



Public Transit Advisory Committee
Collier County Government Administration- Building F
3299 Tamiami Trail East – BCC Chambers Third Floor Naples, Florida
July 16, 2019
3:00 p.m.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. April 16, 2019 Minutes
5. Committee Action
 - a. Endorsement of Transit Development Plan Annual Update
6. Reports and Presentations
 - a. 311 Presentation
 - b. Update on Collier Area Transit Advertising Policy, Standard and Fee Structure
7. Member Comments
8. Public Comments
9. Next Meeting Date – August 20, 2019
10. Adjournment

Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future BCC meeting.

Collier Area Transit operates in compliance with Federal Transit Administration, (FTA) program requirements and ensures that transit services are made available and equitably distributed, and provides equal **AGENDA** access and mobility to any person without regard to race, color, or national origin, disability, gender or age. Title VI of the *Civil Rights Act of 1964*; FTA Circular 4702.1A, "Title VI and Title VI Dependent Guidelines for Federal Transit Administration Recipients.

Anyone who required an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Naples, Florida 34112 or 239-252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

May 21, 2019

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 3:00 P.M. in REGULAR SESSION at Administrative Building “F”, Third Floor, Collier County Government Complex Naples, Florida with the following members present:

ADVISORY COMMITTEE MEMBERS PRESENT:

Chairman: Mr. John DiMarco
Vice-Chairman: Mr. John Jenkins
Mr. James Caton
Mr. Arthur Dobberstein
Mr. Cliff Donenfeld
Ms. Sonja Lee Samek

MEMBERS ABSENT:

Mr. Harold Weeks - Excused

ALSO PRESENT:

Ms. Michelle Arnold, Director, Public Transit and Neighborhood Enhancement
Mr. Zach Karto, Senior Planner, Public Transit and Neighborhood Enhancement
Mr. Braian Morales, General Manager, MV Transportation, Inc.
Ms. Liz Soriano, Project Manager, Public Transit and Neighborhood Enhancement
Mr. Josh Thomas, Grant Support Specialist, Public Transit and Neighborhood Enhancement
Mrs. Elena Ortiz Rosado, Events & Marketing Coordinator, Public Transit and Neighborhood Enhancement
Mrs. Yousi Cardeso, Operations Analyst, Public Transit and Neighborhood Enhancement

I. Call to Order

Mr. DiMarco called the meeting to order at 3:00 P.M.

II. Roll Call

Roll call was taken, and a quorum established.

III. Approval of Agenda

Mr. Dobberstein suggested discussion of agenda item, **VI. b. Proposed FY2020 budget** prior to discussion of agenda item, **V. a. Endorsement of FY20 5307 and 5339 Program of Projects (POP)**.

Mr. Jenkins entered a motion to approve the May 21, 2019 meeting agenda, with the noted change. Mr. DiMarco seconded the motion. All were in favor. The motion was carried.

IV. Approval of Minutes

a. April 16, 2019

Mr. Jenkins entered a motion to approve the April 16, 2019 meeting minutes. Mr. Caton seconded the motion. All were in favor. The motion was carried.

V. Committee Action

a. Endorsement of FY20 5307 and 5339 Program of Projects (POP): Mr. Joshua Thomas addressed the Transit Advisory Committee seeking endorsement of the Program of Projects (POP) for the Federal Transit Authority (FTA) Section 5307 and 5339 grant application submittals.

Section 5307: The FTA allocates funding yearly to Collier County, which is an organized area with Bonita Springs. As such, a portion of the \$3.2M allocation for FY19 is shared with Lee County (\$606,165), leaving \$2.6M+ for Collier County. FTA does stipulate ways the funds must be used, with Transit having apportioned 1% for shelter rehab (Enhancement), 1% for the installation of solar lights at bus stops (Security), and 20% for ADA paratransit services (ADA). Noted costs for operating assistance (fuel and bus operations), and preventative maintenance (warranty of software and fleet maintenance) have been determined by the \$2.6M budget. 5307 funding may be utilized for both capital and operating purposes. Ms. Arnold stated that the Comprehensive Operational Analysis (COA) is a study which examines current operations and identifies areas in need of improvement. \$93K has been budgeted for COA analysis, which will be compiled concurrently with the Transit Development Plan as a cost savings measure, in 2020.

Section 5339 provides capital assistance for new and replacement buses, related equipment and facilities. Funds are apportioned for urbanized areas with populations of 200K+ and flow directly to the designated recipient.

The estimated amount to be allocated to the Bonita Springs/Naples Urbanized Area is \$372,752, with Collier County the designated recipient. \$272,752 has been budgeted for building a transfer facility in Immokalee, Florida, which will supplement TIGER (Transportation Investment Generating Economic Recovery) grant funding. Groundbreaking is slated for 2022. \$100K has also been budgeted for bus rebuild (Rolling Stock).

A discussion was had regarding potentially budgeting for additional marketing, although Ms. Arnold clarified that this would reduce funding to one or more of the other projects already identified within the 5307 Program.

Ms. Arnold requested Advisory Committee endorsement of the FY20 5307 and 5339 Program of Projects as listed, in order to move forward with public notice and presentation to the BCC, followed with application for the noted projects via the Federal system.

Mr. DiMarco entered a motion to endorse the FY20 5307 and 5339 Program of Projects as presented. Mr. Dobberstein seconded the motion. All were in favor. The motion was carried.

- b. **Collier Area Transit Advertising Policy, Standard and Fee Structure:** Ms. Arnold reviewed the current advertising options available, which includes interior bus signs, bus terminal signs, voiceovers, bus schedules and Smart Cards. Staff is proposing to expand the advertising policy by introducing bus wraps, as well as on one of the side panels of bus shelters, which would require amendment of the existing Transit Advertising Policy which was put into place by the BCC in 2014.

The proposed changes were shared with the Advisory Committee, which includes the opportunity for the purchase of naming rights by an advertiser, advertising within the buses, as well as a limited number of sponsored bus stop benches. Digital signage, such as on a kiosk located at a transfer station or in the form of monitors on the interior of the buses is also being proposed, which may be reprogrammed as needed and is less labor intensive overall. Mr. Caton requested clarification regarding the costs involved with the initial investment in equipment for digital advertising. Ms. Arnold stated that several options are under consideration, including hiring an individual for advertising sales, utilizing the equipment of an outside vendor, and possible investment by Transit in a portion of the equipment. Ms. Arnold noted that production costs and monthly costs for bus wraps would be the responsibility of the advertiser, at a cost savings to Transit. Ms. Arnold confirmed that the Public Transit Division receives all revenue generated by these advertising efforts.

Mr. Dobberstein inquired as to whether expanded advertising was being considered for both fixed route and paratransit buses and pointed out the advantages of healthcare related messages for paratransit riders who may otherwise have limited access to this type of information.

Ms. Arnold stated that the verbiage of the expanded advertising policy is written to include both fixed route and paratransit buses, however evaluation for potential revenues had only been conducted on fixed route buses. Mr. Morales noted that the interior of paratransit buses are not designed for advertising, however the exterior of the paratransit vehicles are under consideration, especially with health related advertisers who go hand-in-hand with paratransit. Digital media advertising is also permissible.

Excluded advertising was discussed, including religious or political subject matter, or promotion of alcohol or tobacco products. Mr. Dobberstein suggested the inclusion of e-cigarettes into the language. Mr. Caton pointed out that gambling was left out of the list of prohibited advertising. Ms. Arnold noted that advertising would require review and approval by the County Attorney's office.

The proposed cost of advertising was discussed, which does include the possibility for amendment as needed. Mr. Caton suggested identifying the current revenue baseline, and confirming that funding currently allocated to Transit from the general funds will not be reduced by the revenues generated from Transit advertising. Mr. Caton also introduced the idea of a possible revenue share approach; a guaranteed minimum to cover the cost of managing the program, with an agreement on sharing of revenues generated. Mr. Jenkins suggested utilization of rotational advertising versus fixed; an agreement to rotate advertiser locations to ensure best "bang for the buck" through the course of their agreement. Ms. Arnold noted the possibility for higher advertising fees for bus wraps on more heavily traveled routes versus rotation of the buses throughout the county. The noted advertising rates are for initial presentation to the BCC and may be amended as necessary over time.

Ms. Arnold stated that endorsement of the amendment of the Collier Area Transit Advertising Policy, Standard and Fee Structure document was being sought from the Advisory Committee, to be followed by presentation to the BCC at the June 2019 meeting.

Mr. Caton recommended the inclusion of online gambling as prohibited advertising material.

Mr. DiMarco entered a motion to approve the Amendment of the Collier Area Transit Advertising Policy, Standard and Fee Structure, with the inclusion of online gambling as prohibited advertising material, and the inclusion of paratransit buses for advertising opportunities. Mr. Dobberstein seconded the motion. All were in favor. The motion was carried.

c. Disadvantaged Business Enterprise (DBE) Goal FY20 to FY22:

A three-year Disadvantaged Business Enterprise (DBE) Goal is required to be established by Collier Area Transit in compliance with Title 49 of the Code of Federal Regulations (C.F.R, part 26).

The DBE Program ensures that DBE firms have an equal opportunity to receive and participate in Federal Transit Administration (FTA) assisted contracts by ensuring nondiscrimination in their award and administration. Following Federal guidelines, Transit Staff identified disadvantaged businesses within the region. Utilizing a goal setting method (census data and DBE Directory) approved by the United States Department of Transportation (USDOT), a goal of 1.77% was established; to hire disadvantaged businesses for at least 1.77% of its contracts during the specified fiscal years (FY20, FY21, and FY22). Public notice of the DBE process is given, with an opportunity for public commentary from DBE businesses throughout Florida. The Procurement Department is now utilizing an electronic means of public notification, resulting in enhanced outreach to DBE businesses. The proposed DBE goal of 1.77% is increased from the FY18 goal of 1.06%, with efforts by the Transit Division, as well as through the Vendor to utilize DBE businesses as appropriate to reach the stated goal.

Mr. Donenfeld inquired as to whether the Seminole Casino and Hotel would qualify and specifically, the possibility of a fixed route between the Seminole Casino Hotel in Immokalee to downtown Naples, which could yield a revenue stream in the form of advertising by the Casino Hotel, as well as for the destination specific service. Mr. Dobberstein and Ms. Arnold pointed out that competition with the charter industry is prohibited. Ms. Arnold noted that there presently is a regular fixed route which passes by the Casino, which is permissible. Park and ride service to specific events which require alleviation of traffic congestion may also be coordinated and is permissible.

Mr. Caton noted that DBE designation may be granted to minority owned and women owned businesses who meet eligibility criteria and inquired as to whether veteran owned businesses may be included as well. Mr. Morales stated that DBE designation applies only to minority status and not veteran status. Specifically, for consideration of DBE certification, the business must have 51% minority ownership, as defined by the Small Business Administration. Further, an income cap is placed on individuals, as well as the business, as per State regulation.

Mr. Jenkins entered a motion to endorse the Collier Area Transit Disadvantaged Business Enterprise Goal of 1.77% for FY20, FY21 and FY22. The motion was seconded by Mr. Donenfeld. All were in favor. The motion was approved.

VI. Reports and Presentations

- a. Report on the Beach Bus:** Mr. Karto addressed the Advisory Committee to summarize the Collier Beach Bus service, which ran from November 23, 2018 through April 30, 2019. The service consisted of two buses on two routes, with a total of 6737 passengers utilizing the service during this time period. Ridership was noted to be higher on the northern route, possibly due to the availability of parking at

Connor Park, as well as Delnor-Wiggins State Park along this route. Attempts were made for partnership with local businesses for Park-n-Ride lots along the southern route in order to encourage ridership, however these attempts were unsuccessful.

Mr. DiMarco and Mr. Dobberstein suggested possibly extending the southern route further south. Mr. Morales pointed out that previous attempts at traveling further south on route 2 had been largely unsuccessful and not cost effective.

From a growth perspective, the first year of the Beach Bus service yielded only 318 riders, 1903 passengers in year two, and 6,737 riders in year 3, an overall 2018.5% increase from year one. Mr. Caton inquired as to what changes were made to possibly account for the growth in ridership. Mr. Karto noted that only one bus ran one route in year one, while year two introduced a second bus on the same route, which grew to two buses running on two separate routes in year 3. Further, the service was changed to a flag down service, waiving fares, and reducing the frequency from 60-minutes to 30 minutes. The only charge to passengers was \$2/per person for those who wished entrance to Delnor Wiggins State Park. A total of \$5,296.00 was collected by CAT in State Park entrance fees.

Mr. Dobberstein noted that the daily average of ridership was 36 people per day, however Mr. Karto pointed out the impact of Hurricane Irma on ridership in November and December 2017, as well as of red tide in early 2018. Ridership was highest in March 2019, possibly due to increased social media notifications, as well as the early arrival of summer conditions and increased ridership on the weekends. A correlation was shown between increased Beach Bus ridership and State Park attendance.

The Beach Bus service is scheduled to continue in 2019-2020, however the number of buses will be cut from 2 buses to 1 due to financial constraints. Mr. Jenkins expressed his disappointment in downsizing the successful program. Mr. Dobberstein reiterated the success and growth of the northern route and noted the potential for further growth in the southern route with the addition of potential Park-n-Ride partnerships, as well as service further south than is currently being offered. Ms. Arnold stated that a three-year service development grant had been awarded by the Florida Department of Transportation. This service development grant required a 50% financial match, which was provided by the Tourist Development Council. As the three-year term of this grant has expired, the operating cost of the route will now be borne by the General Fund. Marketing support from the Tourist Development Council will be continued in support of the Beach Bus service.

- b. Proposed FY2020 Budget:** As an update, Ms. Arnold noted having met with the County Manager for a budget meeting, which also included Staff representing all other divisions within the Public Services Department. The County Manager ultimately eliminated operating funds which had been requested for several route enhancements itemized within the Transit budget. Instead, the 5307 budget which was to be used for capital expenses was reduced, with \$400K now slated for

operating costs. Mr. Dobberstein inquired if 5307 funds were going to be utilized in lieu of the “carry forward” funding which had been discussed at the previous Transit Workshop.

Ms. Arnold stated that the prior year’s reserve had been depleted as a part of the current fiscal year budget, with capital dollars necessary to be used for funding to cover the operating cost shortfall. Mr. Dobberstein inquired whether 5307 dollars had been utilized for rolling stock (bus) purchases for the current fiscal year. Ms. Arnold noted that no rolling stock purchases were made within the FY19 budget and that there were no purchases budgeted for FY2020. Rather than purchasing new, consideration is being given to rebuilding several engines to extend fleet life for fixed route services, funded from 5339. Mr. Dobberstein suggested that a member of the Fleet Management Staff address the Advisory Committee to discuss the overall condition of the fleet and the viability of rebuilding engines versus purchasing new. Mr. Morales stated that a meeting had been had between Transit Staff, Fleet Maintenance, and MV Transportation to discuss the status of the fleet and the recommended approach going forward. In addition to rebuilding engines, funds would also be used to refurbish vehicle interiors and exteriors. Ms. Arnold noted the close working partnership between Transit and Fleet Management. Mr. Dobberstein expressed concern at refurbishment of vehicles versus retirement, with the potential for higher repair costs, as well as the need for replacement of more vehicles at the same time, increasing the cost for replacement at that time. Ms. Arnold stated that repair costs are factored into the estimated operating budget.

Mr. Jenkins requested clarification of how 5307 funds may be used. Ms. Arnold stated that grant guidelines dictate how awarded funds may be used, however, 5307 grant funds may be utilized for both capital and operating expenses. Mr. Caton inquired as to how often this funding is received. Ms. Arnold stated that the 5307 and 5339 funds are allocated and received annually, while other grants are competitive, such as the 5310.

Ms. Arnold reiterated that following the recent meeting with the County Manager, the proposed service enhancements which had previously been discussed with the Transit Advisory Committee, were not able to be funded for the FY2020 budget. Mr. Jenkins expressed concern at the lack of funding for the proposed service enhancements. A discussion ensued in which it was noted that the FY19 budget had been increased to accommodate the vendor contract cost, however with no increase for enhancement of services, resulting in a flat operation. Ms. Arnold noted other initiatives are under consideration for raising funds which may be used for service enhancements. Mr. Caton inquired if the County budget had increased. Ms. Arnold noted the cap of 2% budget increase imposed by the County, which was already exceeded by the cost of the new vendor agreement. Ms. Arnold mentioned attendance at the upcoming Board of County Commissioners (BCC) budget workshop to address the Board in order to request modification to the budget. Mr. Donnenfeld inquired as to whether an email or social media blast may be done prior to the June budget meeting to encourage public participation for greater impact.

Ms. Arnold stated that notification of the meeting will be posted on the Transit social media sites to raise public awareness. Mr. Caton suggested possibly soliciting signatures for a petition or obtaining video testimonials from riders. Mr. Dobberstein inquired as to whether consideration has been given to additional funding from the Collier County gas tax. Ms. Arnold stated that some gas tax funding had been utilized in the past, but the amount had steadily diminished over time. Mr. Caton inquired as to how and to whom communication may be directed in order to request budget modification, outside of the public meeting. Ms. Arnold suggested emailing the County Manager's office. Interest was voiced by Committee members for the County Manager or a member of the Budget office to speak at a future Advisory Committee meeting to discuss the current budget and process.

Mr. DiMarco inquired as to whether emergency funding was available in the event of another natural disaster, such as a hurricane. Ms. Arnold stated that emergency relief funds may be applied for, which is reimbursement for monies expended upfront by the County. Reimbursement is currently pending for damages which occurred at the Radio Road location due to Hurricane Irma.

VII. Member Comments

Mr. Dobberstein requested an update be provided regarding attendance by representatives from Uber and Lyft ridesharing services at an Advisory Committee meeting, as has been previously discussed. Also, an update was requested on conditional use modifications previously discussed for the Radio Road Transfer Center to accommodate potential partnerships with RedCoach and Greyhound. Ms. Arnold stated that a pilot project for partnership with either Uber or Lyft is under consideration, utilizing existing relationships held between MV Transportation, Inc. and these organizations. Mr. Morales added that MV Transportation, Inc. is partnered with RouteMatch, who is preparing to launch a new platform with Lyft at the end of summer/start of the 2019 school year, in which pick-up/drop-off information is shared for reimbursement purposes. The pilot program would be at no cost to the County for one year and would allow riders to plan their trips online. An evaluation of the pilot program would be done after one year, with the County making the final decision on next steps. Ms. Arnold stated a colleague experienced with ridesharing partnerships would be invited to speak at a future Advisory Committee meeting.

VIII. Public Comments

No members of the public were present for comment.

IX. Next Meeting Date – June 18, 2019

X. Adjournment

There being no further business for the good of the County, the meeting was adjourned by order of the Chair.

Public Transit Advisory Committee

John DiMarco, Chairman

These minutes approved by the Committee on _____ as presented ____ or as amended_____.

Collier Area Transit
Transit Development Plan (TDP)
FY2018 Annual Update

DRAFT

Prepared by:

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Section 1- INTRODUCTION

Collier Area Transit Mission “Collier Area Transit (CAT) is committed to providing safe, accessible and courteous public transportation services to our customers.” SECTION 1 INTRODUCTION Collier Area Transit (CAT) operates under the supervision of the Collier County Public Transit & Neighborhood Enhancement Division (PTNE) for the Collier County Public Services Department. CAT serves as the public transit provider for Collier County, serving the Naples, Marco Island, and Immokalee areas.

According to the Rule 14-73.001, Florida Administrative Code, F.A.C., Transit Development Plans (TDPs) are required for grant program recipients pursuant to Section 341.052, Florida Statutes (F.S.). A TDP shall be the provider’s planning, development, and operational guidance document, based on a ten-year planning horizon covering the year in which funding is sought through the nine subsequent years. A TDP or an annual update shall be used in developing the Florida Department of Transportation (FDOT) Five-Year Work Program, the Transportation Improvement Program, and the Department’s Program and Resource Plan. A TDP shall be adopted by a provider’s governing body. Rule 14-73.001, F.A.C., sets forth the requirements for the TDP Annual Update, as stated verbatim below:

14-73.001 Public Transit (4) Annual Update. Annual updates shall be in the form of a progress report on the ten-year implementation program, and shall include:

- a. Past year’s accomplishments compared to the original implementation program;
- b. Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives;
- c. Any revisions to the implementation program for the coming year;
- d. Revised implementation program for the tenth year;
- e. Added recommendations for the new tenth year of the updated plan;
- f. A revised financial plan; and
- g. A revised list of projects or services needed to meet the goals and objectives, including projects for which funding may not have been identified.

This report is an Annual Update for the Collier County TDP, meeting all the Rule 14-73.001, F.A.C., requirements listed above.

Report Organization

This report is organized into seven major sections (including this introduction). The remainder of this section provides an overview of this Transit Development Plan Annual Update.

Section 2: Fixed Route Service Improvements Implementation provides a review of the past year's implementation actions and describes improvements made to the fixed route services and facilities since the last annual progress report. This section partially addresses Rule 14-73.001, Florida Administrative Code (FAC), (4) (a) Past year's accomplishments compared to the original implementation program;

Section 3: Revisions to Implementation Program provides a review of the past year's accomplishments compared to the original implementation plan. It also provides an analysis of the discrepancies between the 2010 Major Transit Development Plan and its implementation in the past two years and any revisions to the steps that will be taken to attain the original goals and objectives. This section addresses Rule 14-73.001, F.A.C., (4)(a), past year's accomplishments compared to the original implementation program; and Rule 14-73.001, F.A.C., (4)(c), any revisions to the implementation program for the coming year;

Section 4: Status of Goals and Objectives provides the status of the goals and objectives, including a revised list of projects or services needed to meet the goals and objectives, which include projects with funding that, may not have been identified. This section addresses Rule 14-73.001, F.A.C. (4) (b) Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives;

Section 5: Tenth Year Transit Implementation provides recommendations for the new tenth year of the updated plan with any revisions or additions to the goals, objectives, and implementations. This section addresses both Rule 14-73.001, F.A.C. (4) (d) Revised implementation program for the tenth year; and Rule 14-73.001, F.A.C. (4) (e) Added recommendations for the new tenth year of the updated plan;

Section 6: Financial Plan provides the revised financial plan of how the transit improvements will be funded, with stated cost and revenue assumptions. This section will include a cost and revenue summary. This section addresses both Rule 14-73.001, F.A.C. (4) (f) A revised financial plan; and Rule 14-73.001, F.A.C. (4) (g) A revised list of projects or services needed to meet the goals and objectives, including projects for which funding may not have been identified; and,

Section 7: Farebox Recovery Report provides the implementation plan describing strategies for the next fiscal year. This section addresses the requirements of Section 341.071, Florida Statutes, regarding Farebox recovery impacts.

Section 2 - FIXED ROUTE SERVICE IMPROVEMENTS IMPLEMENTATION

This section provides a review of the past fiscal year's implementation actions and describes improvements made to the fixed route services and facilities since the last annual progress report. As displayed in Table 2-1, individual route ridership for the preceding 5 years.

Table 2-1

**Collier Area Transit (CAT) Ridership Summary FY 2013 - FY2018
(depicted in Figure 2-1)**

Collier Area Transit Ridership FY 14 - FY 18					
	FY14	FY15	FY16	FY17	FY18
Route 6	21,803				
Route 11	127,061	121,944	111,407	100,116	95,998
Route 12	126,152	114,177	107,315	88,686	77,706
Route 13	93,922	94,164	79,854	72,049	69,458
Route 14	80,893	78,931	65,531	59,935	53,062
Route 15	131,958	126,169	113,238	104,016	91,680
Route 16	81,815	67,212	56,673	53,053	47,683
Route 17	68,547	64,710	52,401	49,053	47,459
Route 18	52,255	49,663	36,041	31,141	29,626
Route 19	100,620	95,805	67,502	60,816	65,670
Route 20	4,867	14,804	10,133	12,059	12,648
Route 21	36,198	18,463	13,528	9,756	10,708
Route 22	54,444	49,117	47,234	51,655	47,973
Route 23	47,123	41,622	42,653	42,338	29,051
Route 24	72,555	65,927	56,206	50,742	47,392
Route 25	57,466	47,483	38,367	33,777	25,487
Route 26	2,792	8,775	8,955	6,467	5,371
Route 27		16,374	27,114	27,530	30,589
Route 28			22,683	23,189	32,230
Route 29				318	1,903
Route 121	21,059	18,763	17,146	19,693	19,267

Route Changes and Improvements

The 2016-2025 TDP Major Update was adopted on June 23, 2015. In October 2015 Collier County Board of County Commissioners entered into contract with MV Transportation and MTM Inc., to provide Operation and Administrative services for five (5) years with the option of three (3) one (1) year extensions. The start date for the service was agreed upon for March 26, 2016 after the contract with the previous provider, Keolis, expired. MV Transportation and MTM Inc. coordinated on providing operations and administrative functions for CAT for 3 years. During FY 2018, a scope of services was developed, and the procurement process was initiated to consolidate the contract to a single vendor.

The modifications to Route 22 and 23 were implemented in FY 2018 as a result of public input which included greater efficiencies and improved service. The routes no longer perform reverse routing and one bus will provide service the east side of Immokalee and the other bus serve the west side of Immokalee. The Routes continue to serve key areas of Immokalee in addition to the following destinations:

- Immokalee Technical College;
- Salvation Army;
- Retail and medical offices along North 15th Street between Lake Trafford Road and Westclox Road; and
- Department of Children and Families

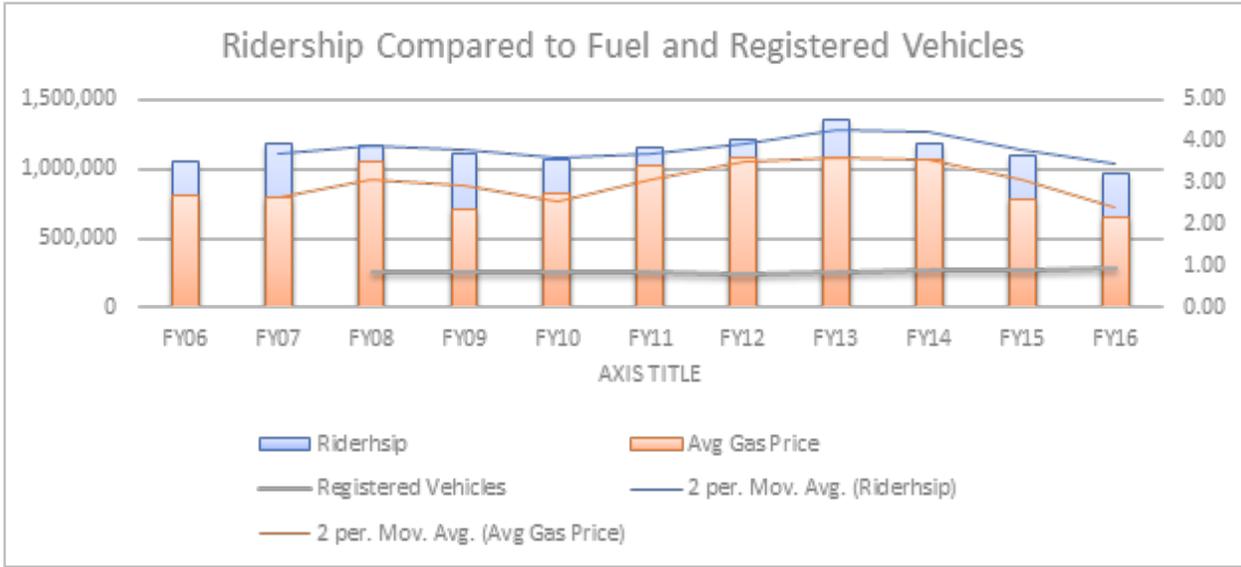
CAT staff also made operational changes to the routes 22 and 23 that allowed the utilization of the existing revenue hours to reduce the wait time and provide later service to the area of Immokalee at no additional cost to operate the service.

Despite these enhancement, Collier Area Transit continued to experience similar declines in ridership as the national trend on some of its routes. The reasons for the decline have been researched both by American Public Transportation Association (APTA) in a publication named *Understanding the Recent Ridership Changes* and Center of Urban Research (CUTR) has published a similar study named *Transit in the 2000s: Where Does It Stand and Where Is It Headed?* Both publications describe many factors that can be attributed to the declined ridership nationwide such as:

- Evolving Environments- Increase availability of autos for lower income quintile.
- Markets- Dispersion passengers that have had to move further from transit for economic reasons.
- Competing Modes –
 - Fuel Pricing has always had an impact on Transit Ridership, Figure 2-1 shows the direct correlation with CAT.
 - Transportation Network Companies (TNC's) time competitiveness. Specific data regarding the exact impact to transit is unknown.
- Land Development encouraging single occupancy vehicles

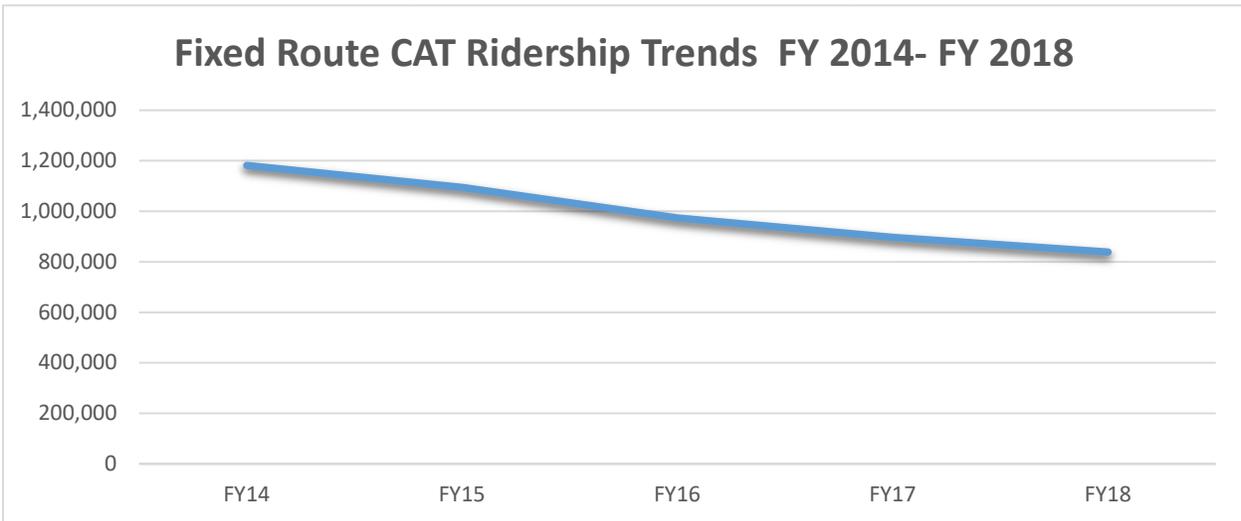
Figure 2-1

Compares fuel price to Annual Ridership



The following table depicts the ridership trend for Collier Area Transit over the last five years. One factor that might have an impact on CAT’s ridership decline that is not mentioned in the studies noted is the frequency of the routes and the service hours. CAT’s ridership has been requested better frequency and later service hours for many years and the system has not been enhanced to meet these demands. The ridership may be seeking alternative transportation resources as a result.

Figure 2-2 Collier Area Transit Ridership



Route Descriptions

The following paragraphs provides a description of the system routes and identifies any changes made to the routes since the last TDP update. No data is provided for **Route 6** because it was eliminated in FY15.

**Figure 2-3
Ridership by Year for Route 11**

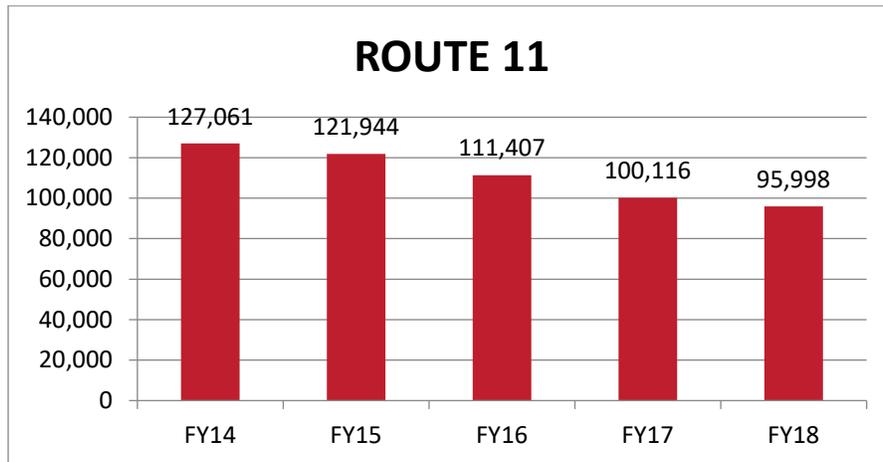
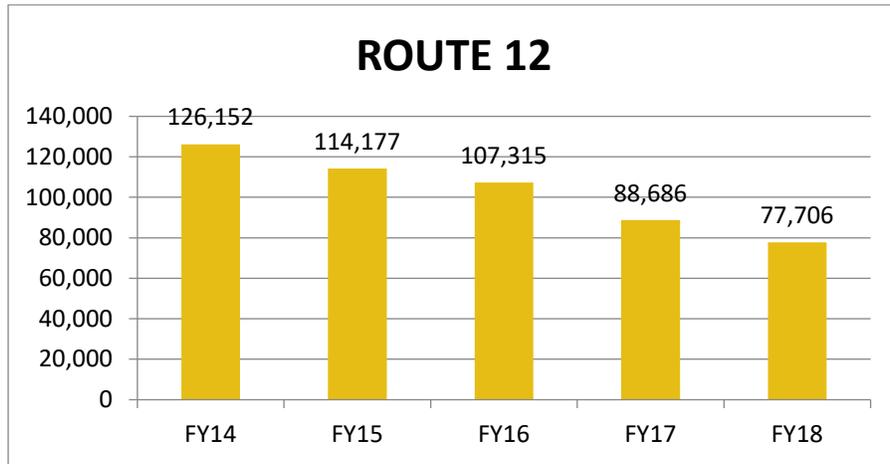


Figure 2-2 Route 11 is one of our highest performing routes.

Route 11 runs from the Intermodal Transfer Facility at the government complex along US 41 to Immokalee Road and then south back to the Transfer Station. Route 11 continues to provide fixed route service seven (7) days a week. Route 11 connects on Immokalee Road with the routes 12, 27 and LinC route, LinC is operated by LeeTran in Lee County Florida. This implemented connection allows passengers from both counties to travel to and from Fort Myers and Naples utilizing the fixed route systems.

Modifications: In April 2018, ridership data was evaluated to determine why there has been a decline in ridership. The data identified that the low frequency has been affecting the ridership. With a concentration of commercial along the corridor serviced by this route, it was recommended to increase service levels during peak hours. Three (3) loops were added to the peak hours of the route to increase frequency to encourage ridership. The ridership over the next 2 years will be evaluated to determine if the frequency helped to stabilize or increase ridership.

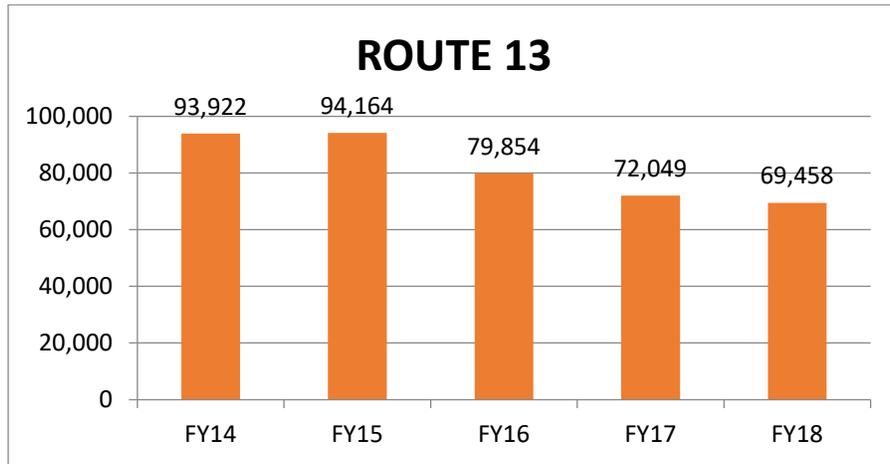
**Figure 2-4
Ridership by Year for Route 12**



Route 12 runs from the Intermodal Transfer Facility at the government complex along Airport Road to Immokalee Road and then south back to the Transfer Station via Airport Road. Route 12 continues to provide fixed route service seven (7) days a week. Route 12 connects on Immokalee Road with the routes 11, 27 and LinC route, LinC is operated by LeeTran in Lee County Florida. This implemented connection allows passengers from both counties to travel to and from Fort Myers and Naples utilizing the fixed route systems.

Modifications: In April 2018, ridership data was evaluated to determine why there has been a decline in ridership. The data identified that the low frequency has been affecting the ridership. With a concentration of commercial along the corridor serviced by this route, it was recommended to increase service levels during peak hours. A demand for the addition of at least 2 loops was identified. However, due to budgetary restrictions, only 1 loop was added within the identified peak hours of the route. The ridership over the next 2 years will be evaluated to determine if the frequency helped to stabilize or increase ridership.

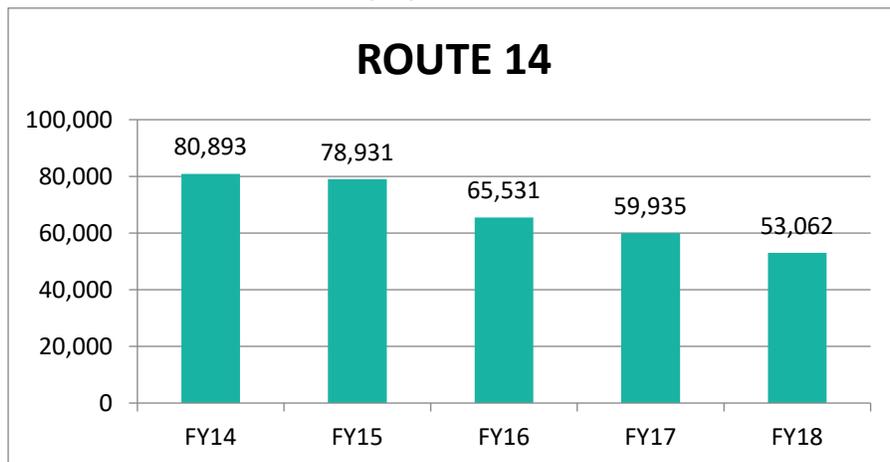
**Figure 2-5
Ridership by Year for Route 13**



Route 13 currently serves the south/east Naples area, includes Naples Community Hospital, Coastland Center Mall, Naples Botanical and Naples Zoo. Route 13 continues to provide fixed route service seven (7) days a week.

Modifications: None

**Figure 2-6
Ridership by Year for Route 14**



Route 14 currently serves the south/east Naples area, includes Naples Community Hospital, Coastland Center Mall, Naples Botanical and Naples Zoo. Route 14 continues to provide fixed route service seven (6) days a week.

Modifications: None

Figure 2-7
Ridership by Year for Route 15

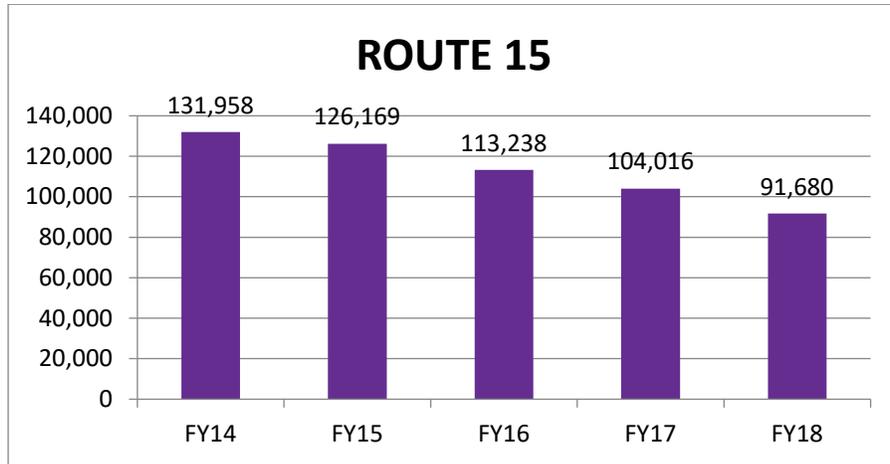
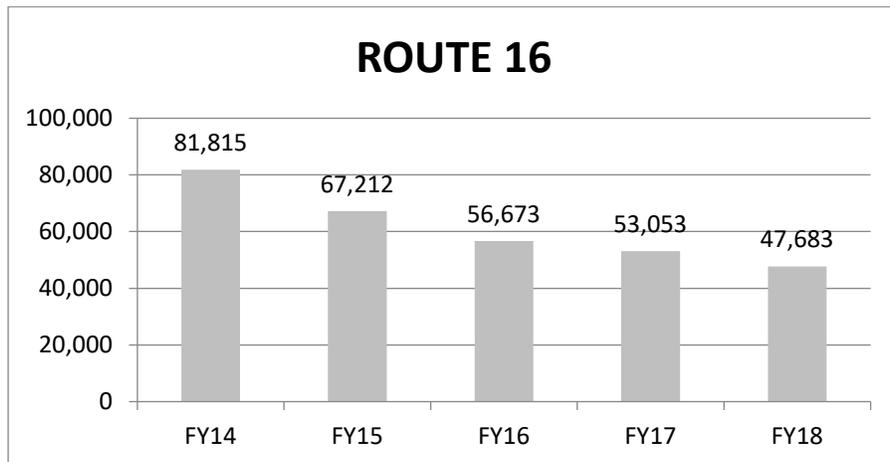


Figure 2-6. Route 15 is one of our highest performing routes.

Route 15 serves the Golden Gate City area making connections at both CAT Ops and Intermodal Transfer Facility. Route 15 continues to provide fixed route service seven (7) days a week

Modifications: None.

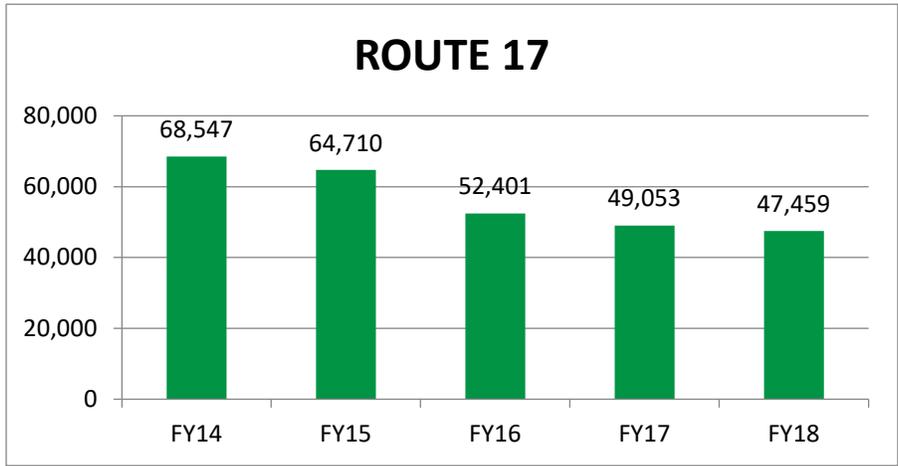
Figure 2-8
Ridership by Year for Route 16



Route 16 serves the Golden Gate City area making connections at both CAT Ops and Intermodal Transfer Facility. Route 16 provides fixed route service six (6) days a week.

Modifications: None

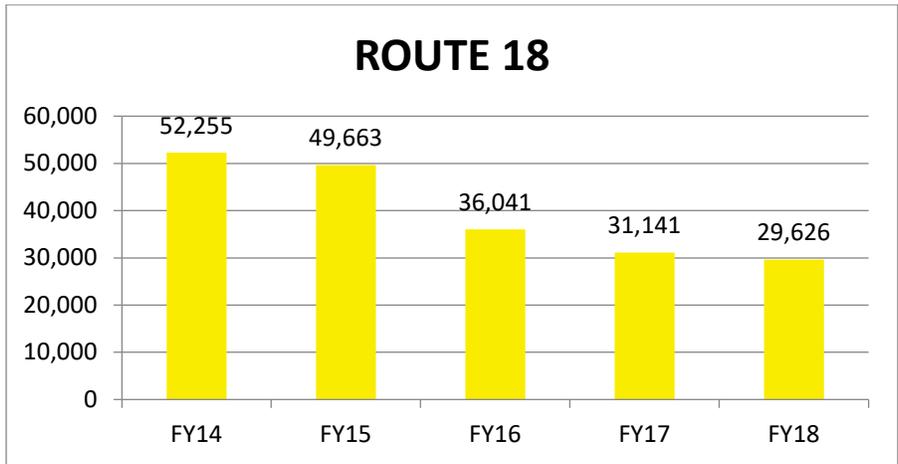
**Figure 2-9
Ridership by Year for Route 17**



Route 17 serves the east Naples area making connections at Intermodal Transfer Facility. The last two trips on this route were deviated through Naples Manor on Mondays through Saturdays to provide service to Lely High School. Route 17 provides fixed route service seven (7) days a week.

Modifications: None

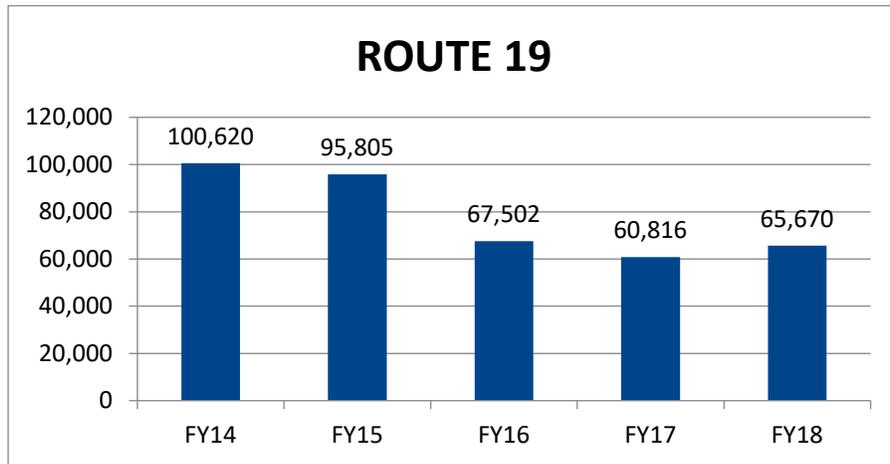
**Figure 2-10
Ridership by Year for Route 18**



Route 18 serves the east Naples area making connections at Intermodal Transfer Facility. This route has demonstrated steady ridership consistent with a maturing fixed route service. Route 18 provides fixed route service six (6) days a week.

Modifications: None

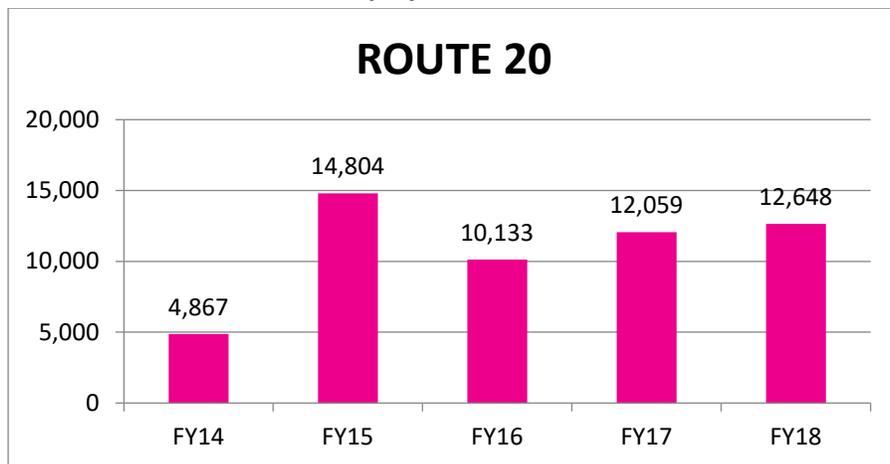
**Figure 2-11
Ridership by Year for Route 19**



Route 19 currently travels from Immokalee to Naples and the other way around making connections at Intermodal Transfer Facility and Immokalee Health Department. Route 19 provides fixed route service seven (7) days a week. A reduction in revenue hours occurred during the fiscal year 2016 to create route 28. Route 19 travels along Immokalee Road after Wilson Boulevard to service that corridor into the Immokalee area.

Modifications: Although no modifications were implemented, a positive trend in ridership was noted. Upon further analysis of bus stop data, it was concluded that route 19 has attracted a greater number of riders from rural areas compared to the previous year. Ridership has increased to a level similar to what was experienced in FY16.

**Figure 2-12
Ridership by Year for Route 20**

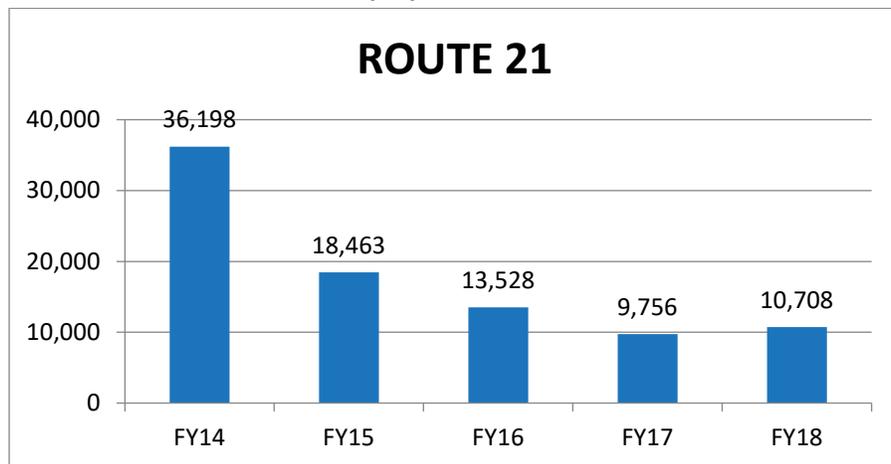


Route 20 serves the Pine Ridge Road area making connections at CAT Ops. Route 20 provides fixed route service seven (7) days a week, for a limited number of hours throughout the day.

Modifications: In April 2018, passengers per loop data was evaluated to determine why there has been a slight increase in ridership. It was recommended that during off peak hours of the route, the least productive loop should be removed and because of the low ridership there should not have an adverse effect of the ridership.

Upon further analysis of ridership data by bus stop, it was concluded that this route is largely utilized as a commuter route. The data has demonstrated that people from the Golden Gate City area are using this route to commute to the west bound stops along Pine Ridge between Goodlette-Frank Road and Livingston Road and then back using the east bound stops to return home. So far, the ridership has not declined. The ridership will continue to be monitored over the next 2 years to determine how the reduction of service affected the use of the route.

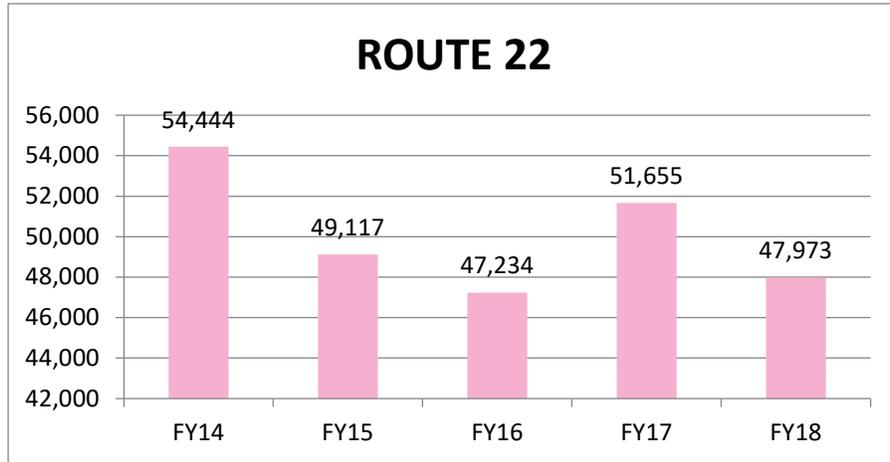
Figure 2-13
Ridership by Year for Route 21



Route 21 serves as the Marco Island circulator. Route 21 provides fixed route service seven (7) days a week, for a limited number of hours during the day.

Modifications: Although no modifications were made to the route, the ridership had increased. To better understand the ridership trend, the bus stop ridership was evaluated and concluded the spike in ridership coincided with the hotels recovery from hurricane Irma. The data showed that more people are using the bus stops near hotels as well as the stops directly off the island. The bus stops directly off the island are normally utilized by the service industry workforce as informal park and ride facilities due to the lack of available parking spaces on Marco Island.

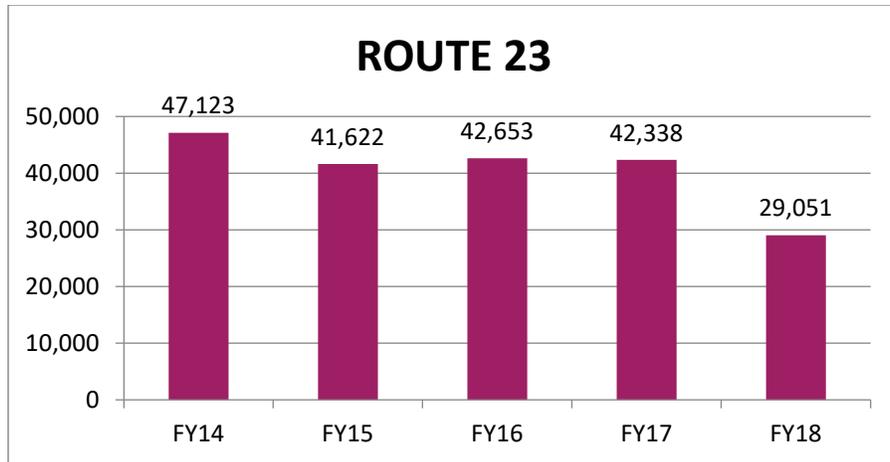
Figure 2-14
Ridership by Year for Route 22



Route 22 serves as one 2 two buses referred to as the Immokalee Circulator. Route 22 provides fixed route service seven (7) days a week. Based on public outreach conducted during fiscal year 2017, this route was modified significantly, as described below.

Modifications: In November of 2017, Routes 22 and 23 were modified. They no longer provided reverse routing, Route 23 provides service to the west side of Immokalee and Route 22 to the Eastern portion of Immokalee. Due to the split of a singular circulation pattern, a decline in ridership was noted although serviceable area has increased. Further education is necessary to the public within the area to provide information about the newly created routes. Also, the service will be further evaluated to identify any necessary changes after two years of operation.

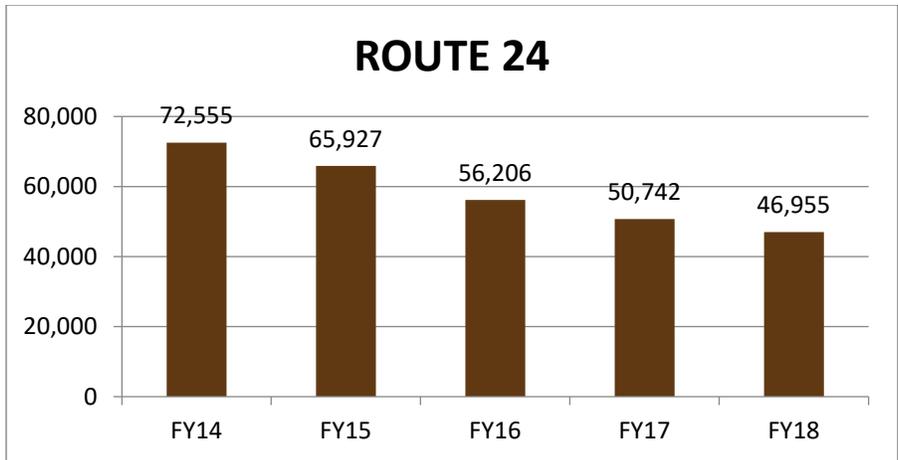
Figure 2-15
Ridership by Year for Route 23



Route 23 serves as one 2 two buses referred to as the Immokalee Circulator. Route 23 provides fixed route service six (6) days a week. Based on public outreach conducted during fiscal year 2017, this route was modified significantly, as described below.

Modifications: In November of 2017, Routes 22 and 23 were modified. They no longer provided reverse routing, Route 23 provides service to the west side of Immokalee and Route 22 to the Eastern portion of Immokalee. Due to the split of a singular circulation pattern, a decline in ridership was noted although serviceable area has increased. Further education is necessary to the public within the area to provide information about the newly created routes. Also, the service will be further evaluated to identify any necessary changes after two years of operation.

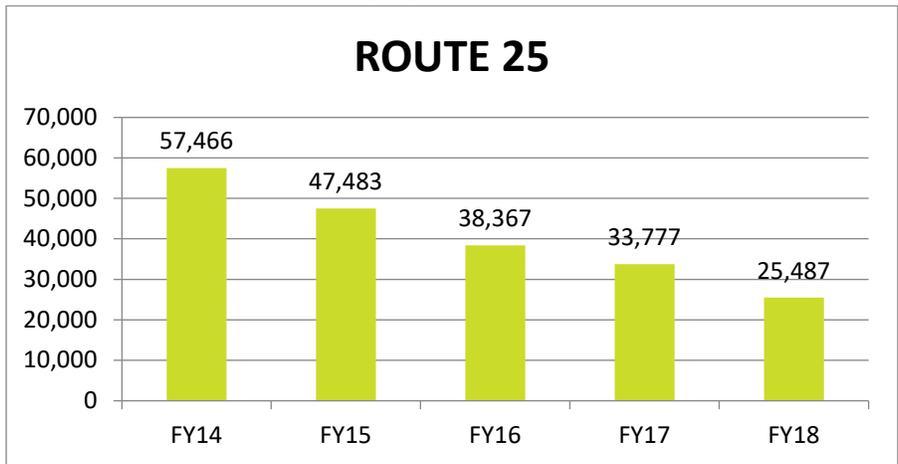
Figure 2-16
Ridership by Year for Route 24



Route 24 serves the south Naples/ Charlee Estates area. Route 24 provides fixed route service seven (7) days a week.

Modifications: Route alignment was adjusted to service Regal Acres. The change was incorporated as a result of a request made by the community. Staff conducted a survey within the community to evaluate the potential use of the service prior to the route alignment. Although a decline in the ridership was noted, the overall percentage of ridership loss was reduced with only a 7% decline in 2018 as compared to 10% in 2017 and 15% in 2016.

Figure 2-17
Ridership by Year for Route 25

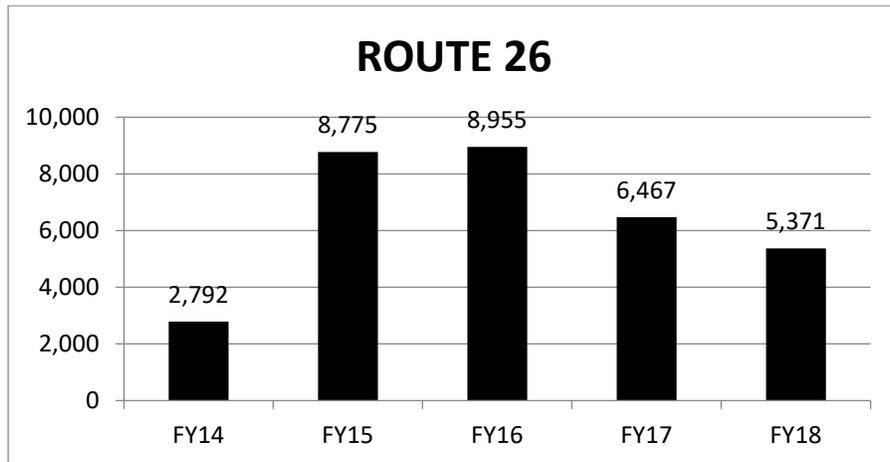


Route 25 serves the Golden Gate Parkway and Goodlette-Frank Road corridors. Route 25 provides fixed route service seven (7) days a week, limited service on Sunday.

Modifications: In April 2018, passengers per loop data was evaluated due to a decline in ridership. It was determined that during off peak hours of the route, the least productive loops should be removed. The

unproductive loops were removed. With the modifications made, the route continues to experience ridership decline. Further evaluation of this route will be conducted in the future.

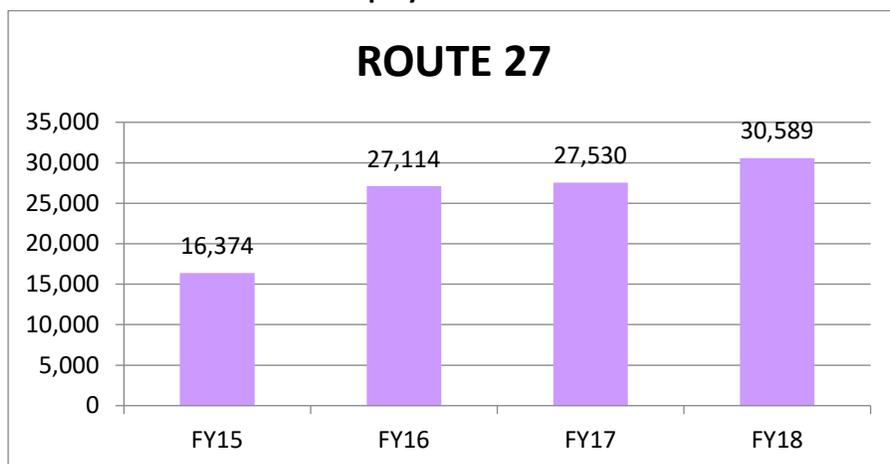
Figure 2-18
Ridership by Year for Route 26



Route 26 serves the Pine Ridge Rd and Golden Gate City area, includes Naples blvd and Clam Pass Park. Route 26 provides fixed route service seven (7) days a week, limited hours throughout the day.

Modifications: In April 2018, passengers per loop data was evaluated due to a decline in ridership. It was determined that during off peak hours of the route, the least productive loop should be removed. The unproductive loop was removed. With the modifications made, the route continues to experience ridership decline. Further evaluation of this route will be conducted in the future.

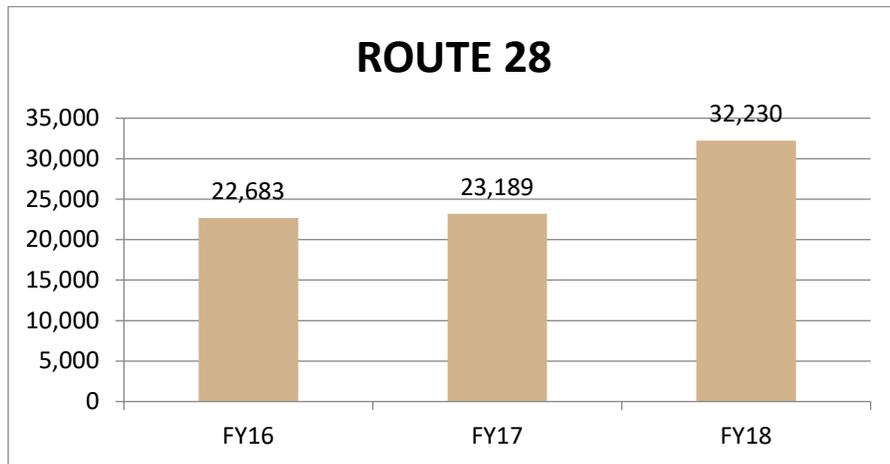
Figure 2-19
Ridership by Year for Route 27



Route 27 is a route that serves Collier Blvd (951) and Immokalee Rd, includes Sun-n-Fun Lagoon and connection with 11, 12, and LinC at the Creekside Super stop. Route 27 provides fixed route service seven (7) days a week.

Modifications: None

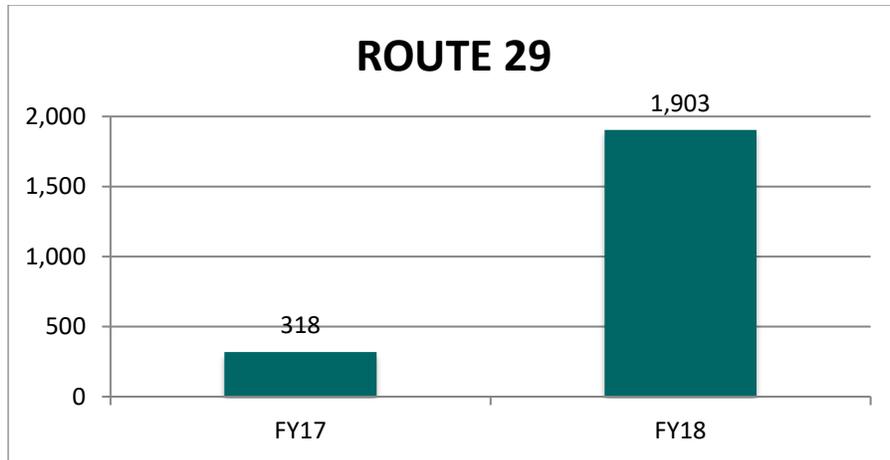
Figure 2-20
Ridership by Year for Route 28



Route 28 is a route that serves Oil Well Rd and Everglades Blvd. Route 28 travels along Oil Well Road after leaving Wilson Boulevard and Immokalee Road to service the Ave Maria community before going to the Immokalee area.

Modifications: Just as route 19, route 28 also experienced a growth trend in rural ridership with no modification made to the route. The largest areas of growth occurred at rural stops along Wilson Blvd and Immokalee Road. Passengers are using this route to get to Golden Gate City, Immokalee, and the Government Center, as evident from the increase in alightings at these stops.

Figure 2-21
Ridership by Year for Route 29

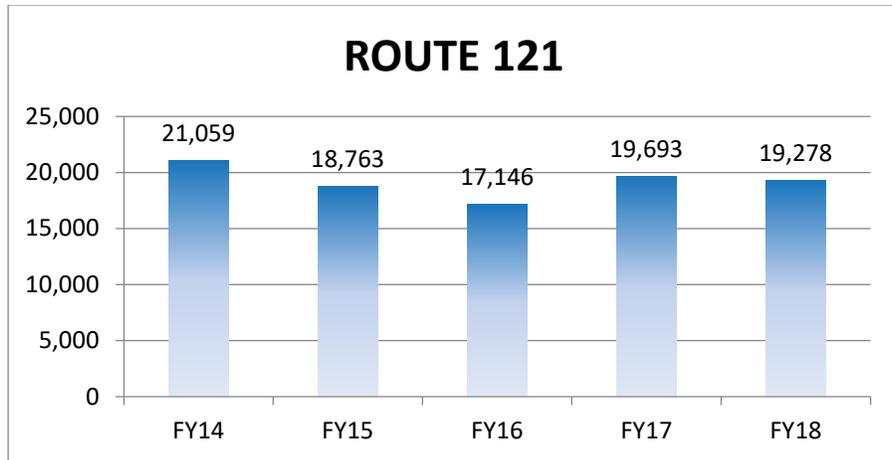


Route 29 CAT partnered with Collier County Parks and Recreation, the Florida Department of Transportation and the Collier County Tourist Development Council to offer a seasonal route referred to as the beach trolley. During the first year of service the trolley operated from 9 a.m. to 3 p.m. daily starting Saturday, Feb. 4, 2017 through Sunday, May 28, 2017. The trolley started at the North Collier Regional Park Administration Building. The trolley ran every 60 minutes and served Vanderbilt Beach, Delnor-Wiggins Pass State Park and Conner Park. During this past year (2nd year of service) the service alignment and frequency changed as described below.

Modifications: Route alignment was adjusted to shorten the route and time of travel. An additional bus was added to the service to increase frequency and fares were eliminated, all in an effort to increase ridership. Both buses ran the along the same alignment. The new alignment had the route starting at the Creekside Bus stop on Immokalee Road and traversing US 41, Vanderbilt Beach Road, Bluebill Drive and Gulfshore Drive to service the beaches at Delnor Wiggins Pass State Park and Vanderbilt Beach. The Route were further modified in February 2018 to provide counter clock wise service for added efficiencies.

Ridership on the route increased significantly with the changes made.

Figure 2-22
Ridership by Year for Route 121



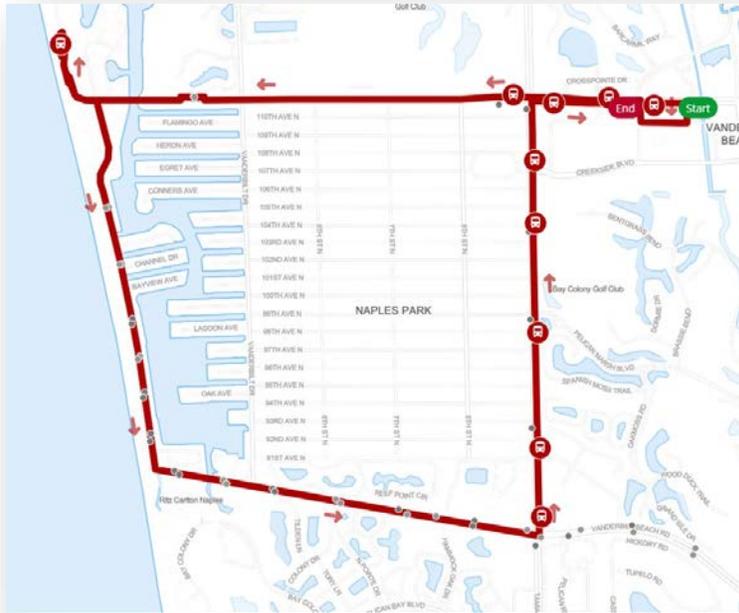
Route 121 is an Express route that provides service between the Immokalee area and Marco Island. This route is used largely to service the hospitality industry. The route consists of an early morning trip from Immokalee to Marco Island and an afternoon trip from Marco Island to Immokalee area.

Modifications: None

Figure 2-23
System Map



Figure 2-24
Route 29 Beach Trolley



Fare Changes

Resolution 2013-28 was amended by the Board of County Commissioners on April 28, 2015, which modified the fixed route fee schedule. The Board of County Commissioners approved fares are shown in **Table 2-2**. Changes made to the fare structure in 2015 included the establishment of a Summer Paw Pass Program and a Corporate Employee Discount Pass Program.

**Table 2-2
Fare Structure**

Service Category	Full Fare / Tarifas	Reduced Fare ¹ / Tarifa Reducida
One-way Fare	\$2.00	\$1.00
Children 5 years of age and younger	Free	Free
Marco Express	\$3.00	\$1.50
Transfers- up to 90 minutes	FREE	FREE
Day Passes	\$3.00	\$1.50
Smart Card Pass		
15-Day Pass	\$20.00	\$10.00
30-Day Pass	\$40.00	\$20.00
Marco Express 30-Day Pass	\$70.00	\$35.00
Discount Passes²		Cost
Summer Paw Pass (Valid June 1 st - August 31 st for students age 17 and under. Cost includes Smart Card)		\$30
30-Day Corporate Pass (300+ Employees)		\$29.75
<p>¹ Reduced Fares are for members of Medicare, Disabled Community, those 65 years and older and children 17 and under. ID required. This fare would also apply to the Transportation Disadvantaged that provides transportation services under the non-emergency transportation Medicaid Contract for Collier County.</p> <p>Las tarifas reducidas son para los miembros de Medicare, comunidad desahilitada, aquellos de 65 años o mas y jovenes de 17 años o menos. Identificacion governamental con foto requerida.</p> <p>² Discount Passes are for persons eligible under the identified programs.</p>		

The Major Update of the Transit Development Plan recommended a Fare Study for both Fixed Route and Paratransit should be completed to ensure that fares are fair and reasonable throughout the entire transit system. In FY2017 the study was started and completed in FY2018.

Federal regulations outlined by FTA in Circular 4702.1B require that service modifications and fare changes be fair and equitable to all citizens, regardless of race color, or national origin. To accomplish the

above, CAT, in partnership with the Collier County Metropolitan Planning Organization (MPO), coordinated for the preparation of the fare study to evaluate both fixed-route and paratransit fare structures and to perform a service equity analysis.

As part of the study, ridership and fare revenue trend were analyzed. A peer review was also conducted to compare and evaluate CAT with other systems with similar characteristics to determine where CAT rated. This fare study included a comparative analysis of transit systems similar to CAT to assist in determining the appropriateness of specific fare policies and fare structures.

Several fare scenarios were prepared and evaluated to measure potential changes in ridership and revenue to ensure that low-income or minority riders were not disproportionately or adversely affected, as required by federal Environmental Justice (EJ) regulations.

The process included a significant amount of public participation, including surveys, public meetings and review and endorsements from the Public Transit Advisory Committee (PTAC) on January 16th, 2018 and March 20th, 2018; the Local Coordinating Board on March 7th, 2018; and the Metropolitan Planning Organization on May 11, 2018.

Table 2-3 below depicts the fare changes approved for the Fixed Route system.

**Table 2-3
Fixed Route Fare Structure Modifications**

Fare Category	2017		Approved Change	
	Full Fare	Reduced Fare	Full Fare	Reduced Fare
One-way Fare	\$1.50	\$0.75	\$2.00	\$1.00
Children 5 years of age & under	Free	Free	Free	Free
Transfer	\$0.75	\$0.35	Free/90 min.	Free/90 min.
Day Pass	\$4.00	\$2.00	\$3.00	\$1.50
7-Day Pass	\$15.00	\$7.50	NA	NA
15-Day Pass	NA	NA	\$20.00	\$10.00
30-Day Pass	\$35.00	\$17.50	\$40.00	\$20.00
Marco Express One-way Fare	\$2.50	\$1.20	\$3.00	\$1.50
Marco Express 30-Day Pass	\$70.00	\$35.00	\$70.00	\$35.00

The fare structure for the Paratransit system was simplified to consolidate the TD fare structure from five to three income-based categories and maintain the ADA fare structure. Both programs would have similar fares as follows:

- \$1 for riders at or below the poverty level
- \$3 for riders 101-150% of the poverty level
- \$4 for riders with income 151% or higher above the poverty.

Capital Equipment and Facility Changes and Improvements

There are currently two (2) passenger transfer stations and five (5) passenger transfer points provided on the CAT system as shown on **Figure 2-20**. The two transfer stations are located at the Intermodal Transfer Facility at the government complex and the CAT Radio Road Operations facility. Other transfer point locations include: Walmart Plaza; Pine Ridge and Goodlette-Frank Rd (Magnolia Square Plaza); Coastland Center; Creekside (Immokalee Road); and the Health Department in Immokalee.

In FY 2018 Phase 3 construction was completed, it included adding a drop box to the money room, additional security cameras and the redesign and construction of the upstairs office space and conference room at CAT's administrative building.



PTNE has been working diligently towards installing bus shelters throughout the County to provide an enhanced experience for the passengers using the service. The construction of 17 ADA accessible bus stops and 13 shelters were completed in FY2018.



Customer Marketing

CAT is always working towards promoting the service that it provides and educating the public about the modifications made to the service for public awareness. The following efforts were conducted during the October 1, 2017 and September 31, 2018.

Paratransit Open House: November 7, 2017 a public meeting was held to enhance coordination with agency and discuss service processes.

Immokalee Christmas Parade: In an effort to continue to educate and provide continuing outreach to the residents of Immokalee CAT participated in the Christmas parade in December 2017. The parade featured a float competition which Collier Area Transit “CAT” bus entered. The bus was decorated with holiday lights and gave away holiday candies to the passersby that lined the local streets.



Veterans Expo - January 6, 2018, Fixed-route bus and Staff attended the expo at New Hope Ministries for Veteran’s and their families to discuss CAT services.

Collier County Health Expo: On January 18, 2018 Collier County Human Resources hosts an event annually to promote available Health Care, Financial, and Community resources to Collier County employees. CAT

in partnership with Commuter services participates by providing relevant information on how to utilize the CAT System and subscription to Commuter Services.

Annual Collier County Senior Expo: This event is held at the Golden Gate Community Center in February of every year to educate seniors of Collier County about fitness programs, safety, public transportation, gardening, pet adoptions and various other services available to them.

Trucks, Trucks, Trucks: On February 17, 2018 CAT participated in an event by providing information about public transportation and displaying a bus for children at the South Regional Library

Try it Transit Day: This event is an element of the Collier Area Transit community outreach program and it was held on April 20, 2018. In order to increase public awareness CAT provides incentives to citizens of Collier County encouraging transit usage. The target groups are choice riders who normally commute alone by automobile, and bicyclists who do not currently utilize CAT as part of their transportation mode. The ultimate goal is to reduce the number of vehicles on the roadways, reducing traffic congestion and lowering greenhouse gas emissions by utilizing transit.

Collier County Library Outreach: June 16,2018, CAT's Paratransit and Orange Blossom Library's Mail-A-Book Senior Presentation at the Headquarters' Library. Set up a table and spoke with seniors about CAT's services

Lighthouse of Collier County Summer Camp Event: July 16, 2018, An event for visually-impaired children at the Lighthouse of Collier. Gave a presentation about CAT and its services, then took the children on a fixed-route bus with a mock-bus loop for a scavenger hunt.

Immokalee Travel Training Day: August 10, 2018, Travel Training Day at the Immokalee Library to teach prospective passengers How to Ride the Bus. Held two sessions of training and took passengers on a fixed-route bus

iTech College Travel Training: August 28, 2018, presented how to ride the bus informational sessions to two classes of students.

Section 3 REVISIONS TO THE IMPLEMENTATION PLAN

This section provides a comparison of accomplishments in FY 2018 to the Implementation Plan as part of the 2015 Major Transit Development Plan (TDP). This section also provides an analysis of all discrepancies between the 2015 Major TDP, the implementation in the past year (FY 2018), and any revisions to the steps that will be taken to attain the original goals and objectives in future years.

Accomplishments in the Past Fiscal Year:

Bus Shelter Construction – CAT constructed 13 shelters throughout Collier County

ADA Bus Stop Improvements: CAT constructed 17 ADA accessible boarding and alighting pads.

Fare Study: CAT in partnership with the Collier County Metropolitan Planning Organization (MPO), has completed the study to evaluate its fixed-route and paratransit fare structures and to perform a service equity analysis of the recommendations. The study was presented to the Board of County Commissioners and approved in FY18

Operations Contract: In November 2015, the Board of County Commissioners (Board) entered into contracts RFP 15-6424 with two (2) vendors: one to provide Scheduling and Dispatching Services Medical Transportation Management, Inc., d/b/a Southeast MTM, Inc. and the other to provide Operating Services MV Transportation, Inc. for the Transit System. After evaluation of the vendor performance under this model it was determined that a single vendor model was more efficient for a transit system the size of Collier Area Transit. To maintain an improved level of service for the Transit System, the PTNE Division coordinated with Procurement Services to solicit Operations Management services for the Fixed Route and Paratransit systems.

On June 18, 2018, the Procurement Services Division released notices of RFP #18-7382, “Collier Area Transit (CAT) Fixed Route, Demand Response Transit, and Transit Operations Management Services.” The County received seven (7) responsive and responsible proposals by the August 15, 2018 closing date. After a review of all proposals on September 27, 2018, the Selection Committee shortlisted the following top four (4) firms to move on to Step 2 for oral presentations. The Selection Committee met on November 7, 2018, by consensus of the selection committee, it recommends MV Transportation, Inc. as the top ranked firm. The term of the contract is for three (3) years, with two possible additional one-year renewals.

Section 4 GOALS, OBJECTIVES, & INITIATIVES

Objective/ Initiative	Description	Implemented	Assessment
Goal 1 Operate a cost effective and sustainable public transportation system that safely and efficiently meets the needs of Collier County’s residents and visitors.			
Objective 1.1	Improve efficiency, quality, and level of service to adequately serve residents and visitors while increasing the economic vitality of transit in the county.		
Initiative 1.1.1	Establish east/west corridor service, as funding allows, by 2025 to provide alternative access to jobs, education, and recreation.	Partial	In January 2015, Route 27 commenced service and runs along Immokalee Road from Collier Boulevard to Creekside Commerce Park. Existing Route 25 provides service along Golden Gate Parkway, Route 20&26 provides service along Pine Ridge Rd.
Initiative 1.1.2	Establish north/south corridor service, as funding allows, by 2025 to provide alternative access to jobs, education, and recreation.	Partial	Route 11 (US41) and Route 12 (Airport Pulling Rd) currently provide service north/south. As funding becomes available additional routes may be established as recommended in the TDP major update.
Initiative 1.1.3	Improve the frequency of peak weekday service to 45 minutes or better on all existing CAT routes, as funding allows, by 2025.	Partial	PTNE has evaluated peak service and implemented increased frequency to route 11 and 12 partially during peak hours, this was accomplished by reducing service on routes 20, 26 and 25. Due to no increase in funding for operational purposes, the completion of increase frequency is not scheduled

			for implementation. PTNE staff will continue to seek additional funding.
Initiative 1.1.4	Evaluate the feasibility of premium transit services, such as bus rapid transit (BRT) within the TDP planning horizon.	No	The feasibility study for BRT has not commenced for this update. Due to no increase in revenues, this project was not included in the Transit Cost Feasible plan of the 2040 Long Range Transportation Plan.
Objective 1.2	Improve and maintain the existing transit infrastructure and bus stop accessibility within Collier County.		
Initiative 1.2.1	Continue to pursue funding for improvements to existing bus stops.	Ongoing	Collier County pursues funding for improvements to bus stops on an ongoing basis. A portion of 5307 is dedicated to bus stop improvements and 5339 has been applied for the purpose of bus stop improvements.
Initiative 1.2.2	Develop a Passenger Amenities Program by 2016.	Ongoing	CAT has developed a 5-Year Amenities Program, to identifying future bus stop improvements and standards.
Initiative 1.2.3	Install a minimum of 10 covered, ADA-compliant, accessible bus stop shelters per year.	Ongoing	In FY18 13 shelters were constructed.
Initiative 1.2.4	Preserve the existing transit infrastructure throughout the CAT service area.	Ongoing	4 Shelters were rehabilitated FY18. In addition, the transit vendor is required to pressure wash each shelter on an annual basis, which increases their longevity.
Initiative 1.2.5	Coordinate with the Collier County to include bus stop shelters design and installation during roadway construction projects.	Ongoing	Coordination with FDOT as well Collier County Transportation Planning occurs regularly to evaluate potential stop improvements in conjunction with roadway improvements.

Initiative 1.2.6	By 2025, implement the phased recommendations from the CAT Bus Stop ADA Assessment report	Ongoing	Construction 17 stops were completed in FY18
Objective 1.3	Service all current and future transit users with a focus on providing job access and allowing for a cost-effective, greener alternative to the private automobile.		
Initiative 1.3.1	Improve transit service within areas with the highest transit orientation index, as identified in the TDP Major Update, by 2025.	Ongoing	Collier County continues to explore funding opportunities for expansion.
Initiative 1.3.2	Provide efficient transit access to major employment centers, development corridors, and other significant activity centers, as funding allows.	Ongoing	Collier County continues to explore ways to expand service within existing funding limitations.
Initiative 1.3.3	Expand transit services to areas with high employment and dwelling unit densities, including Golden Gate Estates and other areas located in the eastern portion of the county, by 2025.	Ongoing	Collier County will continue to explore funding opportunities for expansion.
Initiative 1.3.4	Increase transit ridership by one percent each year.	No	Staff will continue to monitor ridership levels and strive to increase overall ridership by one percent each year. Outreach efforts include attending/hosting events to expose the public to Transit.
Initiative 1.3.5	Continue coordination with groups including the Immokalee CRA and the Bayshore Gateway Triangle CRA on projects, including land development code updates, the development of master plans, and community improvements that would affect transit service.	Partial	Staff coordinates and participates with Collier CRA's as plans are developed to ensure transit is incorporated within master plans and area improvement. Staff is working with the Growth Management staff towards incorporating transit within master plans and land development.

Initiative 1.3.6	Coordinate with Opportunity Naples and the Greater Naples Chamber of Commerce to be an integral part of the future economic development implementation plan.	Ongoing	Staff will plan to work with the Opportunity Naples and the Greater Naples Chamber towards incorporating transit in the future economic development strategy and the implementation plan for Fiscal Year 2019.
Initiative 1.3.7	Continue to coordinate with county and city departments to be an important part of future development and redevelopment plans.	Ongoing	CAT coordinates with Transportation Planning to review site development and redevelopment plans.
Objective 1.4	Create an interconnected transit network using multimodal transportation elements.		
Initiative 1.4.1	Work with Commuter Services to identify properties for park-and-ride lots in priority areas as identified within the TDP Major Update and as funding is available.	Ongoing	Collier County worked with Commuter Services to identify county owned properties that will allow the use of some parking spaces as park-and-rides (i.e. County Libraries). Park and Ride study will be funded by Collier MPO UPWP in FY20
Initiative 1.4.2	CAT should review and propose additional regional public transportation connections along future transit corridors, as appropriate.	Ongoing	Since the inception and as a result of the success of the LinC Route connecting Lee and Collier County, discussions have occurred regarding a secondary route. Collier County will continue to seek additional funding opportunities.
Initiative 1.4.3	Encourage local governments to provide accessible sidewalks, bus stops, and other bus stop improvements.	Ongoing	Collier County staff currently attends the MPO's Bicycle and Pedestrian Advisory Committee and the Congestion Management Committee (CMC) meetings and encourages accessible sidewalks and bus stop improvements be added as part of every project.

Initiative 1.4.4	Coordinate public transportation connections with existing and planned pedestrian and bicycle pathways.	Ongoing	Collier County staff currently attends the MPO's Bicycle and Pedestrian Advisory Committee and Congestion Management Committee (CMC) committee meetings and encourages accessible sidewalks and bus stop improvements be added as part of every project. In addition, staff reviews sidewalk construction projects for bus stops improvements needed within the project limits.
Initiative 1.4.5	Continue to explore opportunities for additional bicycle storage facilities around the county.	No	Collier County will continue to explore funding opportunities for additional bicycle storage.
Initiative 1.4.6	Encourage passengers to travel with foldable bicycles that may be transported on the fixed-route buses.	No	Additional research is needed before consideration of this initiative.
Initiative 1.4.7	Continue to explore new and innovative concepts to accommodate bicycles on the fixed-route buses	Ongoing	Collier County will continue to explore new and inventive ways to accommodate bicycles on the bus
Objective 1.5	Coordinate transportation services to provide cross county connections to Lee County as appropriate based on the regional transportation and economic benefits that can be derived.		
Initiative 1.5.1	Continue to evaluate how regional services can add economic value to Collier County by increasing job access and creating alternative routes to access goods and services.	Ongoing	An evaluation was completed on the 2015 Major TDP update.
Initiative 1.5.2	Coordinate with LeeTran and FDOT to identify funding sources for the expansion of cross county public transportation services.	Ongoing	CAT and LeeTran continue to have quarterly meetings to discuss cross-county transportation service and potential funding for expansion of service.

Initiative 1.5.3	Expand transportation services to Lee County with connections to LeeTran near Immokalee.	Ongoing	As a result of the success of the LinC Route connecting Lee and Collier County, discussions have occurred regarding a secondary route. Collier County will continue to seek additional funding opportunities.
Objective 1.6	Enhance the availability of transit services for tourists and seasonal residents.		
Initiative 1.6.1	Designate a CAT representative to attend Collier County Tourist Development Council (TDC) meetings.	Yes	Staff has attended the TDC meetings to present progression of the Beach Trolley Route.
Initiative 1.6.2	Coordinate with the TDC to explore the potential for using tourist development tax revenue to expand and improve transit service for Collier County's tourists and visitors.	Yes	Service Development grant as well as Tourism Development Council funds were obtained to implement a seasonal Beach Trolley. The Trolley commenced service in FY17.
Initiative 1.6.3	Coordinate with the TDC to market CAT services.	Ongoing	CAT has been working with the Collier County Public Services Division to collaborate its marketing efforts. Ensuring that all advertising for CAT will be done in the most effective and efficient methods. CAT also coordinated with the TDC to market CAT Beach Trolley.
Initiative 1.6.4	Encourage the private market segment benefiting from tourist in Collier County to help fund transit services to this population and employees servicing the tourist population.	No	Due to a lack of staff resources, this initiative has not yet been implemented.
Initiative 1.6.5	Continue to broadcast CAT television commercials and radio advertisements.	Partial	CAT has been utilizing other methods for advertising such digital including social media and geofencing mobile applications to promote transit. Lack of funding limits to utilization of TV.

Initiative 1.6.6	Monitor ridership in coordination with marketing and advertising efforts to determine increases attributable to additional marketing efforts.	Ongoing	Ridership is monitored regularly and compared to marketing efforts to review effectiveness.
Initiative 1.6.7	Proceed with developing a smartphone application to support real-time fixed-route bus locator information.	Ongoing	Scope of work has been developed procurement commenced in FY18 and implementation will occur in FY19.
Objective 1.7	Enhance access and availability of transit information and schedules.		
Initiative 1.7.1	Add numbers to bus stops to assist passengers and CAT representatives in determining bus stop locations and providing accurate information.	Ongoing	A new Bus Stop sign was designed to include bus stop ID numbers. Signs were purchased in FY18 and replacement of signs was initiated in FY19.
Initiative 1.7.2	Partner with the Chamber of Commerce to develop and disseminate a route map that depicts the locations of major destinations, including employment centers, apartments, and attractions.	No	This may present some challenges for the Division's advertising sales program.
Initiative 1.7.3	Conduct a Travel Training Day with CAT representatives riding the buses to share information with passengers and teach non-users how to use the transit system	Ongoing	In FY18 CAT staff has held a Travel Training Day in the area of Immokalee and has conducted "How to Ride" presentation in various locations.
Initiative 1.7.4	Develop outreach activities to teach children how to use public transportation.	Ongoing	CAT conducts outreach activities to educate children whenever possible.
Initiative 1.7.5	Proceed with developing a smartphone application to enable the greater dissemination of CAT information.	Ongoing	Scope of work has been developed procurement commenced in FY18 and implementation will occur in FY19.
Initiative 1.7.6	Update the CAT webpage with user-friendly features to provide easier access to route maps, trip planning, and real-time bus location information.	Yes	CAT has updated its website to incorporate a trip planner, easier/quicker access to key items such as schedules. Overall the look and

			accessibility was enhanced. Collier County main home page now has an icon to direct you to CAT's page. The URL was also change for better recognition and easier to remember.
Goal 2 Reduce energy demand, implement green initiatives and sustainable processes, and protect Collier County's natural resources using cost-effective and efficient technologies.			
Objective 2.1	Implement innovative programs to reduce vehicle miles traveled within Collier County.		
Initiative 2.1.1	Continue coordination with FDOT's District One Commuter Services program for the implementation of additional commuter programs.	Ongoing	Collier County continues to coordinate with FDOT District One's Commuter Services program. CAT participated in the 2018 regional program of Try Transit Day.
Initiative 2.1.2	Coordinate with public and private entities to establish new park-and ride locations for commuters.	Ongoing	CAT worked with Commuter Services to identify county owned properties that will allow the use of some parking spaces as park-and-rides (i.e.: County Libraries). CAT will continue this effort to establish more park-and-ride sites.
Initiative 2.1.3	Coordinate with the Naples Pathway Coalition, the MPO Pathways Advisory Committee, and local non-profit and/or for-profit groups to explore the potential for implementing a bicycle share program.	Ongoing	As bike sharing program discussions have surfaced, CAT staff has been at the table to coordinate as needed.
Initiative 2.1.4	Determine how Collier County can leverage additional funding to promote and provide green alternatives including federal funds for transit in parks.	No	Due to current resources constraints, this was not completed in this fiscal year. This initiative will be considered as funding becomes available.

Initiative 2.1.5	Coordinate with Collier County Driver License and Motor Vehicle Service Centers to promote CAT fixed-route services to persons unable to obtain a driver's license or with an unsafe and/or inoperable vehicle.	No	
Objective 2.2	Implement environmentally-friendly operating procedures.		
Initiative 2.2.1	Explore potential to transition the fleet to alternative fuel vehicles for economic and environmental benefits.	Ongoing	CAT is in constant communication with the Fleet Department to analyze and research alternative fuel
Initiative 2.2.2	Where appropriate, consider the potential to purchase smaller vehicles to match the capacity requirements of the new service areas.	Ongoing	A smaller vehicle was purchased to service Marco Island to match the capacity requirements, the vehicle is in use. CAT will continue to evaluate routes to determine the need of vehicle capacity.
Initiative 2.2.3	Reduce fuel consumption by one percent each year, as service, new sources to power vehicles, and funding allows.	Ongoing	This initiative was developed with the expectation that hybrid technology would yield reductions in fuel consumption. It appears that the hybrids do not offer the reductions in fuel consumption as expected. FDOT is evaluating fuel efficiency results of hybrids and will be issuing a report upon completion. Collier County will continue to monitor this initiative.
Initiative 2.2.4	Construct future CAT facilities utilizing environmentally-friendly materials, where feasible.	Ongoing	Collier County will use environmentally-friendly materials whenever possible.
Goal 3 Build meaningful partnerships that increase the visibility of CAT, promote livability, and enhance economic and social well-being.			
Objective 3.1	Develop marketing strategies to increase ridership and improve the visibility of CAT.		

Initiative 3.1.1	Participate in local job fairs to increase knowledge about the transit system and encourage use.	Ongoing	CAT regularly participates in events to promote Public Transit.
Initiative 3.1.2	Develop marketing materials and programs to demonstrate the value and role of transit in regional carbon emissions reduction.	Yes	CAT developed a flyer describing the benefits of utilizing Public Transportation which included economic, health and environmental benefits.
Initiative 3.1.3	Distribute transit service information and user-friendly brochures to at least 25 percent of businesses within ¼-mile of existing transit routes prior to initiating the next TDP Major Update.	No	Once the brochure is developed distribution will commence. Marketing, Events and Sales coordinator will be tasked with ensuring any communication/brochures are distributed.
Initiative 3.1.4	Continue the CAT public relations campaign, including commercial and radio advertisements, designed to promote transit ridership and sustainability.	Ongoing	CAT is utilizing digital media to reach a more diverse audience rather than commercial and radio advertisements alone.
Initiative 3.1.5	Create a Transit Ambassador Program using volunteer transit users to spread the word about CAT and how to use the services.	No	This initiative will be evaluated for feasibility in FY19.
Initiative 3.1.6	Hire a full-time Mobility Manager/Social Media Specialist responsible for updating the CAT Facebook page and Twitter account with the latest news and information.	Yes	A Mobility Manager was hired as part of the new administrative contract. An Event, Sales & Marketing Coordinator has been hired and will manage all forms of social media

Initiative 3.1.7	Conduct one presentation each month to an agency, including the NAACP, assisted living facilities, driver's education classes, CRAs, Wives of the Farm Workers, Good Will Industries, Homeowners Associations, pending the hire and availability of a full-time staff person at CAT designated to perform outreach functions.	Ongoing	Presentations are performed upon request and as opportunities arise.
Objective 3.2	Build partnerships for participation in discussions relating to proposed future development and redevelopment.		
Initiative 3.2.1	Coordinate with the Immokalee Seminole Casino on their future and recent developments to explore the potential for partnering to provide additional service in Immokalee and other areas.	No	In FY18 along with changes in Immokalee bus routes, staff contacted the Immokalee Seminole Casino management for input.
Initiative 3.2.2	Develop Transit Development Guidelines to provide the development community with guidelines on bus stop siting and design, land use and roadway design factors that affect transit design, and when to coordinate with CAT for transit services during the development process.	Ongoing	Official Guidelines have not been developed, but CAT reviews all future sites and redevelopments to encourage transit accessibility and when possible bus stop improvements.
Initiative 3.2.3	Participate in Opportunity Naples meetings and other discussions regarding future development in Collier County, pending the availability of CAT staff.	No	Due to a lack of staff resources, this initiative has not yet been implemented.
Objective 3.3	Establish intergovernmental relationships to improve and expand existing and future transit service.		
Initiative 3.3.1	Participate in quarterly meetings with Lee Tran to identify ways to improve service; including coordinating the fixed-route bus schedules between Lee County and Collier County routes connecting with the LinC.	Ongoing	Quarterly meeting occurs between Collier and Lee County to discuss current routes and possible future routes. Any schedule changes are discussed to determine impact on connection of the LinC route.
Goal 4 Coordinate public transportation services with local, regional, and state planning efforts.			

Objective 4.1	Coordinate integrated land use planning efforts to incorporate transit needs into the development review process.		
Initiative 4.1.1	Work with county and city planners to evaluate and consider the impacts of development on transit and how that could be translated into funding options for transit.	Ongoing/No	The PTNE Department has discussed the impacts of development on transit but funding has not translated from the discussion. Staff will work to pursue a potential mobility fee in the future.
Initiative 4.1.2	Participate in planning and development review meetings to ensure that county and city policies support transit services and funding needs.	Ongoing	Collier County receives notices of upcoming development review meetings and participates as required.
Initiative 4.1.3	Ensure that CAT comments on all major development regarding the provision of transit services and the capital and operational impact on transit and associated funding for these impacts.	Ongoing	Collier County monitors development meetings and responds to any request to review development. Staff continues to work hard to become more involved in the review process.
Initiative 4.1.4	Work with county and city planners to incorporate transit oriented development design into the planning process.	Ongoing	Collier County participated in the development of the Master Mobility Plan. The Plan looked at options to reduce vehicle miles traveled, including transit oriented development design. Staff will work to ensure that transit oriented development design is incorporated into the planning process.
Initiative 4.1.5	Develop a list of recurring annual meetings where transportation and land use will be topics and designate a representative to attend.	Ongoing	CAT staff attends meeting on a monthly and quarterly basis where transportation and land use is discussed.

Initiative 4.1.6	Meet quarterly with staff from the Collier County Transportation Engineering and Planning departments to identify upcoming utilities, roadway, and /or storm water projects, planning studies, and site developments that will affect the provision of transit services.	Ongoing	CAT staff meets with Transportation planning on a weekly basis to discuss upcoming Development projects. CAT is notified of any roadway, utilities, and or storm water projects but a reoccurring meeting has not been established.
Goal 5 Use the most efficient technologies and innovations available for transportation system operations.			
Objective 5.1	Implement and expand Intelligent Transportation System (ITS) improvements		
Initiative 5.1.1	Continue to improve customer information systems (including website) for scheduling information to encourage and increase system use.	Ongoing	Collier County continuously strives to improve information systems. In February of 2013 Collier County completed Phase I (funded by ARRA) of the ITS project which includes real-time arrival and departure. This phase included a website that allows riders to view real time bus arrival information per stop. In FY18, a solicitation was initiated for mobile app and onboard Wi-Fi. The website has been updated and enhanced for ease of use.
Initiative 5.1.2	Develop an Intelligent Transportation Systems (ITS) plan that includes evaluation criteria for potential and proposed ITS projects.	ongoing	Phase I (funded by ARRA) of the ITS project was completed in February of 2013. Phase II (funded by CMS) of the project will include mobile application, and onboard Wi-Fi, for CAT passengers. Phase III will include an upgraded onboard camera system and IVR.
Initiative 5.1.3	Implement a trip planner by September 2016.	Completed	CAT has developed General Transit Feed Specifications that were submitted to Google Transit and approved. Passengers can now plan their trip using Google Maps. Trip

			Planner has been incorporated into CAT's homepage
Initiative 5.1.4	Implement technology to allow for customers to reload smart cards online by 2017.	Ongoing	As part of the scope for a mobile application, mobile ticketing will be included to facilitate the purchase of passes via a phone.
Initiative 5.1.5	Coordinate with Lee County Transit to implement technologies that support regional acceptance of smart cards for fare payment.	No	Discussions have been made regarding a regional fare media, but nothing has been determined as feasible as of yet.
Initiative 5.1.6	Explore technology that would allow merchants to reduce the fixed route fare for patrons using smart cards.	No	In FY17 discussion have commenced with a local merchant to sell passes. In FY18 CAT will continue to seek merchant cooperation for this initiative.
Goal 6 Monitor and maintain service quality and standards.			
Objective 6.1	Develop ongoing processes to measure and monitor service quality.		
Initiative 6.1.1	Use the performance measures established in the 2016-2025 TDP Major Update to monitor fixed-route services on a quarterly basis. Make revisions to low-performing services and if improvements are not seen after the changes discontinue the service.	Ongoing	The Performance Measures must be developed. However, route performance is monitored monthly and recommendations are made to address low-performing service.
Initiative 6.1.2	Conduct a survey at least every two years to obtain passenger information including user demographics, travel behavior characteristics, and user satisfaction.	Ongoing	Surveys are under development and a calendar will be proposed to identify the schedule for surveying the public.
Initiative 6.1.3	Maintain an ongoing public involvement process to solicit input through discussion groups, interviews, surveys, and public workshops.	Ongoing	CAT seizes every opportunity to solicit information from the public such as events like Try Transit Day; Stuff the Bus; Trucks, Trucks, Trucks, etc. In Addition, Quarterly CAT conducts surveys to evaluate the service

			provided as well as soliciting suggestions/feedback.
Objective 6.2	Efficiently and cost-effectively upgrade and maintain the CAT fleet.		
Initiative 6.2.1	Operate a fleet of fixed-route vehicles with an average age of less than five years by 2025, as funding permits.	Ongoing	Collier County replaces fixed route vehicles as they meet their useful life dependent upon funding. All fixed route buses have a useful life of 10 to 12 years as per FTA.
Initiative 6.2.2	Perform scheduled maintenance activities for all transit vehicles to keep them operable and reduce overall vehicle costs.	Completed/Ongoing	Collier County Fleet Management performs scheduled maintenance activities for all transit vehicles on a regular basis.
Initiative 6.2.3	Develop a process for operators to communicate potential vehicle maintenance problems that feed into an ongoing preventative maintenance program and address actual maintenance problems immediately.	Completed/Ongoing	Drivers conduct pre- and post-trip inspections on all vehicles through the Zonar system and supervisors report any issues to Collier County Fleet Management. Fleet Management addresses actual maintenance problems prior to the bus leaving the Operations facility.
Goal 7 Maximize the use of all funding sources to increase services or to provide better services.			
Objective 7.1	Increase and expand revenue sources.		
Initiative 7.1.1	Review the potential for advertising inside the buses.	Completed	Collier Area Transit has an adopted Advertising Policy, the selling of advertising commenced in FY15.
Initiative 7.1.2	Educate the general public and local decision-makers on the importance of public transportation and the need for financial support.	Ongoing	Collier County educates the public and local decision-makers on the importance of public transportation and the need for financial support at every opportunity.
Initiative 7.1.3	Submit grant applications available through federal, state, local, and private sources.	Ongoing	Grants are submitted as required.

Initiative 7.1.4	Annually seek to identify and obtain available alternative revenue sources for the provision of new and improved transit services.	Ongoing	Collier County continuously searches for alternative revenue sources for new and improved transit services.
Initiative 7.1.5	Work with the County Attorney’s office to explore the possibility of establishing a 501(c)(3) that allows persons to donate funds to CAT for the purpose of “adopting a shelter” or “adopting a rider” by September 2016.	Partial	Due to a lack of staff resources, this initiative has not yet been implemented. The research has commenced in FY18 and a bench donation program is being evaluated.
Initiative 7.1.6	Establish a citizen campaign by January 2016 to educate on the benefits of creating a sales tax initiative or Municipal Services Taxing Unit (MSTU) for transit and gauge citizen support for the establishment of either an MSTU or sales tax that would provide transit service at reduced or no cost to the residents paying taxes within the boundaries.	No	In Fy18 the solicitation for transit impact analysis was initiated and in FY19 data will be collected and public participation conducted.

Section 5 TENTH YEAR TRANSIT IMPLEMENTATION PLAN

The 2015 Collier County Major TDP Update included a very comprehensive list of activities leading up to the creation of an implementation plan that would guide the County’s development of services over a ten-year planning horizon.

With each annual update, an additional tenth year is added to the implementation plan. Although an additional year was added, no improvements are scheduled to take place beyond what was identified in the last progress report. Collier County will actively pursue funding opportunities to implement recommendations from the 2015 TDP.

The following items from the implementation plan were addressed with the current reporting period:

Project Description	Improvement Type	Original Year	Revised Year	Comments
Evaluate Fare Policy	Planning Priorities	2017	2017	A Fare Study for both Fixed Route and Paratransit commenced in FY2017 and in FY2018 the fare study was completed and approved by the Board of County Commissioners.

Section 6 FINANCIAL PLAN

This section of the TDP presents the financial plan consisting of the capital and operating costs and revenues associated with maintaining the existing system (status quo) and with implementation of the 10-year Needs Plan. The financial plan is a planning tool utilized to quantify cost of service and related capital enhancements, but does not represent a commitment of funding or a requirement to provide any identified service/project in the year shown.

There have been no commitments from local, state, federal, or other sources to increase transit funding levels over the proposed amounts identified in the Collier County Fiscal Year (FY) 2015 Adopted Budget. Based on currently identified funding, existing service levels and capital improvements are planned through the first nine years of this TDP, with needs-based improvements being added to the tenth year, with exception of regularly occurring planning and marketing activities, a mobility management position, and the introduction of a pilot seasonal beach access route. All improvements included in the tenth year related to addressing the transit needs will require new revenue sources, along with additional revenue sources for the mobility management position and the seasonal beach access route pilot.

Numerous assumptions were made to project public transportation costs and revenues for this TDP planning timeframe of FY 2016 through FY 2025. The assumptions made for operating and capital costs and revenues are based on a variety of factors, including NTD data, trend data, operating characteristics, planning documents, the FDOT Work Program FY 2016 - 2020, the Collier MPO Transportation

Improvement Program (TIP) FY 2015 - 2019, staff correspondence, and the Collier County FY 2015 Adopted Budget. These assumptions are summarized below.

Cost Assumptions

- Costs are computed based on the federal fiscal year assuming CAT operating all but six days of service. The pilot route providing seasonal beach access was calculated with 80 days of service per year.
- Based on the Consumer Price Index (CPI) data for the last 10 years, from 2009 to 2018, the average annual inflation rate is 1.8 percent. Therefore, an annual inflation rate of 1.8 percent is used for all operating cost projections.
- Annual operating cost for fixed-route service is based on the revenue hours for each route multiplied by the revenue cost per hour. The cost per hour was determined using a combination of MV Transit newly executed contract and NTD FY 2018 Annual Report the cost for fixed route is \$103 per revenue hour and 49.50 per trip for paratransit services. Each year service is in operation the inflation rate of 1.8 is applied to the costs of service.
- Additional expenses included in the operating costs are planning level studies that CAT may undertake directly or in coordination with the Collier MPO and the addition of a mobility management staff position proposed to be funded with competitively secured Federal 5310 Program funding. Marketing costs are also included for promoting the pilot seasonal beach access

route. Some of the planning costs may be diverted within funding constraints and as necessary for marketing activities.

- Capital costs are increased based on a 3 percent annual inflation rate based on recent Florida TDPs.
- The number of replacement buses is determined based on FTA guidelines for vehicle retirement of twelve years or 500,000 miles for larger vehicles (fixed-route) and seven years or 110,000 miles for smaller vehicles (paratransit). Cost for fixed-route and paratransit vehicles is based on recent vehicle purchase data from CAT and consistent with other Florida transit agency vehicle costs. This plan utilizes an average unit cost of \$490,000 for fixed-route replacement and expansion vehicles for local bus service and \$72,708 for replacement and expansion of paratransit vehicles. The cost of the vehicle includes all technological upgrades and operating components such as bike racks, fareboxes, video cameras, Automatic Passenger Counters (APCs), and Automatic Vehicle Locators (AVLs). Also, a unit cost of \$30,000 has been assumed for support vehicles that provide supervisory and oversight transportation. The vehicle costs are in FY 2018 dollars and are assumed to increase 3.0 percent annually.
- The capital costs also include a unit cost of \$35,000 in annual infrastructure improvements for bus passenger amenities (bike racks, shelters, signs and benches), ITS improvements periodically throughout the planning timeframe based on projects in the work program, two park-and-ride lot studies that are developed into capital projects at a unit cost of \$396,000 based on recent TDPs and the 2012 FDOT Park-and-Ride Guide, \$25,000 annually for ADA compliance related improvements, upgrades to the existing transfer points totaling approximately \$229,000, and the addition of four new transfer points excluding land purchases in the tenth year to accommodate the proposed new services. These unit costs also were inflated by 3 percent annually.

Revenue Assumptions

- Revenues are based on varying sources including the FY 2015 Collier County Adopted Budget and the FDOT Adopted FY 2019 - 2023 Work Program and the Collier MPO FY 2019 - 2023 TIP.
- Federal Section 5307 Urban Area Formula operating assistance is based on the Collier County FY 2018 Adopted Budget, with a constant amount through FY 2028. A 3.0 percent increase is assumed each year thereafter. Federal Section 5307 capital funding is assumed as the FY 2018 FTA apportionment minus the funding used for operations each year, to include 3.0 percent escalation.
- Federal Section 5310 Elderly and Enhanced Mobility of Seniors funding is assumed to cover the costs of the Mobility manager position, which will have to be submitted and selected for funding through a competitively bid grant process. Revenues are assumed to equal the position cost annually.

- Federal Section 5311 Rural Area funding is based on the FDOT FY 2016 – 2020 Work Program, with 3.0 percent escalation added each year after FY 2020.
- State Block grant revenues are based on the Collier MPO TIP through FY 2019 and escalated by 3.0 percent thereafter. The Collier MPO TIP was consistent with the revenue identified in the Collier County Adopted FY 2015 Budget.
- State Transportation Disadvantaged Grant funding is based on the Collier County FY 2015 Adopted Budget and escalated by 3.0 percent beginning with FY 2015.
- Service Development Grant funding is based on the Collier County FY 2015 Adopted Budget for Route 11. Funding is only available for three years and due to funds being included in the FY 2015 budget, revenue is only assumed for FYs 2016 and 2017.
- County funding is the net remaining funds necessary to cover the expenses for operating costs with the exception of farebox revenues. Based on the Collier County FY 2015 Adopted Budget, County revenues are comprised of gas taxes, general fund, interest, Reserves, and other miscellaneous revenues. The County’s capital contribution is based on the Collier MPO TIP through FY 2019 and escalated by 3.0 percent each year thereafter. The County’s capital contributions may be met through the use of toll revenue credits, in-kind sources, or offset by additional state or federal participation that can be secured to support capital improvements.

Additional revenue sources will be required to balance the funding needs with the costs of the improvements. Actual revenue to fund the alternatives may be secured for these activities from any individual or combination of local, state, and federal sources, private contributions, or innovative financing techniques. When revenue is secured, staff can proceed with implementation of any listed service or improvement.

There are several projects identified through the TDP process that have no funding allocated for its implementation. Annually, the Transit Staff presents a list of those unfunded project to the Metropolitan Planning Organization (MPO) so that if funding is identified these projects can be considered for funding. Table 6-1 shown below, is the updated list of unfunded transit priorities approved by the MPO Board on June 9, 2018.

2019 Transit Priorities

** Includes cost for 3 years based on existing routes costs, this cost does not include bus purchase.

**** Cost estimate does not include right-of-way acquisition or construction

Priority Ranking	Requested Funding / Project Estimates	Location	Description
1	\$200,000	Throughout Collier County	Enhance accessibility to bus stops to meet Americans with Disabilities Act (ADA) requirements. (10 / year)
2	\$480,000	Throughout Collier County	Construction of bus shelters & amenities (bike rack, bench, trash can, etc.) (12 / year)
3	\$396,000****	US 41 at the Lee County line	Required Environmental & Design Phases for future construction of a Park and Ride Facility
4	\$396,000****	Collier Boulevard and Immokalee Road	Required Environmental & Design Phases for future construction of a Park and Ride Facility at the intersection
5	\$2,520,180**	Throughout Collier County	Extended Service Hours on existing routes - 1 additional run - 7 days a week.
6	\$3,686,400**	US 41 & Airport Road	Reduce headways to 30 minutes during peak hours on routes 11 & 12
7	\$1,339,400**	Collier County	Lee/Collier Connection
8	\$2,887,200**	Golden Gate City & East Naples	Reduce headways to 45 minutes during peak hours on routes 15, 17 & 24
9	\$1,476,900**	Central Naples & Bayshore	Reduce headways to 30 minutes during peak hours on route 13 & 14
10	\$1,004,538**	Golden Gate Estates	Implement Flex Service for the Golden Gate Estates Area

COSTS AND REVENUES SUMMARY

Table 6-2 displays the status quo financial plan with service and funding continuing at existing levels with inflation and minor planning or capital improvements occurring. It is important to note that in previous years maintaining the current level of service resulted in the need for use of Reserve funding from Collier County. Fiscal Year 2018-19 the Transit Budget resulted in a \$634,600 shortfall, the temporary fix was to utilize Section 5307 grants to make up as much of the shortfall. By doing so, it resulted in deferred capital replacement.

Table 6-2 provides a balanced status quo operating budget based on the best financial data available to project future year costs and revenues. New funding would be required to realize any service or improvement beyond maintaining the current level of service. Nevertheless, operating and capital costs for the Needs Plan have been prepared in the event that additional funding is identified.

Table 6-2 – Status Quo Financial Plan

Status Quo Financial Plan											
Cost/Revenue	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	10-Year Total
Costs											
Operating Costs											
Maintain Existing Service	\$ 12,128,527.68	\$ 12,346,841	\$ 12,569,084	\$ 12,795,328	\$ 13,025,644	\$ 13,260,105	\$ 13,498,787	\$ 13,741,765	\$ 13,989,117	\$ 14,240,921	\$ 131,596,121
Other Operating Expense Priorities											
Total Operating Costs	\$ 12,128,528	\$ 12,346,841	\$ 12,569,084	\$ 12,795,328	\$ 13,025,644	\$ 13,260,105	\$ 13,498,787	\$ 13,741,765	\$ 13,989,117	\$ 14,240,921	\$ 131,596,121
Capital Costs											
Replacement Vehicles	\$ 74,162	\$ 756,454	\$ 1,239,463	\$ 1,373,193	\$ 1,352,133	\$ 1,658,158	\$ 1,559,290	\$ 1,542,044	\$ 1,698,371	\$ 1,684,232	\$ 12,937,501
Other Transit Capital (Infrastructure, Amenities, Technology, Misc.)	\$ 1,765,406	\$ 1,693,711	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 17,582,365
Total Capital Costs	\$ 1,839,568	\$ 2,450,165	\$ 3,004,869	\$ 3,138,599	\$ 3,117,539	\$ 3,423,564	\$ 3,324,696	\$ 3,307,450	\$ 3,463,777	\$ 3,449,638	\$ 30,519,866
Total Operating and Capital Costs	\$ 13,968,096	\$ 14,797,006	\$ 15,573,953	\$ 15,933,927	\$ 16,143,183	\$ 16,683,670	\$ 16,823,483	\$ 17,049,215	\$ 17,452,895	\$ 17,690,560	\$ 162,115,988
Revenues											
Operating Revenues											
Federal											
Section 5307 for Operating	\$ 1,951,199	\$ 2,009,735	\$ 2,070,027	\$ 2,132,128	\$ 2,196,092	\$ 2,261,974	\$ 2,329,834	\$ 2,399,729	\$ 2,471,721	\$ 2,545,872	\$ 22,368,310
Section 5311 for Operating	\$ 361,910	\$ 369,148	\$ 380,223	\$ 391,630	\$ 403,379	\$ 415,480	\$ 427,944	\$ 440,783	\$ 454,006	\$ 467,626	\$ 4,112,129
State											
FDOT State Block Grant	\$ 769,486	\$ 792,571	\$ 816,348	\$ 840,838	\$ 866,064	\$ 892,045	\$ 918,807	\$ 946,371	\$ 974,762	\$ 1,004,005	\$ 8,821,297
TD Funding	\$ 855,855	\$ 881,530	\$ 907,976	\$ 935,216	\$ 963,272	\$ 992,170	\$ 1,021,935	\$ 1,052,593	\$ 1,084,171	\$ 1,116,696	\$ 9,811,416
FDOT Service Development Grant	\$ 47,432										\$ 47,432
Local											
Existing Local Funds	\$ 6,433,671	\$ 6,562,344	\$ 6,693,591	\$ 6,827,463	\$ 6,964,012	\$ 7,103,292	\$ 7,245,358	\$ 7,390,265	\$ 7,538,071	\$ 7,688,832	\$ 70,446,901
Other											
Existing Farebox Revenues	\$ 1,091,379	\$ 1,113,206	\$ 1,135,470	\$ 1,158,180	\$ 1,181,343	\$ 1,204,970	\$ 1,229,070	\$ 1,253,651	\$ 1,278,724	\$ 1,304,298	\$ 11,950,291
Park and Ride, Auxiliary Funds, Non-Transportation, Other											
Total Operating Revenues	\$ 11,510,932	\$ 11,728,535	\$ 12,003,636	\$ 12,285,454	\$ 12,574,161	\$ 12,869,933	\$ 13,172,948	\$ 13,483,392	\$ 13,801,455	\$ 14,127,330	\$ 127,557,776
Capital Revenues											
Section 5307 Funds	\$ 1,281,804	\$ 1,320,258	\$ 1,359,866	\$ 1,400,662	\$ 1,442,682	\$ 1,485,963	\$ 1,530,541	\$ 1,576,458	\$ 1,623,751	\$ 1,672,464	\$ 14,694,450
Section 5339 Funds	\$ 353,562	\$ 365,428	\$ 347,686	\$ 299,327	\$ 249,571	\$ 257,058	\$ 264,770	\$ 270,860	\$ 277,089	\$ 283,463	\$ 2,968,814
Section 5310 Funds	\$ 317,438	\$ 323,787	\$ 330,263	\$ 336,868	\$ 343,605	\$ 350,478	\$ 357,487	\$ 364,637	\$ 371,930	\$ 379,368	\$ 3,475,861
Existing Local Capital Contributions	\$ 504,359	\$ 514,447	\$ 524,736	\$ 535,230	\$ 545,935	\$ 556,854	\$ 567,991	\$ 579,350	\$ 590,937	\$ 602,756	\$ 5,522,595
Total Capital Contributions	\$ 2,457,164	\$ 2,523,920	\$ 2,562,551	\$ 2,572,087	\$ 2,581,793	\$ 2,650,352	\$ 2,720,789	\$ 2,791,305	\$ 2,863,708	\$ 2,938,051	\$ 26,661,719
Total Operating and Capital Revenues	\$ 13,968,096	\$ 14,252,455	\$ 14,566,186	\$ 14,857,542	\$ 15,155,955	\$ 15,520,284	\$ 15,893,737	\$ 16,274,697	\$ 16,665,163	\$ 17,065,381	\$ 137,154,114
Total Operating and Capital Costs	\$ 13,968,096	\$ 14,797,006	\$ 15,573,953	\$ 15,933,927	\$ 16,143,183	\$ 16,683,670	\$ 16,823,483	\$ 17,049,215	\$ 17,452,895	\$ 17,690,560	\$ 175,923,600
Total Operating and Capital Revenues	\$ 13,968,096	\$ 14,252,455	\$ 14,566,186	\$ 14,857,542	\$ 15,155,955	\$ 15,520,284	\$ 15,893,737	\$ 16,274,697	\$ 16,665,163	\$ 17,065,381	\$ 168,027,107
Annual Surplus/Shortfall	\$ (0)	\$ (544,551)	\$ (1,007,767)	\$ (1,076,386)	\$ (987,228)	\$ (1,163,385)	\$ (929,746)	\$ (774,518)	\$ (787,732)	\$ (625,178)	\$ (7,896,492)

Table 6-3 – Needs based Financial Plan

Needs Based Financial Plan											
Cost/Revenue	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	10-Year Total
Costs											
Operating Costs											
Maintain Existing Service	\$ 12,128,528	\$ 12,346,841	\$ 12,569,084	\$ 12,795,328	\$ 13,025,644	\$ 13,260,105	\$ 13,498,787	\$ 13,741,765	\$ 13,989,117	\$ 14,240,921	\$ 117,355,200
New Service & Service Improvements	\$ -	\$ 843,951	\$ 1,070,197	\$ 1,514,896	\$ 1,974,658	\$ 2,552,925	\$ 2,611,642	\$ 2,671,710	\$ 2,733,160	\$ 2,796,022	\$ 15,973,140
Other Operating Expense Priorities											\$ -
Total Operating Costs	\$ 12,128,528	\$ 13,190,792	\$ 13,639,282	\$ 14,310,224	\$ 15,000,302	\$ 15,813,031	\$ 16,110,430	\$ 16,413,476	\$ 16,722,277	\$ 17,036,944	\$ 133,328,340
Capital Costs											
Replacement Vehicles	\$ 74,162	\$ 756,454	\$ 1,239,463	\$ 1,373,193	\$ 1,352,133	\$ 1,656,158	\$ 1,559,290	\$ 1,542,044	\$ 1,698,371	\$ 1,684,232	\$ 11,253,269
Expansion Vehicles	\$ -	\$ -	\$ 1,007,987.00	\$ 1,058,387.00	\$ 1,166,877.00	\$ 1,225,218.00					\$ 4,458,469
Other Transit Capital (Infrastructure, Amenities, Technology, Misc.)	\$ 1,765,406	\$ 1,693,711	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 1,765,406	\$ 15,816,959
Total Capital Costs	\$ 1,839,568	\$ 2,450,165	\$ 4,012,856	\$ 4,196,986	\$ 4,284,416	\$ 4,648,782	\$ 3,324,696	\$ 3,307,450	\$ 3,463,777	\$ 3,449,638	\$ 31,528,697
Total Operating and Capital Costs	\$ 13,968,096	\$ 15,640,957	\$ 17,652,138	\$ 18,507,210	\$ 19,284,718	\$ 20,461,813	\$ 19,435,126	\$ 19,720,925	\$ 20,186,054	\$ 20,486,582	\$ 164,857,037
Revenues											
Operating Revenues											
Federal											
Section 3307 for Operating	\$ 1,951,199	\$ 2,009,735	\$ 2,070,027	\$ 2,132,128	\$ 2,196,092	\$ 2,261,974	\$ 2,329,834	\$ 2,399,729	\$ 2,471,721	\$ 2,545,872	\$ 19,822,438
Section 3311 for Operating	\$ 361,910	\$ 369,148	\$ 380,223	\$ 391,630	\$ 403,379	\$ 415,480	\$ 427,944	\$ 440,783	\$ 454,006	\$ 467,626	\$ 3,644,503
State											
FDOT State Block Grant	\$ 769,486	\$ 792,571	\$ 816,348	\$ 840,838	\$ 866,064	\$ 892,045	\$ 918,807	\$ 946,371	\$ 974,762	\$ 1,004,005	\$ 7,817,292
TD Funding	\$ 855,855	\$ 881,530	\$ 907,976	\$ 935,216	\$ 963,272	\$ 992,170	\$ 1,021,935	\$ 1,052,593	\$ 1,084,171	\$ 1,116,696	\$ 8,694,720
FDOT Service Development Grant	\$ 47,432										\$ 47,432
Local											
Existing Local Funds	\$ 6,433,671	\$ 6,562,344	\$ 6,693,591	\$ 6,827,463	\$ 6,964,012	\$ 7,103,292	\$ 7,245,358	\$ 7,390,265	\$ 7,538,071	\$ 7,688,832	\$ 62,758,069
Other											
Existing Farebox Revenues	\$ 1,091,379	\$ 1,113,206	\$ 1,135,470	\$ 1,158,180	\$ 1,181,343	\$ 1,204,970	\$ 1,229,070	\$ 1,253,651	\$ 1,278,724	\$ 1,304,298	\$ 10,645,993
Park and Ride, Auxiliary Funds, Non-Transportation, Other											\$ -
Total Operating Revenues	\$ 11,510,932	\$ 11,728,535	\$ 12,003,636	\$ 12,285,454	\$ 12,574,161	\$ 12,869,933	\$ 13,172,948	\$ 13,483,392	\$ 13,801,455	\$ 14,127,330	\$ 113,430,446
Capital Revenues											
Section 3307 Funds	\$ 1,281,804	\$ 1,320,258	\$ 1,359,866	\$ 1,400,662	\$ 1,442,682	\$ 1,485,963	\$ 1,530,541	\$ 1,576,458	\$ 1,623,751	\$ 1,672,464	\$ 13,021,986
Section 3339 Funds	\$ 353,762	\$ 365,428	\$ 347,686	\$ 299,327	\$ 249,571	\$ 257,058	\$ 264,770	\$ 270,860	\$ 277,089	\$ 283,463	\$ 2,685,351
Section 3310 Funds	\$ 317,438	\$ 323,787	\$ 330,263	\$ 336,868	\$ 343,605	\$ 350,478	\$ 357,487	\$ 364,637	\$ 371,930	\$ 379,368	\$ 3,096,492
Existing Local Capital Contributions	\$ 504,359	\$ 514,447	\$ 524,736	\$ 535,230	\$ 545,935	\$ 556,854	\$ 567,991	\$ 579,350	\$ 590,937	\$ 602,756	\$ 4,919,839
Total Capital Contributions	\$ 2,457,164	\$ 2,523,920	\$ 2,562,551	\$ 2,572,087	\$ 2,581,793	\$ 2,650,352	\$ 2,720,789	\$ 2,791,305	\$ 2,863,708	\$ 2,938,051	\$ 23,723,668
Total Operating and Capital Revenues	\$ 13,968,096	\$ 14,252,455	\$ 14,566,186	\$ 14,857,542	\$ 15,155,955	\$ 15,520,284	\$ 15,893,737	\$ 16,274,697	\$ 16,665,163	\$ 17,065,381	\$ 137,154,114
Total Operating and Capital Costs	\$ 13,968,096	\$ 15,640,957	\$ 17,652,138	\$ 18,507,210	\$ 19,284,718	\$ 20,461,813	\$ 19,435,126	\$ 19,720,925	\$ 20,186,054	\$ 20,486,582	\$ 164,857,037
Total Operating and Capital Revenues	\$ 13,968,096	\$ 14,252,455	\$ 14,566,186	\$ 14,857,542	\$ 15,155,955	\$ 15,520,284	\$ 15,893,737	\$ 16,274,697	\$ 16,665,163	\$ 17,065,381	\$ 137,154,114
Annual Surplus/Shortfall	\$ (0)	\$ (1,388,502)	\$ (3,085,951)	\$ (3,649,669)	\$ (4,128,763)	\$ (4,941,529)	\$ (3,541,389)	\$ (3,446,228)	\$ (3,520,892)	\$ (3,421,201)	\$ (27,702,923)

Section 7

ANNUAL FAREBOX RECOVERY RATIO REPORT – June 2019 COLLIER AREA TRANSIT NAPLES, FLORIDA

Current Farebox Recovery Ratio

The farebox recovery ratio (FRR) for Collier Area Transit (CAT), the public transportation provider for Collier County, was approximately 16 percent for federal fiscal year (FFY) 2018.

Prior Year Fare Studies and Changes

CAT fare increase for fixed-route service was implemented effective March 2009. As a result, the full fare on the fixed-route system was \$1.50 and the reduced fare was \$0.75. Also effective March 2009, CAT introduced transfer fees of \$0.75 for full fares and \$0.35 for reduced fares.

Resolution 2012-192 was adopted by the Board of County Commissioners on October 23, 2012, which modified the fixed-route fee schedule to include smart card fees and authorized discounted monthly passes for Collier County employees.

Also, effective October 2012, the fares on the paratransit system were increased to \$3.00 per one-way Americans with Disabilities (ADA) trip with TD fares varying from \$1.00, \$3.00, \$4.00, \$5.00, or \$7.00 per one-way trip based on an income scale.

The following scenario was approved June 2018 for modifications to the Fixed-route and Paratransit fare structure and policies, as a result of the completed fare study.

Fixed Route Fare Structure

Fare Category	FY2018		Approved Change	
	Full Fare	Reduced Fare	Full Fare	Reduced Fare
One-way Fare	\$1.50	\$0.75	\$2.00	\$1.00
Children 5 years of age & under	Free	Free	Free	Free
Transfer	\$0.75	\$0.35	Free/90 min.	Free/90 min.
Day Pass	\$4.00	\$2.00	\$3.00	\$1.50
7-Day Pass	\$15.00	\$7.50	NA	NA
15-Day Pass	NA	NA	\$20.00	\$10.00
30-Day Pass	\$35.00	\$17.50	\$40.00	\$20.00
Marco Express One-way Fare	\$2.50	\$1.20	\$3.00	\$1.50
Marco Express 30-Day Pass	\$70.00	\$35.00	\$70.00	\$35.00

Paratransit Fare Structure

Fare Category	FY2018 Fares	Approved Change
Reduced ADA Fare	\$1.00	\$1.00
ADA Fare	\$3.00	\$3.00
TD Fare – At or Under Poverty Level	\$1.00	\$1.00
TD Fare – 101% to 150% of Poverty Level	\$3.00	\$3.00
TD Fare – +151% of Poverty Level	n/a	\$4.00
TD Fare – 151% to 225% of Poverty Level	\$4.00	n/a (consolidate)
TD Fare – 226% to 337% of Poverty Level	\$5.00	n/a (consolidate)
TD Fare – +337% of Poverty Level	\$7.00	n/a (consolidate)

STRATEGIES THAT WILL AFFECT THE FAREBOX RECOVERY RATIO

The 2016-2025 Transit Development Plan (TDP) Major Update identified strategies that will be used to maintain or increase the farebox recovery ratio, including the following:

Monitor key performance measures for individual fixed-routes.

- Ensure that transit serves major activity centers, potentially increasing the effectiveness of service.
- Increase ridership through enhanced marketing and community relations activities.
- Consider additional service to major attractors like the beach or parks to increase ridership and offset cost.
- Provide local employers with incentives for transit use.
- Minimize costs required to operate and administer transportation services.
- Evaluation the fare structure and implement a fare increase by FY2019. Continue to evaluate the fare structure every three years.
- Monitor opportunities to secure additional funding to improve frequencies on existing routes and attract new riders.
- Add additional buses to improve frequencies and improve the customer experience and attract new riders.
- Meet with hotels and other private entities to form public-private partnership and discuss potential incentives to increase transit use.
- Conduct on-board surveys every three years to gather information on how to make services more convenient and useful to patrons.
- Increase ridership by continuing to transition transportation disadvantaged passengers to the fixed-route system.

EXECUTIVE SUMMARY
Reports/Presentations
Item 6a
311 Presentation

Objective:

To present information about the Collier County 311 system.

Considerations:

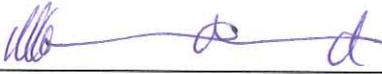
At the last PTAC meeting, one of the committee members requested for information regarding Collier County's new 311 service and how the reporting could possibly be utilized by CAT for public sentiment. Staff from the Communication Division will be presenting information about the new service and its reporting capabilities.

Recommendation:

No approval required.

Attachment: none

Prepared by:  **Date:** 7-12-19
Omar De Leon, PTNE Transit Manager

Approved by:  **Date:** 7-12-19
Michelle Arnold, PTNE Division Director

EXECUTIVE SUMMARY

Reports/Presentations

Item 6b

Update on Collier Area Transit Advertising Policy, Standard and Fee Structure

Objective:

To provide an Update on Collier Area Transit Advertising Policy, Standard and Fee Structure

Considerations:

The Committee recently endorsement the amendment of the Collier Area Transit Advertising Policy, Standard and Fee Structure to include Fixed Route exterior bus wrap advertising, bus shelter advertising and advertising on other mediums, in an artistic, upscale and aesthetically pleasing manner.

The proposal was presented to the Board of County Commissioners for their consideration at the July 9th meeting. Staff will provide an update on the decision made by the BCC.

Recommendation:

No approval required.

Attachment: none

Prepared by:  **Date:** 7-12-19
Omar De Leon, PTNE Transit Manager

Approved by:  **Date:** 7-12-19
Michelle Arnold, PTNE Division Director