



# Moving to a Core Network Focus in the Face of a Coverage Mentality

## APTA Sustainability & Multimodal Planning Workshop

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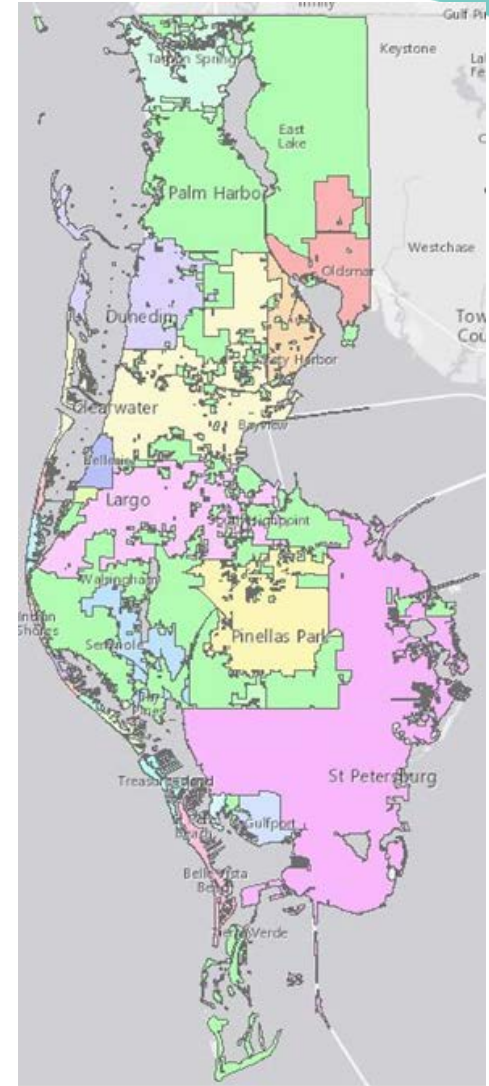
Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida





# PSTA and Pinellas County

- Population of 949,827 (2015)
- Median age of 46
- 24 municipalities – 22 served by PSTA
- Top business sectors are health services, tourism services, manufacturing, and financial services
- 43 bus routes
- 13.4 million trips in FY16
- Operating budget of \$74 million



# Background

- 2013 Community Bus Plan
  - Eliminate low performing routes
  - Increase core network service
- Greenlight Pinellas Plan
  - Bus Plan recommendations + light rail line
  - Sales tax referendum 2014 **FAILED**
- Path Forward Strategic Plan



# Path Forward Strategic Plan

**Mission: PSTA provides safe, affordable public transit to our community. We help guide land use decisions and support economic vitality to enhance our quality of life.**

## Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



## Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



## Customer Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



## Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



## Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



## Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



## Focus on Customer-Oriented Public Transit Services

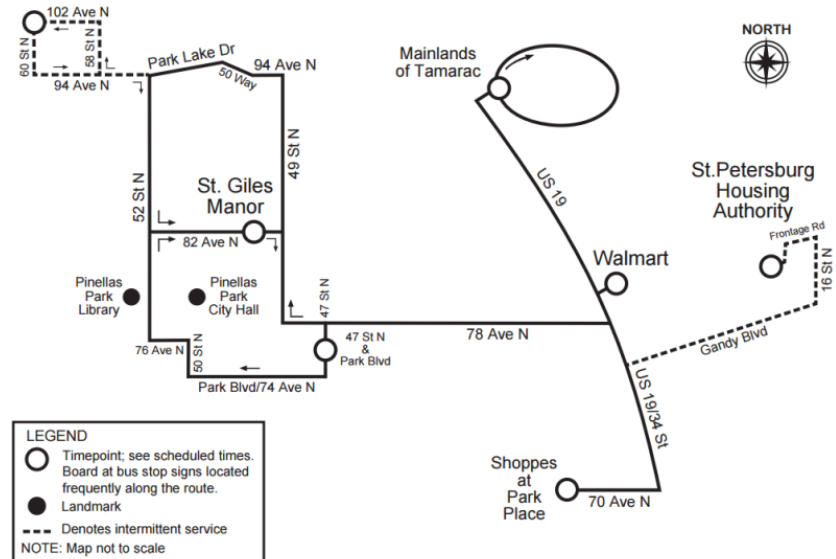
- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.



# “No New Revenue” multi-phase system redesign

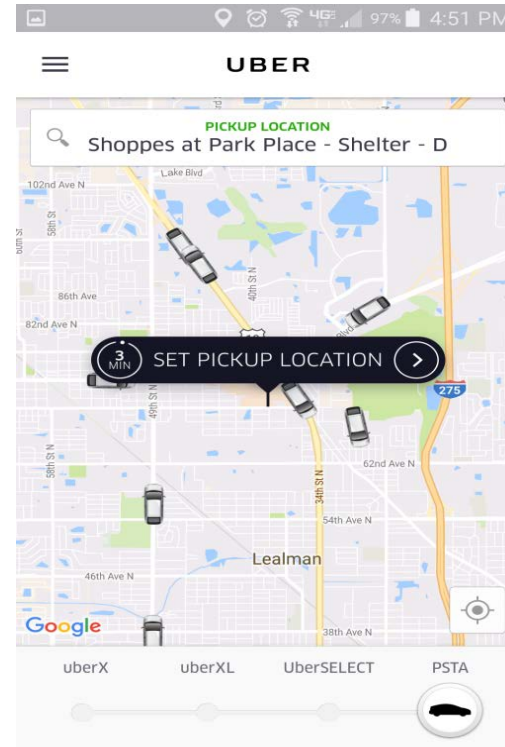
East Lake Connector  
1.57 Passengers per Revenue Hour  
~470 rides/month  
\$45.80 per trip

Route 444  
1.09 Passengers per Revenue Hour  
~800 rides/month  
\$19.02 per trip

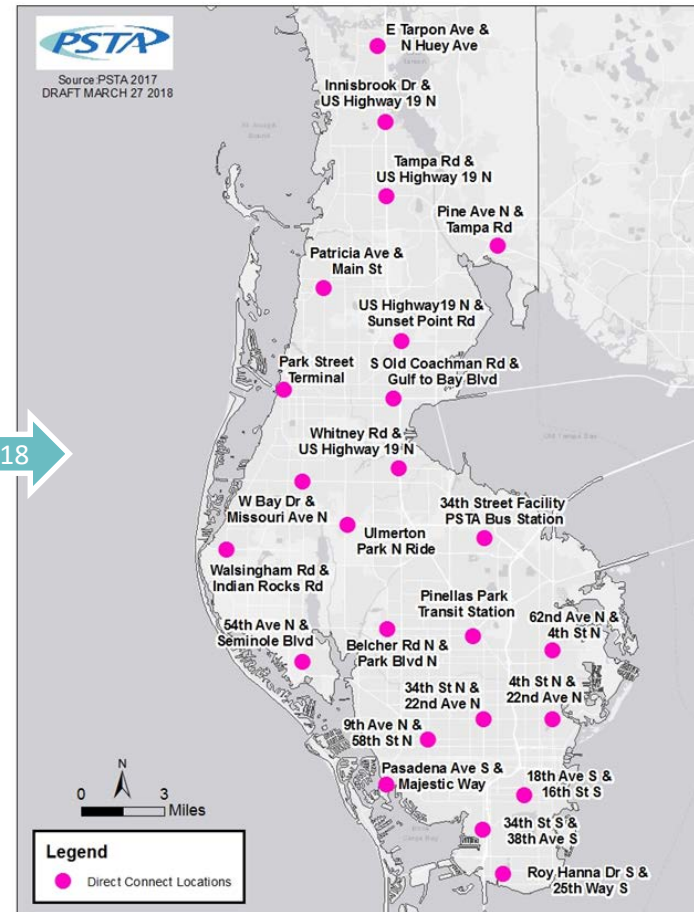
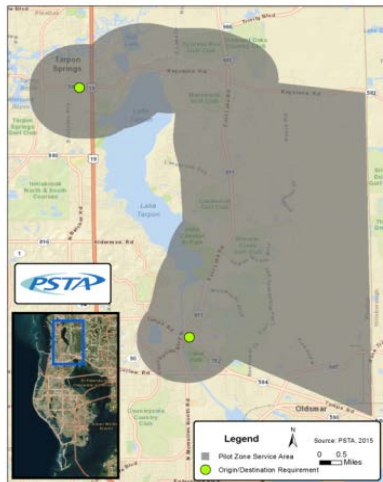
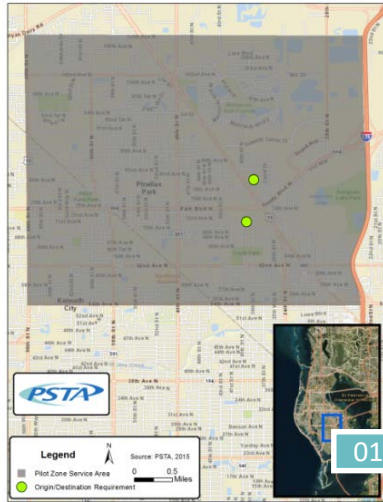


# Direct Connect Service

- First/Last mile connection to the PSTA fixed route system



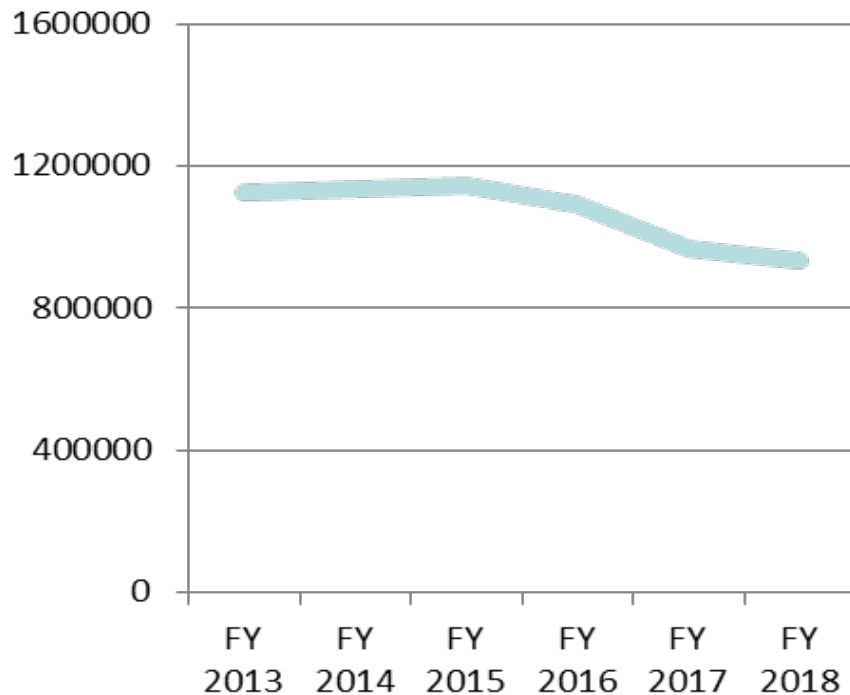
# Direct Connect Expansion





# In the meantime....

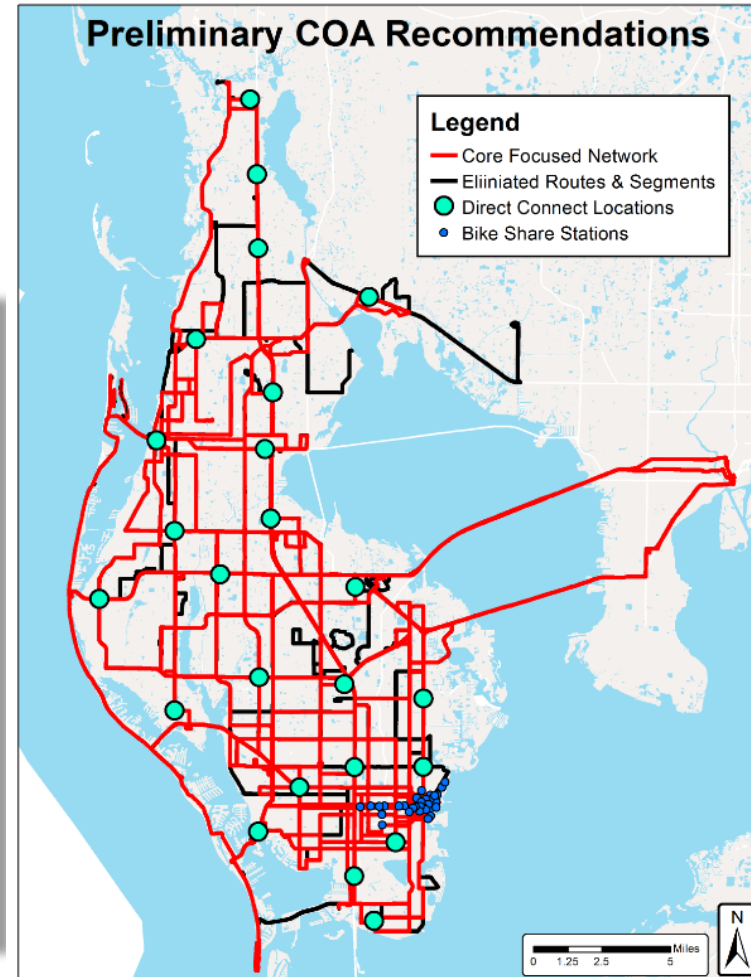
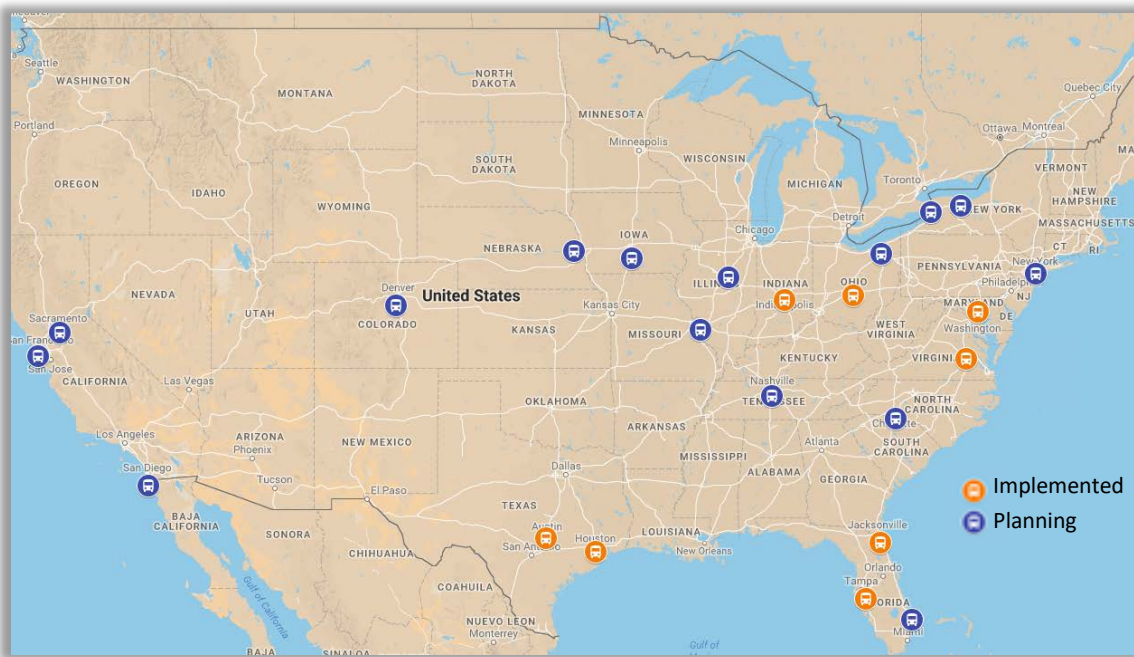
## Average Monthly Ridership



Strategy	Metric Code	Metric	Performance Goals
Community Support	ORG1	Conduct Survey of Service Area Residents on Perception of PSTA Value	Q2 Goal: Award Contract
	ORG2	Number of Funding Partnerships	Q2 Goal = 6
	ORG3	Improved Environmental Sustainability Indicators Per Quarter	Q2 Goal = 6
	ORG4	State & Federal Legislative Initiative Advancements Per Quarter	Q2 Goal = 2
Financial Stability	ORG5	Annual Budget Variance	≤ 2%
	ORG6	Financial Diversity In Millions of Dollars Per Quarter	\$5.17M
	ORG7	Operating Cost per Revenue Hour Per Quarter	≤ \$115.75
	ORG8	Passenger Trips per Revenue Hour	17
Customer Satisfaction	ORG9	Fixed Route Net Promoter Score	30
	ORG10	Paratransit Net Promoter Score	30
	ORG11	Fixed Route Overall Customer Satisfaction	79%
	ORG12	Paratransit Overall Customer Satisfaction	79%



# Strategy



# Goals

- Build Transit Constituency
  - Increase use of transit for more trip purposes
  - Attract new riders
- Improve transit competitiveness
  - Improve travel times
  - Improve reliability
  - Increase frequency and span
- Build financial sustainability
  - Maximize return on transit investments
  - Seek new funding and partnerships



More Reliable Service



Faster Service



Cost Effective Service



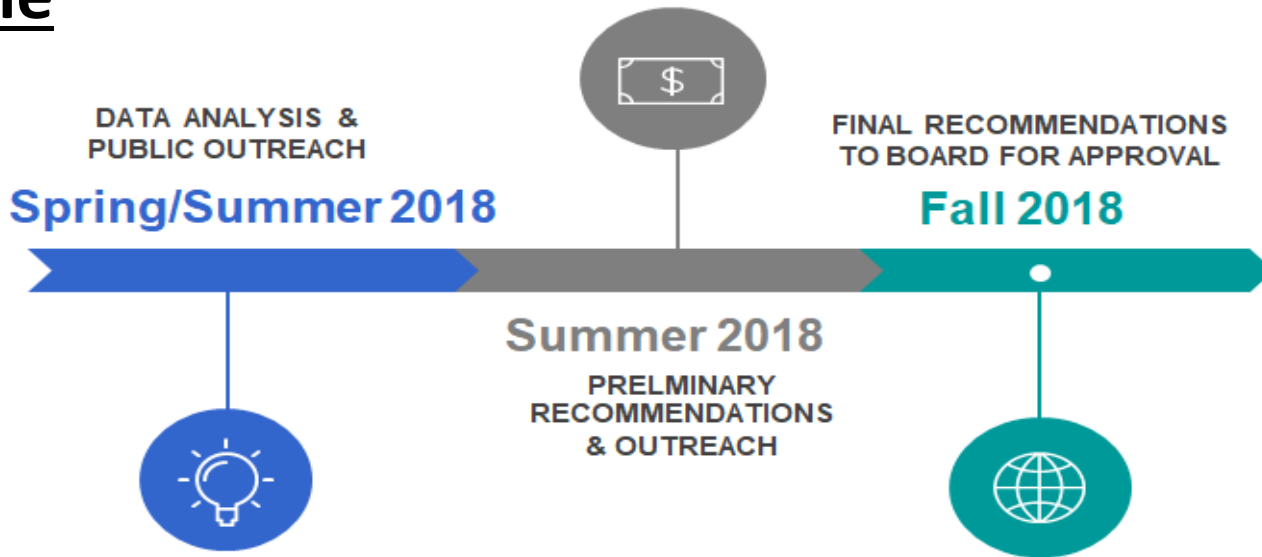
# Potential Outcomes

- Status Quo

- Core +    

- Increased Funding

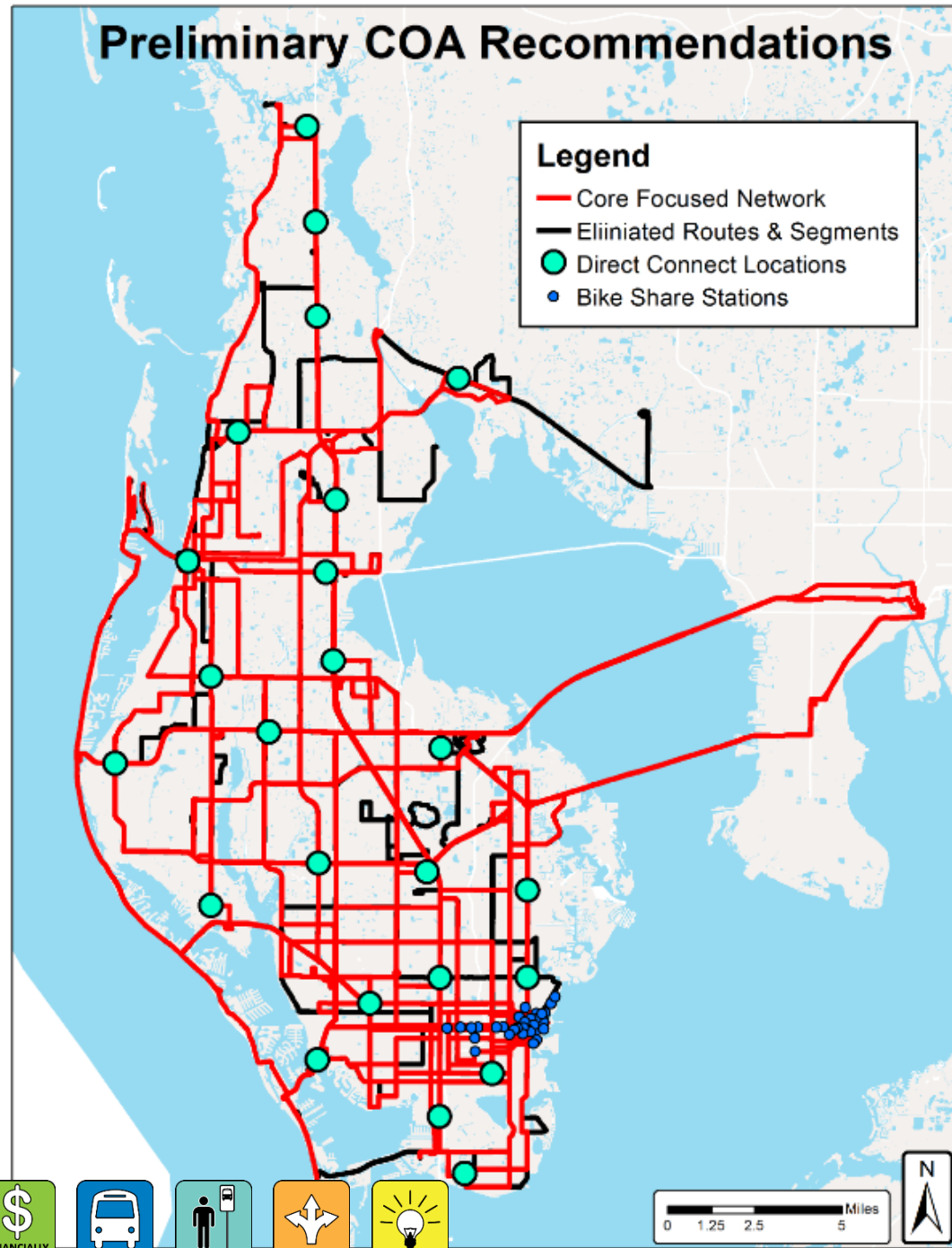
# Schedule



# Core + Innovation Network



## Preliminary COA Recommendations



CUSTOMER



GOVERNANCE



FINANCIALLY SUSTAINABLE



CAPITAL



SERVICE



EXPANSION



VISIONARY