



TRAC STAR Award Program

Category: 3. Best Marketing & Communications to Highlight Transit
Needs/Funding

Sub-Category: Shoestring Tactic

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

Target Audience

- Developers, business owners, and municipalities who recognize the value of pedestrian and public transit access for their facilities

Situation/Challenge

- PSTA's Transit Riders Advisory Committee (TRAC) is made up of 12 current PSTA riders representing different geographic and demographic part of the Pinellas County.
- In spring of 2018 the TRAC created the Superior Transit Access Recognition "STAR" award to honor public and private organizations that have made significant efforts to provide safer and better-planned access for public transit riders in Pinellas County.
- The TRAC STAR award is part of PSTA's ongoing effort to forge new and innovative partnerships to improve transit and transportation options in our region

Situation/Challenge

- Transit *is* a pedestrian activity, so any time we can improve pedestrian access, we help make our system better
- This award was designed to demonstrate that Transit Oriented Development can be extremely simple – such as a simple curb cut for easier pedestrian access or orienting a building so that one entrance is adjacent to the transit corridor – instead of having entrances separated from the corridor by a large parking lot

Objective/Strategy

- Once the first partner was selected, staff would formally present a plaque and decal to the winner with the goal of attracting positive press and igniting deeper interest in the program among other developers and municipalities

Award Criteria

- Any may nominate an entity for a TRAC STAR award.
- Projects or efforts nominated must benefits transit riders in Pinellas County. Examples include:
 - Improved access to and from a bus stop, transit center or route
 - Paved and marked pathways to crosswalks, nearby establishments and bus stops
 - Inclusion of transit accessibility in construction codes
 - Transit Oriented Development for new or existing (retrofitted) sites

Award Criteria

- The key criteria of a pedestrian/transit friendly sidewalk are that it is paved, free of obstructions and has at least 7 feet of vertical clearance.
- Nominee(s) must have made a specific effort to construct or upgrade access to a bus stop, transit center or connection to route from their facility or within their jurisdiction.
- Additional consideration will be given to nominees who demonstrate a collaborative effort with public and private partners in achieving the improvement.
- Photographs and exact location of the nominated project must be included with the submission.

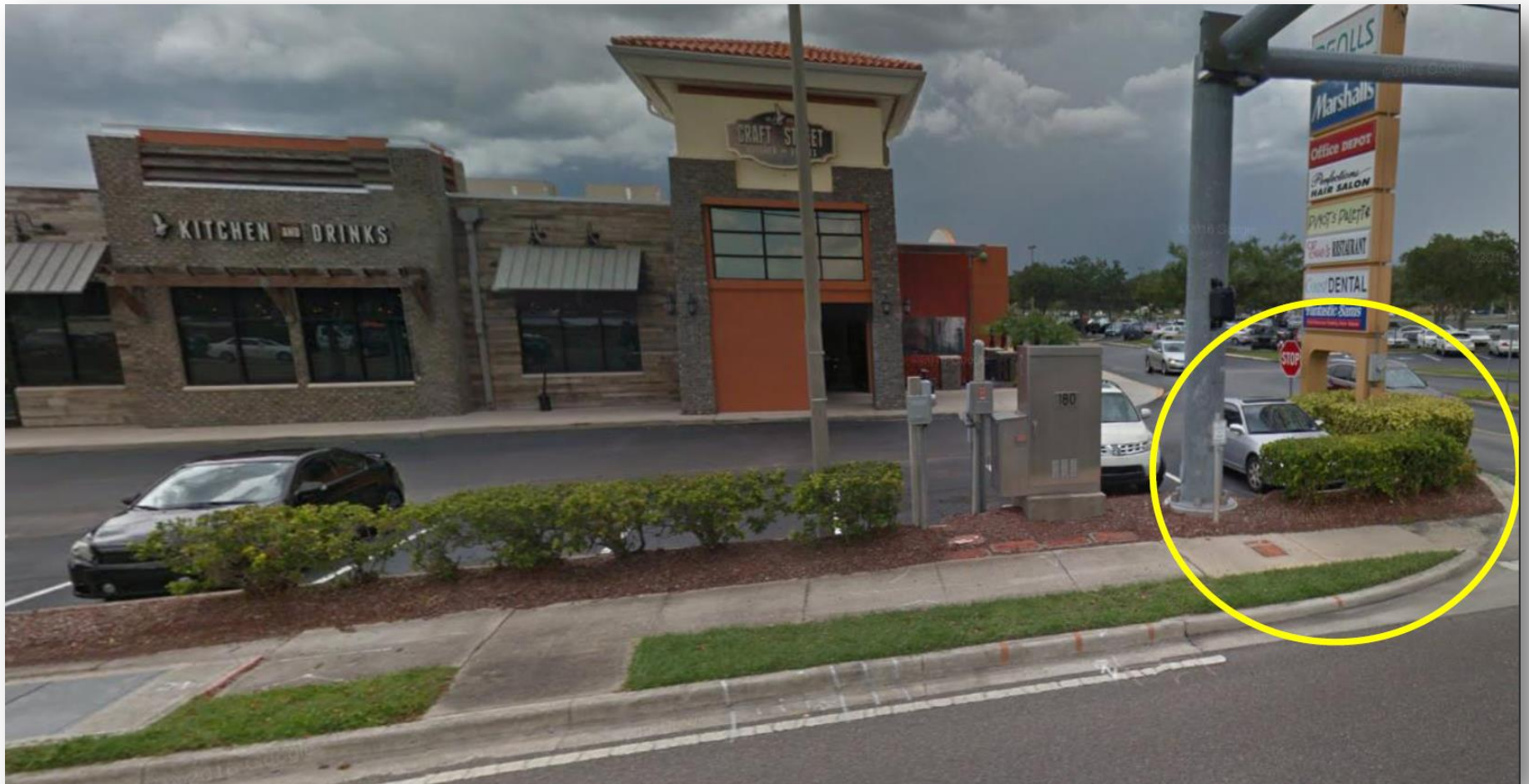
The First Award

- The first STAR to be awarded was the Woodlands Square shopping center in Oldsmar, FL, which significantly improved wheelchair and pedestrian access thanks to the work of TRAC Chair Gloria Lepik-Corrigan



Project Area Before Improvement

- Pedestrians and/or wheelchair users were forced to walk through an active driveway to access the shopping center

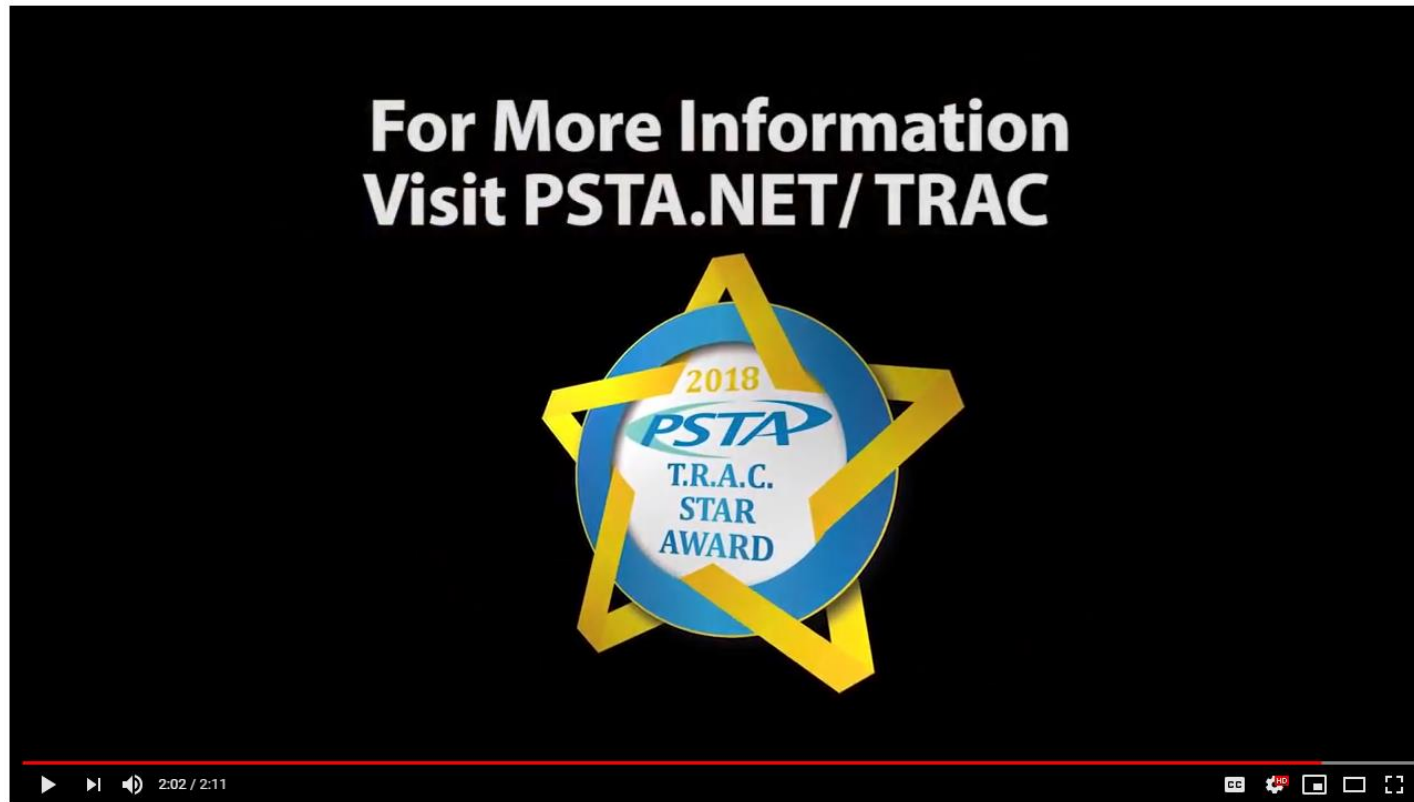


Project Area After Improvement

- Improvements added marked pedestrian walkways and a curb cut from the sidewalk into the center



Promo Video



<https://www.youtube.com/watch?v=ILzdxChknh8&t=2s>

Presenting the Award

- The award was presented to City of Oldsmar Mayor Doug Bevis at a PSTA Board Meeting (the developer was also awarded, but unable to attend)



Award Certificate



presented to:

The Honorable Douglas Bevis, Mayor – City of Oldsmar for
Woodlands Square Shopping Center

In recognition of superior design and construction of safe, accessible pathways to public transportation stops or waiting areas for transit riders in Pinellas County.

Gloria Lepik-Corrigan, T.R.A.C. Chair

Brad Miller, CEO

Date

Results

- PSTA and the City of Oldsmar sent out a joint press release which resulted in a feature story on Bay News 9 with local traffic reporter celebrity Chuck Henson
- The story featured our TRAC Chair's story of her work to get the stop improved, and the subsequent STAR award recognition
- Since this first award, four more projects have been nominated and selected to win a STAR
- The TRAC STAR program has elevated the importance of developers, municipalities, and businesses making a conscious effort to create and support pedestrian and public transit access.

Results

- Bay News 9 does not have story videos available on their website, so here are some photos from the interview



Why this campaign should win

- Aside from staff time, this awards program cost less than \$50 in materials for certificates, frames, and decals
- However, the value to the community is ongoing – this program recognizes local partners who see the value of public transit and forges long-lasting relationships with them