By prioritizing these measures, transit systems can effectively address the needs of diverse communities while fostering sustainable mobility solutions for the broader population.

6.1.6. Increase Environmental Sustainability

Stakeholders expressed strong endorsement for transit systems as pivotal components in addressing environmental concerns, particularly in reducing greenhouse gas emissions and alleviating traffic congestion. Promoting the utilization of public transportation over individual vehicular travel serves to significantly mitigate air pollution. In addition, participants noted that embracing the adoption of electric or hybrid vehicles, alongside implementing sustainable infrastructure practices, serves to further diminish transit's environmental footprint. Stakeholders showed support for prioritizing environmentally friendly policies and making strategic investments in transit infrastructure in order to cultivate a cleaner, more sustainable future.

6.1.7. Enhance Safety and Reliability

Stakeholders have emphasized the critical importance of creating a safer and more reliable transit network by providing insightful input on various key areas. They have underscored the need to allocate resources towards enhancing technology for real-time updates at stops and service mapping, recognizing its potential to improve passenger experience and reduce wait times. Additionally, stakeholders have voiced concerns about the impact of hot climates and rain on passengers' comfort and safety, advocating for the prioritization of covered bus stops with benches. Moreover, they have highlighted the necessity of focusing on sidewalk repairs to ensure safe and accessible travel, particularly for individuals with disabilities. Ensuring that stops are accessible, equipped with sidewalks and benches, has been identified as a priority by stakeholders to accommodate diverse passenger needs effectively. Stakeholders have also emphasized the importance of promoting alternative modes of transportation, such as walking to bus stops, to alleviate traffic congestion and foster a healthier environment. Furthermore, they have suggested considering the introduction of a Trolley service along the 4th St. Corridor to enhance accessibility and connectivity within the transit network. Addressing issues related to unfriendly and rude behavior of PSTA bus drivers in public areas, as well as tackling concerns regarding older buses and infestations, have also been highlighted as crucial steps towards achieving a safer and more reliable transit network as per stakeholders' perspectives. Through collaborative efforts and effective implementation of these recommendations, stakeholders aim to enhance the overall quality and accessibility of public transportation for all passengers.



7

CONCLUSION

7. Summary and Next Steps

The Community Bus Plan's Phase 1 Public Engagement has been a pivotal step in ensuring that the transportation needs of Pinellas County residents, workers, and visitors are adequately addressed. Through a multi-layered approach to public participation, including in-person and virtual meetings, stakeholder workshops, community events, employee in-reach, and an extensive online survey, diverse voices were heard, opinions were shared, and valuable feedback was collected.

The engagement process not only provided an opportunity for individuals to express their transit-related needs and concerns but also fostered a sense of community involvement and collaboration in shaping the future of public transit in Pinellas County. The efforts to reach out to various demographic groups and geographic areas ensured that the voices of all community members, including those with disabilities, limited English proficiency, and diverse socio-economic backgrounds, were represented.

The data and insights gathered from Phase 1 public engagement will serve as a foundation for the next steps in the Community Bus Plan, including the core design retreat and Phase 2 public engagement. By integrating public input into the planning process, PSTA and its partners can develop recommendations and strategies that align with the community's priorities and values, ultimately leading to a more inclusive, accessible, and efficient public transportation system for Pinellas County.

Moreover, the success of the Community Bus Plan hinges on sustained engagement and collaboration with the community. Therefore, ongoing efforts to solicit feedback, communicate updates, and involve stakeholders in decision-making processes will be paramount. By nurturing a culture of transparency, inclusivity, and responsiveness, the Pinellas Suncoast Transit Authority (PSTA) and its partners can build trust and confidence among residents, fostering a sense of ownership and investment in the transit system's success.

Next Steps:

1. First Core Design Retreat: Moving forward, the insights gleaned from Phase 1 will guide the formulation of concrete strategies and actionable recommendations comparing the needs of Ridership and Coverage to address the identified transit challenges. These strategies will be further refined through collaborative sessions, such as the upcoming core design retreat, where stakeholders will converge to co-create a shared vision for the transit system. This retreat will bring together staff members from PSTA and local jurisdictions to collaboratively refine and shape the future direction of the transit system.

2. Phase 2 Public Engagement: Phase 2 public engagement will provide an opportunity for community members to provide feedback on Ridership-focused or Coverage-focused bus network concepts developed during the Core Design Retreat. The concepts will allow the public to envision what Ridership-focused and Coverage-focused networks could look like and select their preference. This feedback will ensure that the final plan is reflective of the community's evolving priorities and values.

3. Second Core Design Retreat: Using feedback from the public, a Draft Plan will be created. In Phase 3, we will seek feedback from the public on the Draft Plan.

4. Data Analysis and Strategy Development: The data collected from Phase 1, including survey responses, feedback from meetings and workshops, and demographic analyses, will undergo comprehensive analysis. This analysis will inform the development of targeted strategies and recommendations aimed at addressing the identified transit needs and priorities.

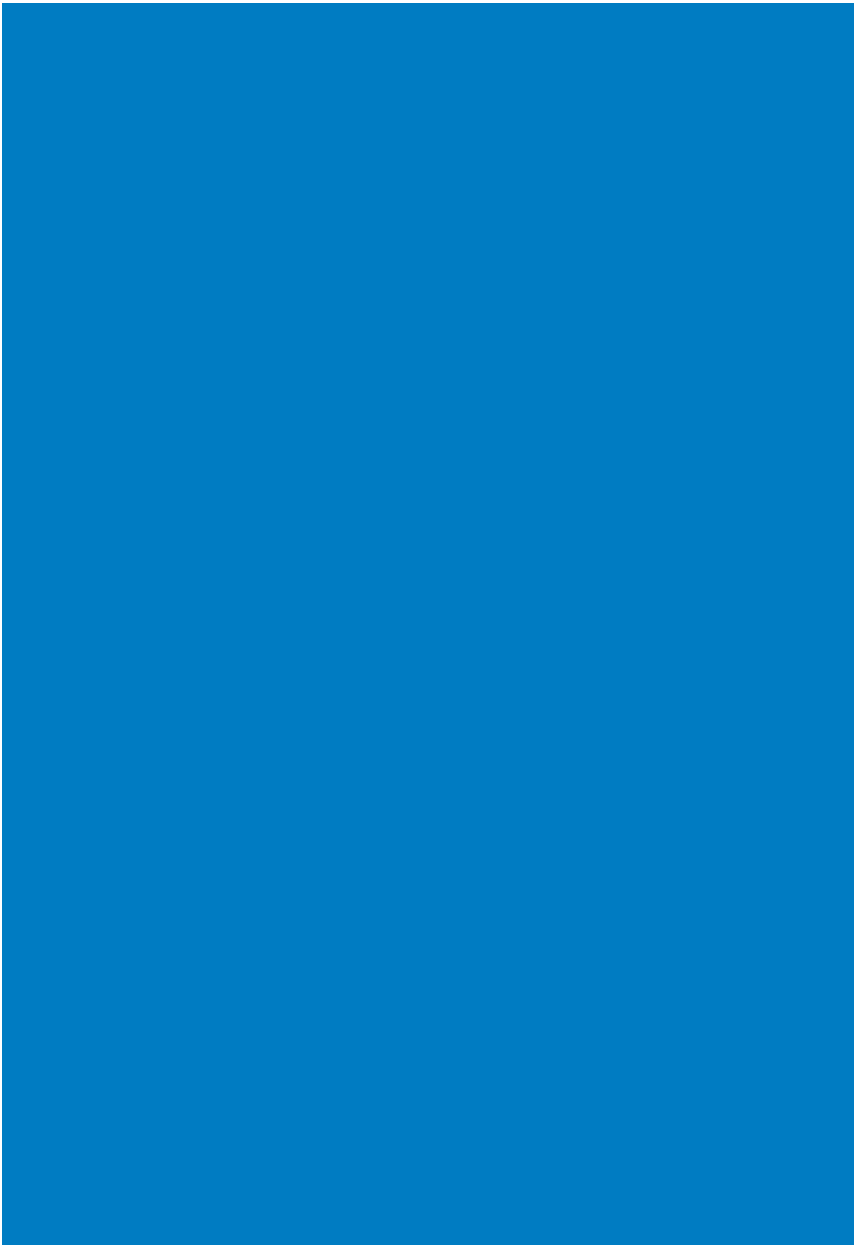
5. Implementation Planning: With a clear understanding of community needs and preferences, PSTA and its partners will embark on the development of an implementation plan. This plan will outline actionable steps, timelines, and resource allocations necessary to realize the proposed transit enhancements and improvements.

6. Continued Collaboration and Communication: Throughout the planning and implementation process, ongoing collaboration with community stakeholders, elected officials, advocacy groups, and other relevant parties will be paramount. Transparent communication and regular updates will ensure that the community remains engaged and informed every step of the way.

The Phase 1 Public Engagement of the Community Bus Plan lays a solid groundwork for the development of a transit system that not only meets the present needs of Pinellas County but also anticipates and adapts to future challenges and opportunities. The community-driven outreach strategy harnessed the collective wisdom and insights of Pinellas County's diverse and unique communities. Through continued collaboration and a steadfast commitment to community-driven decision-making, PSTA aims to create a transportation network that enhances mobility, accessibility, and quality of life for all residents.



APPENDIX A



PSTA Community Bus Plan

Weekly Report

FORM ANALYTICS

PSTA Community Bus Plan

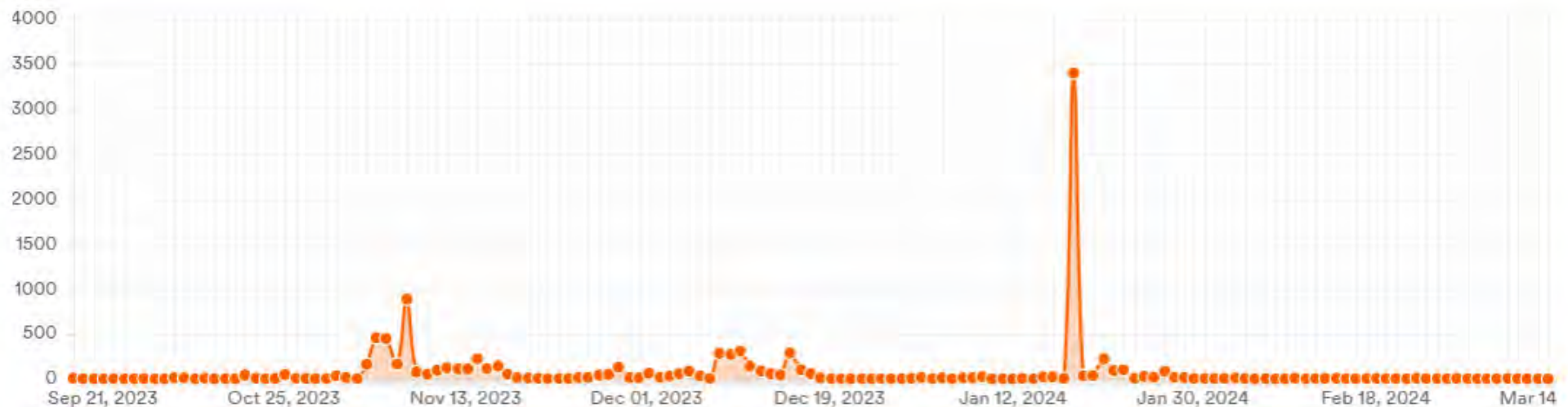
This week

This month

All-time

Custom

Showing analytics for September 21, 2023-March 18, 2024 GMT -4:00



10,121

Views

849

Responses

8%

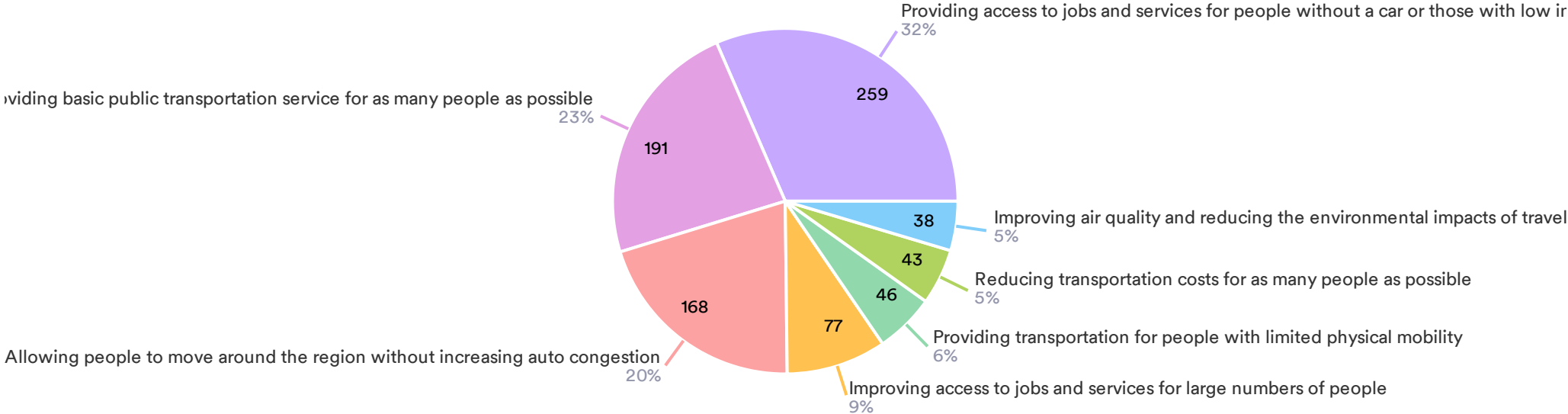
Conversion Rate

05:11

Avg. Time

Transit can focus on many different goals and priorities. Of the following seven goal statements, please identify your top priority for transit.

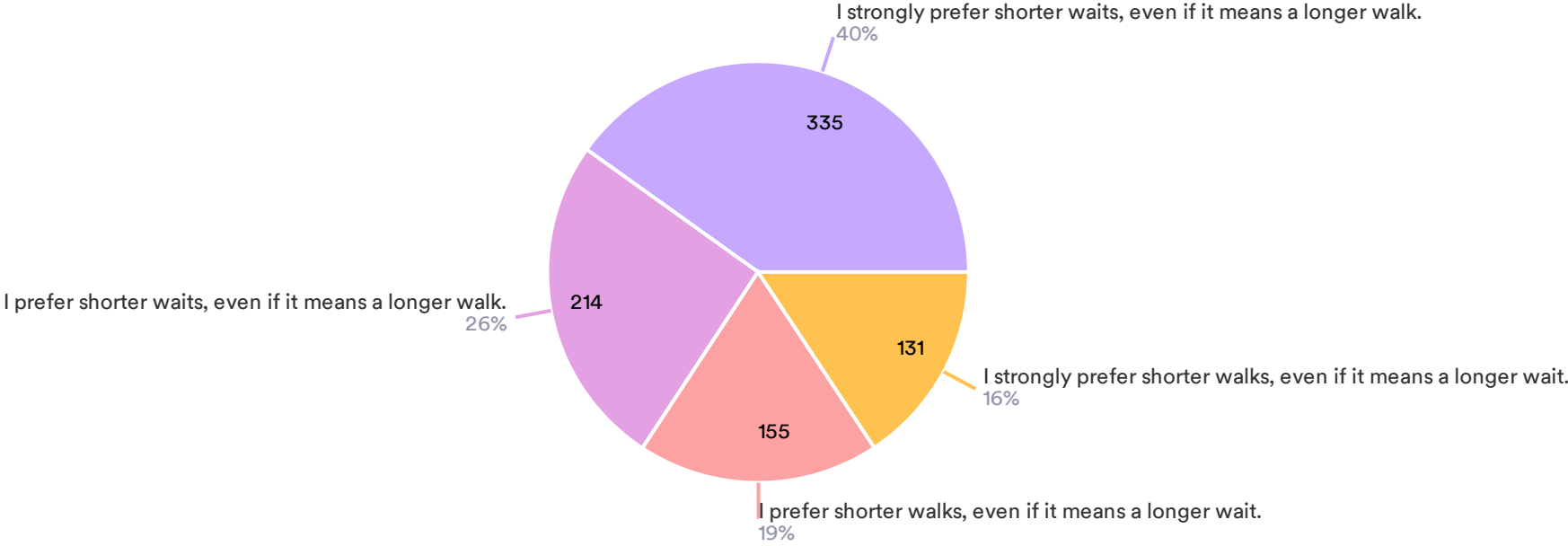
822 Responses- 45 Empty



- Providing access to jobs and services for people without a car or those with low incomes
- Providing basic public transportation service for as many people as possible
- Allowing people to move around the region without increasing auto congestion
- Improving access to jobs and services for large numbers of people
- Providing transportation for people with limited physical mobility
- Reducing transportation costs for as many people as possible
- Improving air quality and reducing the environmental impacts of travel

Thinking about this walking versus waiting trade-off, would you rather: (1) Walk a short distance, but wait longer for your bus? Or (2) Walk further, but have a short wait for your bus?

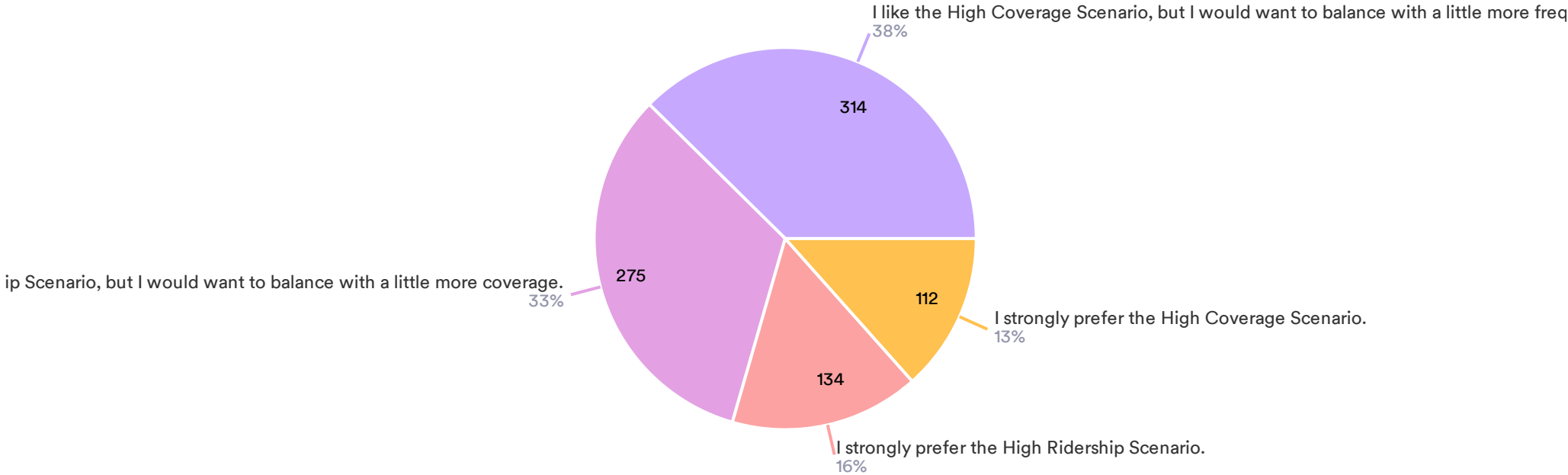
835 Responses- 32 Empty



- I strongly prefer shorter waits, even if it means a longer walk.
- I prefer shorter waits, even if it means a longer walk.
- I prefer shorter walks, even if it means a longer wait.
- I strongly prefer shorter walks, even if it means a longer wait.

Please think about which above Scenario comes closer to how you would prioritize PSTA bus service.

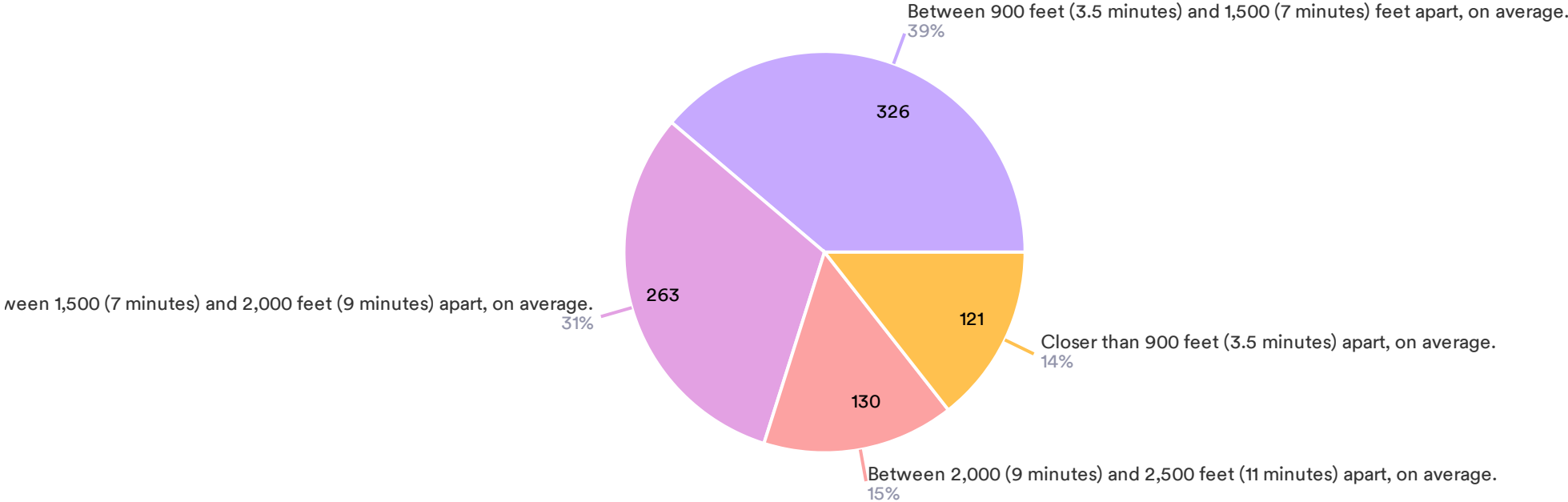
835 Responses- 32 Empty



- I like the High Coverage Scenario, but I would want to balance with a little more frequency.
- I like the High Ridership Scenario, but I would want to balance with a little more coverage.
- I strongly prefer the High Ridership Scenario.
- I strongly prefer the High Coverage Scenario.

Thinking about this trade-off, how far apart should bus stops on local routes be in the future?

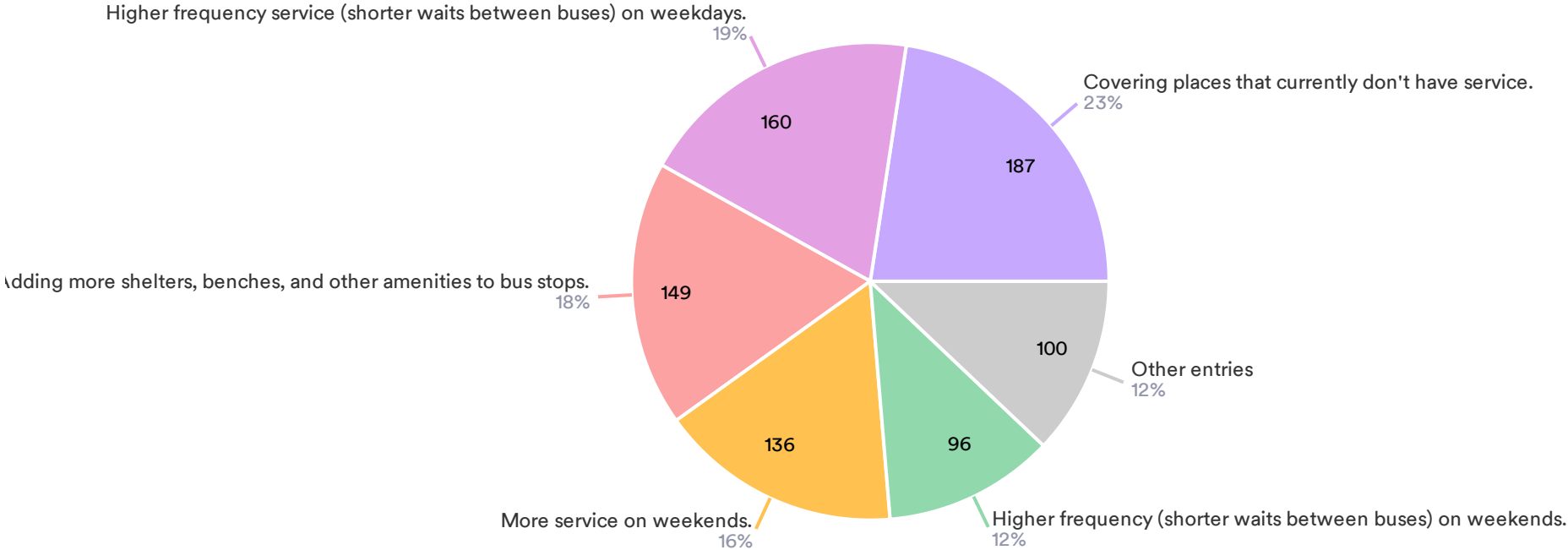
840 Responses- 27 Empty



- Between 900 feet (3.5 minutes) and 1,500 (7 minutes) feet apart, on average.
- Between 1,500 (7 minutes) and 2,000 feet (9 minutes) apart, on average.
- Between 2,000 (9 minutes) and 2,500 feet (11 minutes) apart, on average.
- Closer than 900 feet (3.5 minutes) apart, on average.

If PSTA had additional money for bus service, what would you spend it on first?

828 Responses- 39 Empty



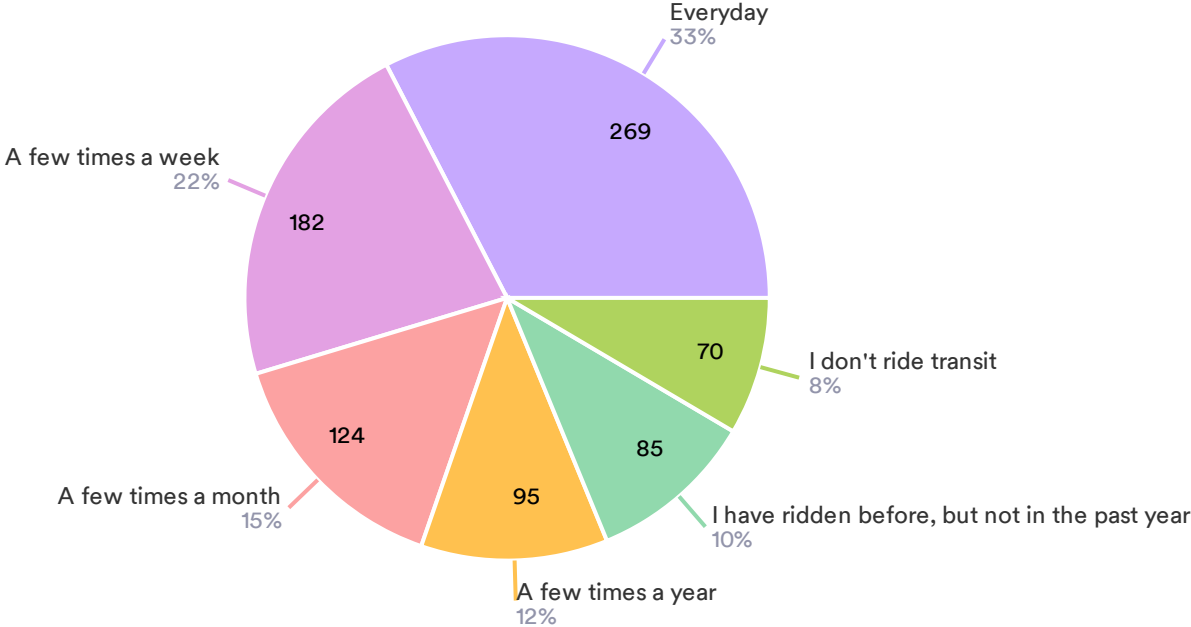
Do you have any other thoughts to share about bus service or transit needs in Pinellas County? Please respond below.

303 Responses- 564 Empty

Data	Responses
No	4
N/A	2
None	2
PSTA should focus on increasing ridership and serving current and new dense developments.	2
<p>If you want more efficiency, busses need to go fare free. Service was noticeably smoother during the pandemic when fares were suspended. We need to avoid privatization/partnerships at all costs. Break the contract with Uber! Small shuttles & after hours access services should be provided directly by PSTA. Uber is an exploitative company who doesn't pay its employees an hourly wage. They rely on tip \$, and low income/disabled riders shouldn't be expected to tip when utilizing discounted rides thru Uber. Downsizing to smaller busses in less frequented areas should be explored, especially if it cuts down on operational costs, but services should not be cut in less dense/low ridership areas. For the people in these areas, service is VITAL, needs to serve everybody! The money is there, the political will isn't. Make the corporations pay their fair share!</p>	2
<p>Allocate resources to enhance technology for real-time updates at stops and service mapping, while addressing our generally hot climate by prioritizing shaded bus stops. With stops spaced further apart, focus on sidewalk repairs to facilitate safe and accessible travel for all, especially those with disabilities. A thorough demographic analysis will inform these improvements to meet the community's specific needs.</p>	1

In a typical month, how often do you use transit services in the region?

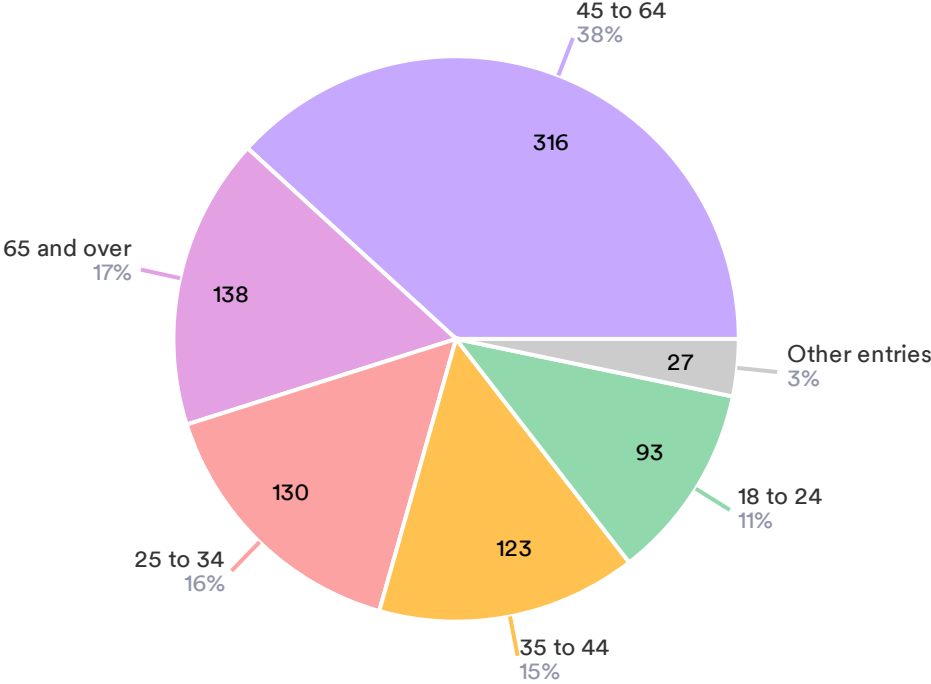
825 Responses- 42 Empty



- Everyday
- A few times a week
- A few times a month
- A few times a year
- I have ridden before, but not in the past year
- I don't ride transit

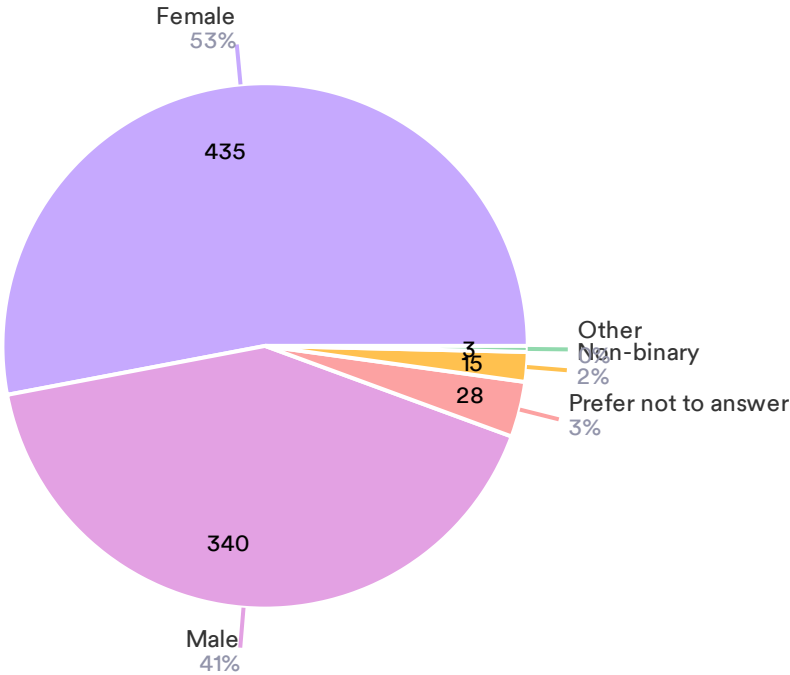
What is your age?

827 Responses- 40 Empty



You identify your gender as:

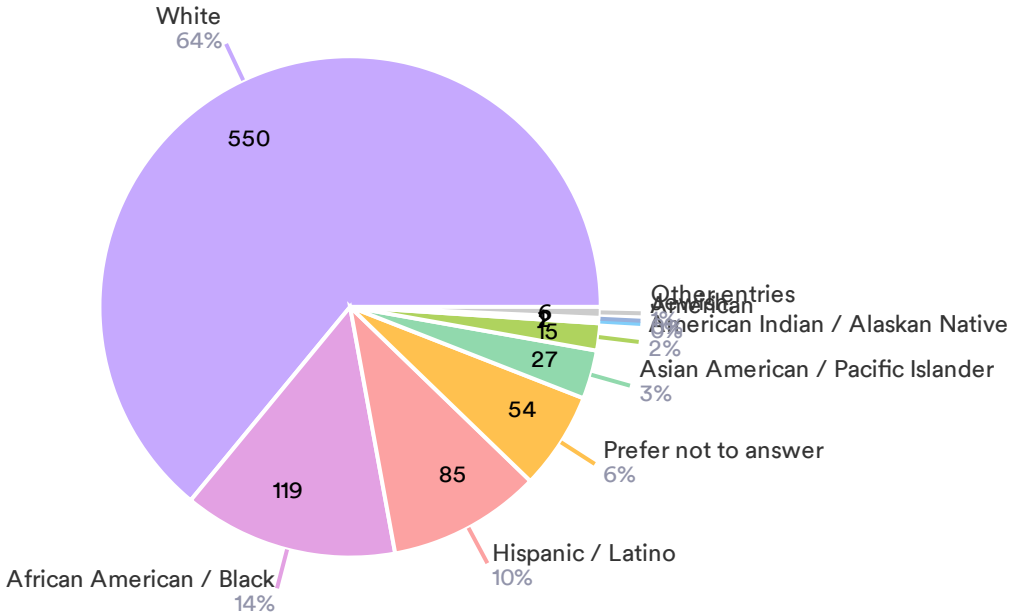
821 Responses- 46 Empty



● Female ● Male ● Prefer not to answer ● Non-binary ● Other

What is your race or ethnicity?

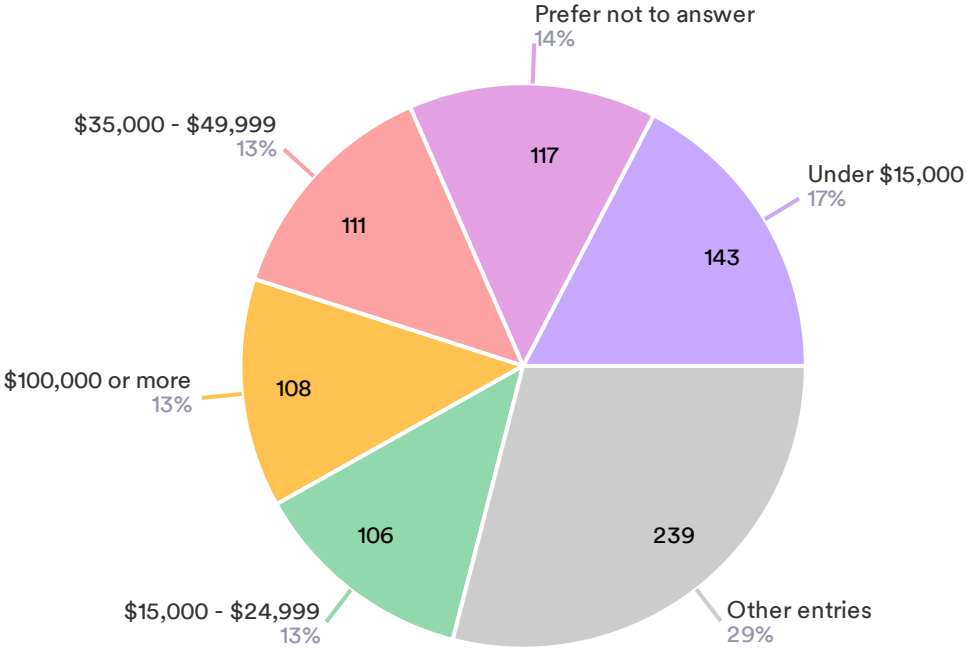
859 Responses- 45 Empty



- White
- African American / Black
- Hispanic / Latino
- Prefer not to answer
- Asian American / Pacific Islander
- American Indian / Alaskan Native
- American
- Jewish.
- Other entries

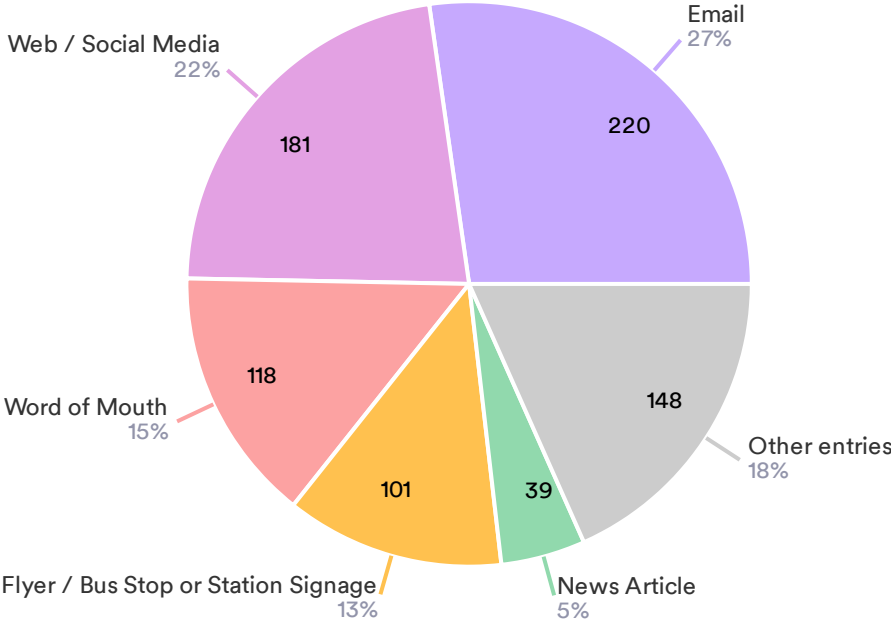
What was the approximate combined income of the people living in your home last year?

824 Responses- 43 Empty



How did you hear about the PSTA Community Bus Plan?

807 Responses- 51 Empty



What is your home zip code?

782 Responses- 85 Empty

Data	Respo...
33701	74
33713	49
33707	38
33712	37
33705	32
33710	31
33756	30
33714	29
33711	26
33702	25
33771	23
33755	22
33760	18
33770	18
33704	18

Email

644 Responses- 223 Empty

Data	Responses
tdunphycove@gmail.com	3
sadiej121949@gmail.com	3
mpitrelli@hotmail.com	2
khlmekhl@gmail.com	2
dsuriano1227@gmail.com	2
emplante07@gmail.com	2
elisab.olden@yahoo.com	2
johnhope951@gmail.com	2
windlandanita@yahoo.com	2
kathryn.savage2014@gmail.com	2
iansan5653@gmail.com	2
stephthomas041@gmail.com	2
elsierhodes11173@gmail.com	2
obsidianresearchgroup@gmail.com	2
michaelgaffigan@sbcglobal.net	2

Phone Number

582 Responses

Data	Resp...
(727) 656-1270	3
(540) 498-1997	2
(727) 355-6563	2
(727) 432-0596	2
(727) 687-0486	2
(727) 479-3466	2
(727) 314-9505	2
(727) 337-8784	2
(239) 324-9843	2
(727) 280-4520	2
(727) 666-1410	2
(727) 383-6035	2
(727) 210-9057	2
(727) 657-7308	2
(727) 717-0298	2