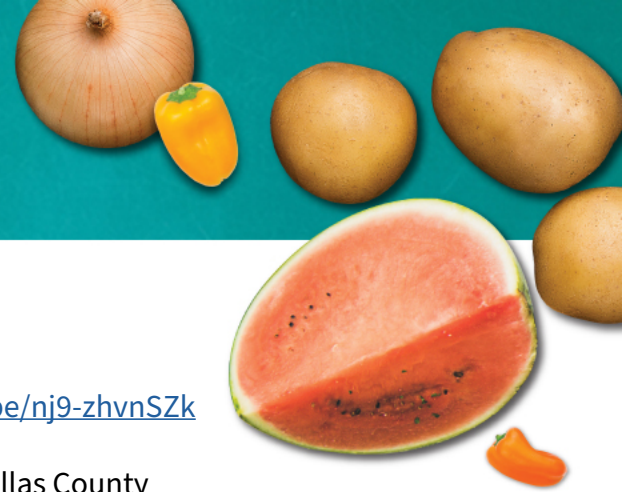


PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign

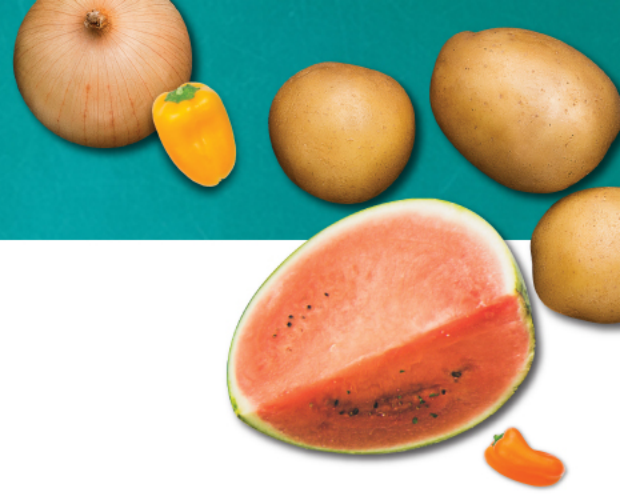


“PSTA Driving Away Hunger” Youtube Link: <https://youtu.be/nj9-zhvnSZk>

1. The target audience for this entry are the residents of Pinellas County who are in need of food or those who struggle to put food on the table.
2. The challenge that necessitated in creating this entry is the growing popularity of food deserts and the lack of access to public transportation to get to food. Many people struggle daily to get food to their homes and partnering to provide a mobile food pantry was the answer. The Leadership PSTA Class of 2019 used this as their community impact project to connect transit and the community.
3. The strategy behind this campaign was to partner with Feeding Tampa Bay to create an annual partnership to provide a mobile food pantry at PSTA where people have easy access to groceries via public transportation. By holding the mobile food pantry at the PSTA Headquarters, it allowed ease of access for many residents because of the number of routes that connect through there.
4. This event was a first in the Bay area. PSTA was the first transit agency to partner with Feeding Tampa Bay. The event was covered by every news agency in the Tampa Bay area. It was attended by both television and print media. Government officials attended and helped to hand out food. It created a greater public awareness about food deserts and the importance of the mobile food pantry. Leading up to the second event, multiple news agencies wanted to do lead up stories before the event to promote it. Unfortunately, due to COVID-19, events hosted at PSTA Headquarters have been postponed. However, an interactive map on [PSTA.net/FTB](https://psta.net/FTB) continues to support the effort with frequently updated locations served by PSTA routes. In addition, PSTA donated 600 tote bags to alternate food pantry locations and will continue to promote food pantries via social media.
5. This entry was submitted because this partnership with Feeding Tampa Bay is one of the most important campaigns we have ever done. It draws awareness to the need for food in the County and the need to be able to have adequate transportation to get to it. This is a first in transit for Feeding Tampa Bay, and this is going to be an ongoing partnership. Attendees were surveyed and most stated they were made aware of the mobile pantry from riding the bus and they saw the notices on the bus. This is a partnership that is important to our ridership, community and PSTA Family.



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Bus Design



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign

**NEED
FOOD?**

RIDE TO OUR FOOD PANTRY

Visit our mobile pantry to collect a free box of food.

- All are welcome
- No ID required
- One box per household

Tuesday, July 30, 2019
9:00 a.m. to 10:30 a.m.
PSTA Parking Lot
(near the 34th St. Layby)
3201 Scherer Dr., St. Pete, FL 33716

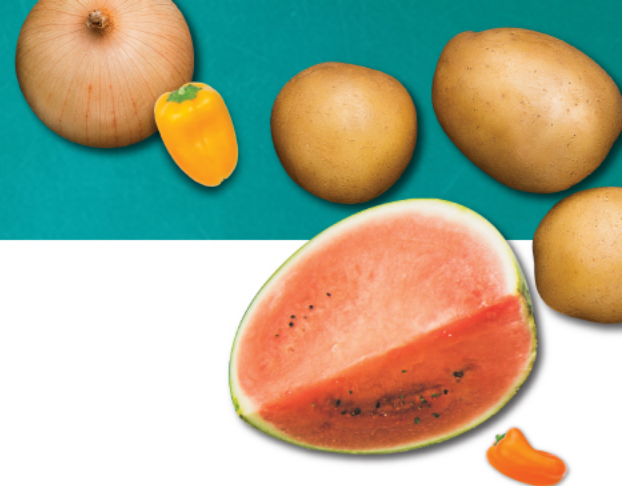
Served by Routes 4, 11, 52/52LX, 59,
and Direct Connect

PSTA & Feeding Tampa Bay
TEAMING UP TO FIGHT HUNGER

For info on our special promos
and future events
PSTA.NET/FTB
727.540.1900

Palm Card

PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Signage



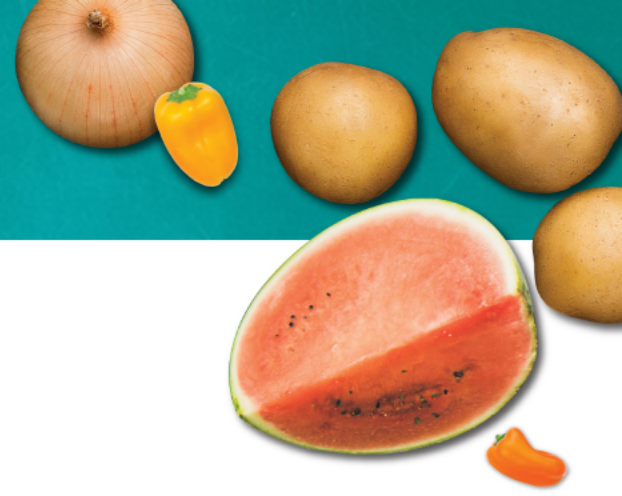
PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Event Images



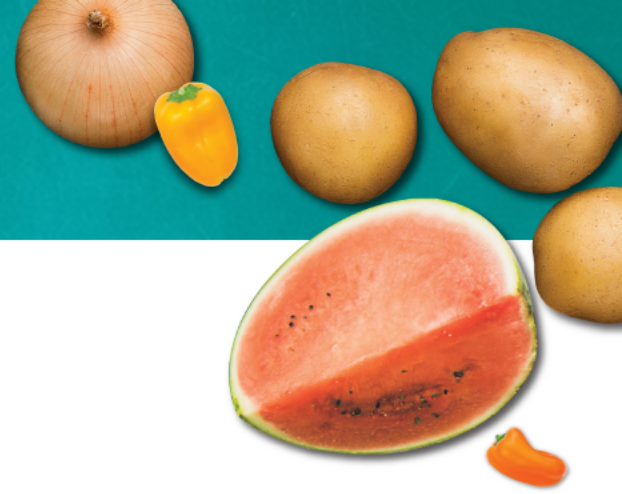
PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



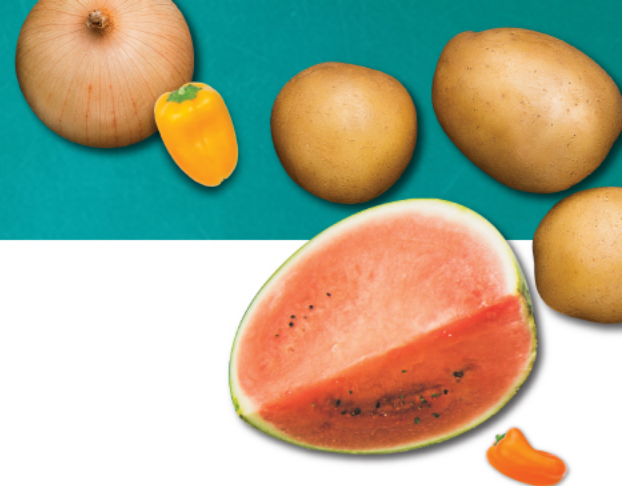
PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign




Volunteer T-Shirt Design




PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



8:11 📶 🔋

 **Pinellas Suncoast Transit Authority** ⋮
 Thursday at 11:41 AM · 🌐

PSTA is hosting a Mobile Food Pantry with **Feeding Tampa Bay** on Tuesday, July 30, 2019 from 9am-10:30am at PSTA Headquarters. All are welcome to attend. For more information visit PSTA.net/FTB



MOBILE PANTRY

ALL ARE WELCOME

RIDE PSTA TO OUR FOOD PANTRY

FIRST 20 BUS RIDERS will receive a **FREE Grocery Cart**. Tote bags also available

DATE: Tuesday, July 30
TIME: 9:00 am - 10:30 am
LOCATION: PSTA Parking lot, 3201 Scherer Dr. St. Petersburg, FL
 Served by Routes 4, 11, 52/52LX, 59, and Direct Connect
WWW.PSTA.NET/FTB

WWW.PSTA.NET
Mobile Food Pantry at PSTA Learn More

43 3 Comments 33 Shares 5.4K Views

Love Comment Share

9,150 people reached > 📘 Boost Unavailable

Boosted Post


Finishes in 2 days

\$103.55 Spent


Promoted by Alissa Kostyk

People Reached	8,731
ThruPlays	1,214

Social Media

 **Pinellas Suncoast Transit Authority** ⋮
 Published by Alissa Kostyk [?] · July 25 · 🌐

PSTA is hosting a Mobile Food Pantry with **Feeding Tampa Bay** on Tuesday, July 30, 2019 from 9am-10:30am at PSTA Headquarters. All are welcome to attend. For more information visit PSTA.net/FTB



MOBILE PANTRY
 ALL ARE WELCOME
 JULY 30th

WWW.PSTA.NET
Mobile Food Pantry at PSTA Learn More

12,938 People Reached **498** Engagements Boost Unavailable

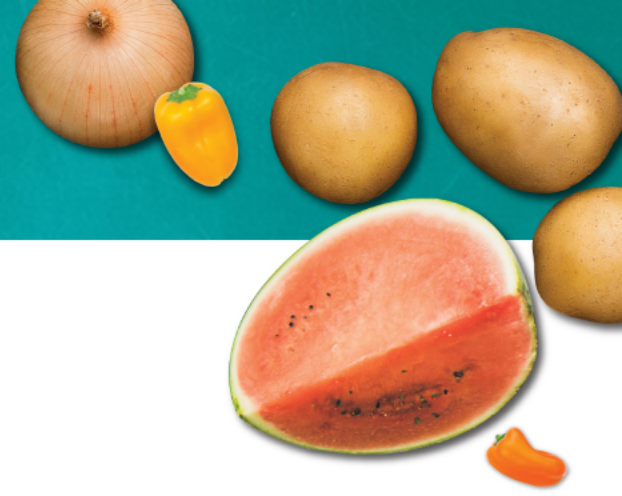
Boosted on Jul 25, 2019 By Alissa Kostyk Completed

People Reached	11.5K	ThruPlays	1.8K
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[View Results](#)

You, Whitney Fox, Mandee Steele and 52 others 11 Comments 47 Shares

PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Pinellas Suncoast Transit Authority was live — ¹⁴ attending
 PSTA & Feeding Tampa Bay Teaming Up To Fight Hunger at Pinellas Suncoast Transit Authority.
 Published by Alissa Kostyk [?] · July 30 · Saint Petersburg, FL · 🌐

Live from PSTA Teaming up to Fight Hunger

Watch together with friends or with a group Start Watch Party

284 People Reached **60** Engagements Boost Unavailable

👍❤️ 7 5 Comments 182 Views

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment... 😊 GIF 🎭

Marilyn Pitrelli · 3:31 Thank you
 Like · Reply · 6w

Kathy Stoltzfus · 2:21 Thanks u
 Like · Reply · 7w

Pinellas Suncoast Transit Authority
 Published by Alissa Kostyk [?] · July 30 · 🌐

Reminder: We are partnering with Feeding Tampa Bay this morning from 9am-10:30am to provide a mobile food pantry at PSTA. For more info visit PSTA.net/FTB or call 727.540.1900.

1,260 People Reached **226** Engagements Boost Unavailable

👍❤️ Whitney Fox, Cyndi Raskin-Schmitt and 30 others 3 Comments 9 Shares



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Pinellas Suncoast Transit Authority

Published by Bill Psta [?] · August 2 · 🌐



On Tuesday PSTA partnered with Feeding Tampa Bay and set up a food pantry to serve our neighbors and riders who struggle to be able to afford fresh food.

Almost 300 people showed up and even started lining up 2 hours before the distribution started.

This event was put into motion by our Leadership PSTA class of 2019. We couldn't be prouder to see the future leaders of PSTA put on such a successful event to serve vulnerable families our community.



Bonnie Epstein for the class of 2019.
SENIOR PLANNER PSTA / LEADERSHIP PSTA 2019

WWW.PSTA.NET

PSTA Driving Away Hunger

[Learn More](#)

11,601
People Reached

380
Engagements

[Boost Unavailable](#)

Boosted on Aug 2, 2019
By Alissa Kostyk

Completed

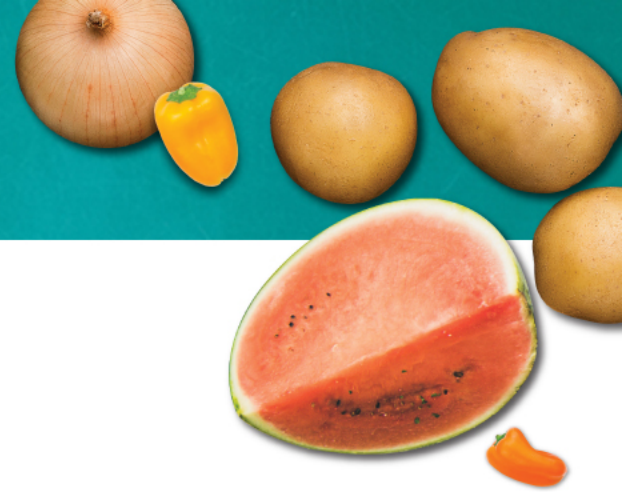
People Reached **9.7K**

ThruPlays **1.8K**

[View Results](#)



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



LEADERSHIP PSTA IS PROUD TO ANNOUNCE
PSTA & Feeding Tampa Bay: Teaming Up to Fight Hunger

SAVE *the* DATE

PLEASE JOIN US FOR A MOBILE FOOD PANTRY

JULY 30

9:00 AM

PSTA COMPLEX

We'd love to have PSTA Board Members in attendance to assist with providing food for over 125 families. Kindly reply to RSVP and reserve your t-shirt.



Leadership PSTA thanks you for your support!



Evite



PSTA & Feeding Tampa Bay Mobile Food Pantry Campaign



Newspaper Article

Long-promised Channel District Publix has an opening date. *Business, 5B*

In the know



BUCS COACH WILL DELEGATE PLAY CALLING

Bruce Arians is a widely regarded offensive genius and new coach for the Bucs, so he'll be calling the plays, right? Not so much. "The Quarterback Whisperer" is delegating that important task to offensive coordinator Byron Leftwich. Part of that has to do with maintaining Arians' health and the other part is Arians' belief in Leftwich. "It just hit me: This is maybe what he's always been meant to do," Leftwich said. *Sports, 1C*

Answers about Capital One hack

You might have heard that a hacker gained access to information on about 100 million people through Capital One Financial. But what exactly was compromised? *News, 3A*

Lawsuit targets agencies in death

A woman sues the Department of Children and Families and other agencies in a lawsuit over the death of her infant grandson in a sweltering Largo home. The boy's father is serving 25 years in prison. She is seeking monetary damages. *Local, 4B*

Man testifies about confession

Nicole Nachtmann's half brother details for the jury how Nachtmann described the shootings of her mother and stepfather in the hours before she was arrested. "I shot them, I shot Mom and Bob," her half brother recounted. *Local, 4B*

Gun ruling offers some sensibility

Florida towns scored big when a Tallahassee judge ruled elected officials can't be fined and fired for enacting gun rules that suit their residents. See *Carlton columns, 1B*

TODAY'S WEATHER

A p.m. t-storm
 8 a.m. 80° 8 p.m. 83°
 80° 89° 92° 83°
 50% chance of rain
More, back page of Sports

INDEX	F	Crossroads	SA, F
Business	5B	Edsall	5A
Classified	F	Lobby	3B
Comics	F	Plastics	F

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Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

**** Wednesday, July 26, 2018 | 51

Fla. eyed for new shelter

Trump administration scouts Central Florida for a permanent facility for migrant kids.

BY MONIQUE MADSEN AND LINDY L. MANNING
Times Herald Staff Writers

The federal government is considering Central Florida as a site for permanent shelters to hold unaccompanied migrant children, according to a letter emailed late Monday to several Orlando-area state lawmakers.

Miami-Dade for kids who crossed the southern border without their biological parents — the Homestead detention center and two others in Miami Gardens and Cutler Bay.

The letter states that the Department of Health and Human Services is conducting "exploratory assessments" of "vacant properties" in Central Florida, as well as Virginia and Los Angeles after this fiscal year, and that the agency would ultimately care for the largest number of unaccompanied children "in the program history."

The letter also said officials are scouting out areas with "minimal natural disaster risk, close to services/support infrastructure and near where large numbers of sponsors already live."

Shortly after the emails were sent late Monday afternoon, they were already causing statewide confusion. At least four lawmakers, Republicans and Democrats, from both the state House and Senate, received the message, all

from Central Florida districts.

"When I got it I immediately called (Orlando Mayor Buddy Dyer's) office and (Orange County Mayor Jerry Demings') office and they had not seen this and they asked me to forward it to them," said Sen. Linda Stewart, D-Orlando. "I do think that it'll make the news today but where it goes from there, I don't know."

Stewart added that the entire process seemed highly disorganized, and that she's opposed to

the idea of a new facility. "We're separating children from families and I just don't think Central Florida wants to be a part of that," she said.

The other Orlando lawmakers who confirmed receiving the email were Rep. Rene Plasencia, Rep. Anna Eskamani and Rep. Carlos Guillermo-Smith.

Several lawmakers from both the Tampa Bay area and South Florida said they did not receive the email — nor did House ■ See SHELTERS, 4A

Mobile food pantry proves worthwhile

Hundreds line up for free groceries at the first event at a North Pinellas bus hub.



Volunteer Kessia Harris, 30, and K'Zabian Gwyn, 17, chat with a woman waiting her turn to pick up food.



Volunteers with Feeding Tampa Bay and the Pinellas Suncoast Transit Authority help people while they pick up food Tuesday during an event put on by Feeding Tampa Bay and sponsored by the transit authority.

BY CHRISTOPHER SPORNELLI
Times Staff Writer

ST. PETERSBURG — More than three-quarters of the bus riders in Pinellas County can't afford a car. Many also struggle to buy necessities like groceries.

So it made sense to the county's bus agency when officials filed for Feeding Tampa Bay asked if it would be interested

in sponsoring mobile food pantries at busy bus stations. The pilot program is intended to put healthy groceries — including meat and fresh produce — within reach of bus riders.

On Tuesday, more than 300 people attended the first mobile pantry at a bus hub close to the Pinellas Suncoast Transit Authority headquarters in north St. Petersburg.

By the time it opened at 9 a.m., some had been in line for almost three hours.

Samantha Jones was there because she just moved to a new house and has all her food when the power was turned off early. Alan Shapiro came to pick up groceries even though he has nowhere to keep them after he became homeless eight weeks ago fol-

lowing a car accident that left him unable to work.

The large turnout shows just how much need there is in Pinellas, said Matt Spence, chief program officer with Feeding Tampa Bay, a nonprofit estimated this year to move 60 million pounds of food to groups that feed the needy across a 10-county area. ■ See PANTRY, 6A

Theories misread melting glaciers

The ice loss into the ocean is happening faster than expected, researchers say.

BY NINA POLLANO
Avula Climate News

Beneath the ocean's surface, glaciers may be melting 10 to 300 times faster than previously believed, new research shows.

Until now, scientists had a limited understanding of what happens under the water where land-based glaciers meet the sea. Using a combination of radar, sonar and time-lapse photography, a team of researchers has now provided the first detailed measurements of the underwater changes over time. Their findings suggest that the theories currently used to gauge glacier change are underestimating glaciers' ice loss.

"The overall trend of glacier retreat around the world is due to both warming air and warming oceans," said David Sutherland, an oceanographer at the University of Oregon and lead author of the new study, published July 25 in the journal *Science*.

"They're getting eaten away on both ends," he said.

The warming atmosphere melts glaciers from above, while ocean water can erode the ice along the glacier's face. Researchers have been studying similar effects of ocean water beneath the ice shelves in Antarctica, which slow the flow of the glaciers on land behind them. Last year, a study there found that warming ocean waters are contributing to glacier changes that can increase the rate of ice flow and, subsequently, the rate of sea level rise. ■ See GLACIERS, 7A