



Public Transit Advisory Committee
Collier County Government Administration- Building F
3299 Tamiami Trail East – BCC Chambers Third Floor Naples, Florida
August 20, 2019
3:00 p.m.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. July 16, 2019 Minutes
5. Committee Action
 - a. Park and Ride Study Scope
 - b. Transportation Development Plan and Comprehensive Operating Analysis Scope
6. Reports and Presentations
 - a. Bus Shelters Update
7. Member Comments
8. Public Comments
9. Next Meeting Date – September 17th, 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

July 16, 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
Mr. Harold Weeks

MEMBERS ABSENT:

Ms. Sonja Lee Samek - Excused

ALSO PRESENT:

Ms. Michelle Arnold, Director, Public Transit and Neighborhood Enhancement
Mr. Omar DeLeon, Public Transit Manager
Mr. Braian Morales, General Manager, MV Transportation, Inc.
Ms. Brandy Otero, Associate Project Manager
Ms. Maria Pizarro, Community Relations Specialist

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. Donnenfeld entered a motion to approve the July 16, 2019 meeting agenda. Mr. Jenkins seconded the motion. All were in favor. The motion was carried.

IV. Approval of Minutes

a. April 16, 2019

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

V. Committee Action

a. Endorsement of the Transit Development Plan Annual Update

Mr. DeLeon presented the Transit Development Plan (TDP) annual update/progress report to the Advisory Committee. The creation of a Transit Development Plan is required by the Florida Department of Transportation for State Block Grant funding and is a 10-year strategic plan. The TDP identifies projects and priorities, estimated costs and revenues, and must be consistent with the Long Range Transit Plan. A major update to the TDP is done every 5 years; however, annual progress reports are generated, which detail performance measures against stated goals and objectives of the TDP. The annual progress report is required to include the past year's accomplishments, an analysis of discrepancies, revisions to the implementation program for the coming year, a revised financial plan, added recommendations for the new 10th year, and a revised list of projects or services needed to meet goals and objectives.

As a service overview, Mr. DeLeon noted that the Transit service is managed and operated by Collier County, with 19 routes running from 3:45 a.m. to 8:50 p.m., Monday through Saturday, and limited service on Sunday, with an average 90-minute headway. Mr. Donnenfeld noted the 90-minute headway, which was felt to be excessive and possibly a deterrent to ridership, and a result of budget limitations.

A decline in ridership has continued, with possible reasons for the statewide decline identified as being due to the types of services currently available, service levels, availability and flexibility of ride-share companies, reduced gas prices, and an increase in personal vehicle use.

Mr. DeLeon noted that FY18 began in September 2017 and ended in October 2018. During this time, routes 22 and 23 were modified, with consideration of public feedback; no longer providing reverse routing, but with Route 23 providing service to the west side of Immokalee and Route 22 to the Eastern portion of Immokalee.

Route 24 was adjusted in order to service Regal Acres; a change which was incorporated following a request made by that community. Mr. Dobberstein inquired as to whether a bus stop has been constructed in that area; Mr. DeLeon stated that a site development plan would first be necessary. A reallocation of time was also done, reducing revenue hours from routes 20, 25, and 26, and increasing service to routes 11 and 12 in order to accommodate high ridership during peak hours.

Mr. Donnenfeld inquired if Transit Advisory Committee opposition to the proposed \$23M parking garage in Sea Gate could possibly result in the redirection of a portion of that funding to the Transit Division, who could in turn provide a park-and-ride service to the beach in that area. Ms. Arnold noted that various sources of revenue fund County projects and stated that the proposed garage would increase beach access for the larger community outside of the Sea Gate area. Further, Transit is being considered within the scope of the project, allowing for adequate turnaround and access to the beach at that location.

Mr. DeLeon highlighted capital improvements which were done at the Radio Road facility, including the addition of a drop box to the Money Room, installation of security cameras, as well as the redesign and construction of administrative office space. Mr. Dobberstein inquired as to the status of the Immokalee Transfer Station as a capital project. Mr. DeLeon noted that only completed FY18 projects were being highlighted within the TDP update and that the Immokalee Transfer Station is slated for completion in 2023 with funding from the Transportation Investment Generating Economic Recovery (TIGER) grant. Mr. Dobberstein pointed out the significant legwork which had been done to initiate the Immokalee Transfer Station project and suggested that this large accomplishment be included within the scope of the FY18 update. Mr. DeLeon concurred and will verify the initiation date of the project for possible inclusion into the list of Transit Division accomplishments for FY18.

Further accomplishments include the construction of 13 bus shelters and 17 ADA accessible bus stops. ADA bus stops include an additional 2 to 3 feet of sidewalk space to accommodate a boarding and alighting pad, allowing individuals utilizing mobility devices to safely wait for the bus, as well as accommodating wheelchair ramp deployment. In addition to these features, the shelters also include solar lighting, benches, bike racks, and trash cans. Mr. DiMarco inquired as to provisions for a wheelchair to be parked next to the bench under the cover of the bus shelter. Mr. DeLeon confirmed that this is a design requirement and all existing bus shelters have space allocated under the roof for a wheelchair.

Mr. Dobberstein questioned whether Staff time is allocated appropriately, in consideration of the limited Staff available, and to perhaps focus more time on revenue generating projects, rather than community “feel good” events. Mr. DeLeon noted now having a complete staff, including a Senior Planner, Project Manager, and Marketing Events Coordinator.

Ms. Arnold also pointed out the benefit of community outreach for the purpose of providing education and awareness of Public Transit, which may ultimately assist with ridership.

With regards to conditional use projects, Staff is waiting for the next budget cycle for the ability to fund consulting services, which Ms. Arnold pointed out is more economical as a one-time project, as opposed to attempting to hire Staff for one year. Further, Transit Staff are in discussion with the Florida Department of Transportation Commuter Services, who have an employer outreach program, to combine efforts to share information about the services offered to employers by both organizations.

Ongoing initiatives were discussed and include development of a Passenger Amenities Program, evaluation of routes, development of an Intelligent Transportation Systems (ITS) plan that will include evaluation criteria for potential and proposed ITS projects (for example, mobile ticketing and Wi-Fi on the buses), preserving and maintaining the existing transit infrastructure (i.e., improving/maintaining facilities, shelter rehabilitation), and providing efficient transit access to major employment centers, development corridors, and other significant activity centers. Mr. DeLeon noted the benefits of greater communication and open dialogue with employers.

Regarding the cost of revenue summary, Mr. Dobberstein requested clarification on the noted shortfall amount of \$634,600, as well as stated that the report should detail the \$300K+ which was being diverted from the 5307 account to fund operational costs, the \$300K+ estimated cost for desired additional services, and the \$1M+ shortfall for the MV Transportation, Inc. contract, for which County funding had been provided. Further, greater detail was suggested regarding deferment of the cost of bus replacement for one year in lieu of maintenance; providing specific budget detail rather than a generalization of the budget. Mr. DeLeon clarified that the noted shortfall was for the time period of September 2017 through October 2018, which was covered by Federal grant funds; the shortfall noted by Mr. Dobberstein referenced FY2020, which will be included in next year's annual report. Ms. Arnold stated that the financial shortfall/budget detail referenced by Mr. Dobberstein could be included under "Revenue Assumptions," which looks ahead to future years. Mr. Dobberstein also pointed out that fare changes had not been included in the presentation, although it is included within the report.

Mr. DeLeon and Ms. Arnold were seeking endorsement of the TDP Annual Update prior to presentation to the Board of County Commissioners (BCC) at their August 28, 2019 meeting. Following BCC approval, the TDP Annual Update will be submitted to the Florida Department of Transportation (FDOT).

Mr. Donnenfeld expressed concern that endorsement of the report would imply complete agreement with its contents. Ms. Arnold clarified that the report under discussion is more of a status report and allows the State to continue annual funding in the form of State Block Grants.

Further, issues which are of concern and proposed changes will be addressed in the major update to the TDP, which is scheduled to be done in 2020.

Regarding the timeframe for the major update to the TDP for the next fiscal year, Ms. Otero stated that a scope of services is planned to be taken to the Metropolitan Planning Organization (MPO) Advisory Committees in August 2019 for approval. Following MPO approval of the scope of services, the procurement process will begin in August/September 2019. The MPO is made up of 9 elected officials; all 5 County Commissioners, 2 representatives from the Naples City Council, 1 from Everglades City and 1 from Marco Island. Ms. Otero stated that the Agreement for funding has been received, but with funding required to be put into place at the first two BCC meetings. Ideally, the TDP process will commence in Fall 2019. During that time, the Transit Advisory Committee will provide feedback and suggestions on elements and details of the plan, as well as incorporation of feedback received at Public Workshops to be held during this time as well.

Mr. Donnenfeld entered a motion to endorse the Transit Development Plan Annual Update Report. Mr. Caton seconded the motion. All were in favor. The motion was carried.

b. Committee vote for vacated Vice-Chairman seat

Mr. Donnenfeld entered a motion to amend the agenda, to include an Advisory Committee vote to select a Vice-Chairman for the vacated position. Mr. Caton seconded the motion. All were in favor. The motion was carried.

Mr. Donnenfeld nominated Mr. Dobberstein as Vice-Chairman of the Public Transit Advisory Committee. Mr. Caton seconded the nomination. All were in favor. Mr. Dobberstein was elected Vice-Chairman by a unanimous Committee vote.

VI. Reports and Presentation

a. 311 presentation

Ms. Maria Pizarro, Community Relations Specialist for Communications and Customer Relations, was on hand to provide the Advisory Committee information on the County 311 program. The 311 program was created by the Federal Communications Commission to relieve overwhelmed 911 centers of non-emergent calls. 311 operates as a single point of access to County Government and provides Collier residents with answers to frequently asked questions, allows the placement of service requests, and provides an opportunity to report issues.

The 311 Center is fully operated by Collier County Staff. There are three ways to contact the 311 Center; the call center may be accessed by dialing 311 or 239-252-8999 between the hours of 8:00 a.m. to 5:00 p.m., through the mobile application (Collier 311, via the Apple Store or Google Play), or the website www.Collier311.org. The mobile application and website offer 24-hour access to report an issue, check the status of a previous request, or search the knowledge base for articles relating to the user's questions.

Following a request made to the 311 Center, the resident will receive notification that a service request has been placed. Residents also have the ability to upload photos or documents with their service requests. The service request is then dispatched to the appropriate Collier County staff in the field. Upon resolution of the issue, the resident is notified, as per their stated preference; via email, voice call, or text that their request is complete.

The 311 program offers a single point of contact for questions, issues, and service requests within Collier County, provides the ability to access accurate/current information, and track service request status. Further, telephone numbers and agency information regarding non-County related inquiries is offered as well, including City of Naples related issues. CAT specific information is accessible via the 311 program, including bus fares, routes, and trip planners. Currently, there is a 3-day average for service request resolution for CAT related issues.

Ms. Pizarro was uncertain as to whether the 311 application is accessible via voice-over text and will provide this information at a later date; however, there presently is a voice announcement for 311 on CAT buses; in English, Spanish, and Creole. Ms. Pizarro stated that route information is the most frequent Transit related request received. Mr. Caton noted the benefit of trend analysis data which may be collected via the 311 program and suggested the possibility of proactive informational alerts added as necessary to the 311 Transit page. Mr. Deleon noted receiving more specific 311 Transit related requests, which are then forwarded to the appropriate individual for resolution.

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

Ms. Arnold stated that the Advertising Policy had been presented to the BCC on July 9, 2019, which included advertising via bus wraps and on the bus shelters; however, the County Attorney rejected advertising on the bus shelters due to potential problems associated with advertising on the right of way. This component of the policy was therefore removed and was not presented to the County Commissioners for consideration.

Bus wrap advertising was proposed for either full wrap, half wrap, and ½ or ¼ of either side of the bus, however concern was expressed by the Board in not being able to manage the content of the advertising. Further, the Board questioned whether the resultant revenue from this form of advertising was of enough value to possibly change the character of the community.

Digital advertising was approved, which includes interior advertising on monitors, both in the transfer stations and inside of the buses. Ms. Arnold noted that this equipment must be purchased prior to implementation, as well as that only the ridership is captured with this form of advertising, and not the traveling public. Mr. Dobberstein reiterated the value of advertising within the paratransit buses for riders who are typically in need of medical related services.

A bench donation program was also approved by the Board, in which a donor may pay for the cost of building a bus stop bench, with a small plaque attached bearing the donor's name. The cost of the bench will vary, based on location and whether site improvements are necessary in order to meet ADA requirements, but may range between \$6K-\$8K per location.

Mr. Weeks noted that advertising on the bus shelters would be an excellent source of revenue and suggested that this option be presented to the BCC again at a later date. Ms. Arnold stated that this could be pursued again during the next budget cycle, illustrating to the Board what the revenues could support in terms of improvements to the system for service enhancement, as opposed to raising revenue equal to the operating budget. The additional revenue will complement the operating budget. Mr. Caton suggested the possibility of a packaged/combined departmental approach to expansion of the County advertising policy; for example, to include parking garages, county vehicles, structures, etc., in addition to bus wraps and bus shelters. Ms. Arnold noted that the County has entered into a contract with an advertising agency that will allow expanded advertising at the future Naples Sports Complex, and also allowing for naming rights on County facilities. For example, a sponsor may pay to have their name on the CAT Transfer Facility.

VII. Member Comments

+Mr. Jenkins announced his resignation as a member of the Public Transit Advisory Committee due to his candidacy for a position as a Collier County Commissioner, District 1. Mr. Jenkins commended Transit Senior Management and Staff for their hard work and dedication to the Division. Mr. Jenkins also expressed his appreciation for having had the opportunity to serve with his fellow committee members.

+Mr. Dobberstein recounted having assisted a nursing home patient who resides at a facility that he volunteers for, by obtaining information regarding a program in which CAT contracts with Paratransit to take nursing home residents on trips. The resident noted having had a good time after utilizing this service. Mr. Dobberstein wished to recognize the positive impact that Transit is having on the community with these types of services, despite budget frustrations.

VIII. Public Comments

There were no comments by members of the public in attendance.

IX. Next Meeting Date – August 20, 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 ___.

EXECUTIVE SUMMARY
Committee Action
Item 5a
Park and Ride Study Scope

Objective:

The endorsement of the Park and Ride Study Scope

Considerations:

Collier County Public Transit and Neighborhood Enhancement (PTNE) in coordination with Collier Metropolitan Planning Organization (MPO) has developed the scope for a Park and Ride Study. The Park and Ride Study will identify potential park-and-ride facilities that will provide a common location for individuals to transfer from a low- to a high-occupancy travel mode. While most commonly considered as a staging location for individuals to transfer between auto and transit or other high-occupancy vehicle (HOV) modes, park-and-ride lots can serve a wider range of intermodal transfers, providing better integration with the surrounding environment. Some of these other modes include pedestrian, bicycles, paratransit, carpool/vanpool, and airport service.

Collier Area Transit (CAT) would like to update the Park-and-Ride (P&R) Study that was prepared for the community in 2005 to identify potential central nodes that would promote the use of local and regional transit service, areas of high concentration of residential and commercial businesses. By identifying and developing nodes as designated Park-and-Ride facilities throughout the County, commuters will be encouraged to carpool, vanpool, and/or take public transportation.

Recommendation:

PTAC endorsement of the Park and Ride Study Scope.

Attachment:

Park and Ride Study Scope

Prepared by:



Omar De Leon, Transit Manager

Date:

8/15/19

Approved by:



Michelle Arnold, PTNE Division Director

Date:

8-15-19

PARK & RIDE STUDY

Overview

Collier County is experiencing population growth of approximately 2% yearly and with that comes an ever-increasing traffic congestion issue on its arterial network. Most of the traffic is either coming from the adjacent counties to the north of the County or from the western portion of the county. The development of Park & Ride facilities is being explored in an effort to help to alleviate some of the congestion, providing areas where commuters can park and take public transit into the urbanized areas. In 2005, a Park & Ride study was conducted and found that there were favorable conditions and locations these types of facilities within the County. There has been a lot of development in the County since that time so Public Transit Division would like to update the study to reflect current conditions. This study is intended to support planning for Park & Ride facilities for local and regional transit service. Standards should be developed for these facilities and the identification of desirable/favorable locations, which may also be incorporated in the development review process. The Public Transit Division, also known as Collier Area Transit (CAT), is looking at implementing Park & Rides within Collier County as well as developing a methodology that county staff can use to identify potential park & ride locations as the physical environment changes.

Purpose

The purpose of the study is to identify and develop a standardized methodology for locating, operating, and maintaining possible Park & Ride sites within Collier County. CAT wants to development a true multi-modal transit system and the Park & Ride sites will allow for greater integration of the various transit modes and greater access to the public transit system for all. This ultimately is being thought of as a method to increase access to the system as well as an avenue to increase ridership to support expansion of the system. The purposed facilities and sites should be adequate in size to accommodate demand while meeting the character of the proposed communities.

The development of a methodology for identifying potential Park & Ride sites will benefit county staff long term allowing them a method through which they can feasibly select new sites and estimate the cost for developing Park & Rides. It will also allow them to effectively operate and maintain the Park & Ride facilities and sites. The methodology used will be ultimately compressed into a Park & Ride manual that can be used by staff and potential developers. This would give county staff better information towards meeting the needs of the public regarding all aspects of the Park & Ride facilities.

Tasks

Task 1: Project Management Plan

The consultant team shall produce a work plan that details the personnel organization, project completion, and plans for contingency. The work plan shall also include schedule for routine status and quality assurance updates.

Define a public involvement process for the Park and Ride Study that:

1. Uses emerging channels to reach users and non-users of the public transportation system, demonstrating within their proposal how these have been successfully used in other projects;
2. Defines a process to reach all demographic groups including commuters, students, large employers, transportation disadvantaged, senior citizens, disabled community;
3. Complies with federal civil rights and environmental laws and regulations.
4. Outline a strategy for leveraging existing outreach and acquiring only the necessary new data to fill out the public involvement process;

Deliverable: Project Work Plan and Collier County would like to see a proposed Public Participation Plan (PPP) that:

- Identifies relevant already completed outreach activities;
- Matches that existing outreach to public involvement plan needs;
- Identifies gaps;
- Proposes public involvement activities to fill those gaps; and Conducts activities needed outreach to fulfill' s Collier MPO PPP.

Task 2: Research

In order to identify Park & Ride lot locations and associated facilities, the consultant team will be expected to conduct research and evaluation of data and locations of major employment, educational, and tourism destinations and determine which locations along existing and planned transit routes have the highest potential to serve as Park & Ride lots. Research must include reviewing any existing available data including but not limited to Transit Development Plan, Long Range Transportation Plan, Census data, Land Development Regulations and patterns, employment, and cell phone travel data. The consultant team will verify employment figures for major employers; identify commute patterns for specific major employers; and evaluate travel patterns of tourism and education, as they related to potential Park & Ride locations.

The research will focus on Park & Ride sites within Collier County and the factors in determining potential should include, but are not limited to:

- The location, dimensions, and ownership of potential site.
- Estimated costs to acquire or lease site.
- Estimated operating costs
- Existing ingress/egress and multi-modal access to site.
- Estimated costs to construct park-and-ride lot.
- Estimated transit/park-and-ride demand at site (i.e. existing and latent demand for transit route and bus stop)

Deliverable: Report including all the data collected for this task. Preliminary findings that include, justifications for benefits of Park & Ride facilities; a list of best potential sites with estimates of demand; the size requirements for each site identified; noted amenities recommended for each site and a cost estimate per space and amenity for future estimating.

Task 3: Research Implementation opportunities

3.1 Research successful park-and-ride lots/programs

Research other comparable public transportation systems to learn how other Park & Ride programs have been successful. Identify strategies that can increase local demand and use for a park-and-ride program. Identify “best practices” that could apply to Collier County.

3.2 Research funding

Identify existing and potential new funding sources for developing, implementing, and maintaining Park & Ride lots, and a park-and-ride program(s).

Deliverable: Report including research findings from tasks 3.1 and 3.2.

Task 4. Prepare park-and-ride feasibility and methodology study

The findings from the Park & Ride study should determine the ranking of the potential lots worth pursuing to reduce automobile trips and increase transit ridership. In addition, the study should recommend the best type of transit mode to serve the locations (i.e. express, local service, regional, etc.). It should be comprehensive in nature describing the methodology for determining the identified locations, such that the methodology can be utilized in evaluating future location. The feasibility study shall also recommend “next steps” for Collier Area Transit to act on in order to pursue Park & Ride lots found to have good potential.

4.1 Prepare and Present Draft Study

The selected consultant will prepare an administrative draft for review and presentation to Public Transit Advisory Committee, MPO Technical Advisory Committee and Citizens Advisory Committee by staff.

4.2 Prepare and Present Final Study

The consultant will consider and incorporate comments received (on the administrative draft) into the final study. The consultant will present the final draft at a MPO Board and Board of County Commissioners Board meeting.

Task 4 Deliverables:

- 4.1 An administrative draft report containing the requirements for this task for staff and committee review.
- 4.2 Preparation of a Final draft incorporating comments/changes recommended by reviewers.
- 4.3 Preparation of final study and presentation of same at a MPO and BCC Board meeting to present final study.

EXECUTIVE SUMMARY
Committee Action
Item 5b
Transit Development Plan (TDP) Major Update and Comprehensive Operating Analysis (COA) Scope

Objective:

The endorsement of the TDP and COA Scope

Considerations:

Collier County Public Transit and Neighborhood Enhancement and Collier County Metropolitan Planning Organization (MPO) staff will be working together on a solicitation for Transit Development Plan (TDP) Major Update and Comprehensive Operating Analysis (COA). By combining the solicitation, the County will avoid duplication of work and will result as a cost and time savings.

The TDP Major Update is a ten-year planning document that recommends implementation strategies to achieve goals and objectives and identifies potential capital and operating projects. In order to receive State Block Grant Funds for system operations, each transit agency must submit a Major Update of the Transit Development Plan (TDP) to the Florida Department of Transportation for approval every five years and an annual update / progress report for all other years. The TDP requirements are outlined in Rule 14-73.001, *Florida Administrative Code* and must be consistent with the approved local government comprehensive plans and the Metropolitan Planning Organization's (MPO) Long Range Transportation Plan (LRTP).

The COA is a thorough analysis of the fixed-route service and provides recommendations designed to improve productivity and service efficiency. The data collected and the analysis conducted through the COA provides the transit agency with objective information for use in business planning, including use of services provided and how those services meet the needs of the customers. The COA identifies the strengths and weaknesses of the operations, including those services that are the best performing compared to those that need attention.

Recommendation:

PTAC endorsement of the TDP and COA Scope.

Attachment:

TDP and COA Scope

Prepared by:



Omar De Leon, Transit Manager

Date:

8/15/19

Approved by:



Michelle Arnold, PTNE Division Director

Date:

8-15-19

Collier Area Transit (CAT) Transit Development Plan (TDP) and Comprehensive Operational Analysis (COA) Studies

Collier Area Transit (CAT), a section of the Public Transit and Neighborhood Enhancement Division (hereinafter, the “Division”), is responsible for planning, managing and operating the public transit facilities and service within Collier County. Collier County Metropolitan Planning Organization (MPO), conducts transportation planning activities within Collier County and is the recipient of Federal Transit Administration (FTA) §5303 grant funding. CAT provides scheduled fixed route, express bus service, and demand response paratransit service to the unincorporated areas and municipalities within Collier County.

The Division is seeking proposals from qualified transit analysis and policy professionals to produce a major Transit Development Plan (TDP) update for fiscal years 2020 through 2029. A Comprehensive Operational Analysis (COA) is also being sought within the solicitation to be conducted concurrently with the TDP.

The Collier County Procurement Division (hereafter, the County) has issued this Request for Proposal (hereinafter, “RFP”) with the intent of obtaining proposals from interested and qualified firms in accordance with the terms, conditions and specifications stated or attached.

The Vendor, at a minimum, must achieve the requirements of the Specifications or Scope of Work stated herein.

Scope of Services

1. SCOPE OF WORK OVERVIEW

The Public Transit and Neighborhood Enhancement (PTNE) Division is responsible for the management of the Collier Area Transit (CAT) System. The MPO, conducts transportation planning activities within Collier County and is the recipient of Federal Transit Administration (FTA) §5303 grant funding. The MPO, as the project manager, but in coordination with the PTNE Division is soliciting RFPs from qualified transit analysis and policy professionals for the preparation of a major Transit Development Plan (TDP) update for fiscal years 2020 – 2029. A Comprehensive Operational Analysis (COA) is also being sought within this solicitation to be conducted concurrently with the major TDP update.

This planning study will assist CAT in identifying short- and long-range plans for its transit system, including future development and capital priorities. The plan will address the system as a whole and include operational improvements and a capital plan. The plan will inform CAT decision makers of the most effective way to leverage funding to increase ridership and revenue, while addressing the transportation needs of the community. The purpose of this study is to not only provide a development strategy for the short term over the next two years, but also to provide direction and guidance in how CAT should mold its transit program to best support the continued growth and development of the County and southwest Florida region.

The synchronized TDP and COA will provide a unique opportunity to evaluate CAT's fixed-route bus system performance and illustrate potential technological and system enhancements and define operational standards to benefit the overall transit system.

2. PURPOSE

Similar to the national trend, Collier Area Transit (CAT), has seen a steady decline in ridership. However, Collier County is experiencing population growth with significant traffic congestion issues. In efforts to reverse the ridership trend and help alleviate traffic congestion, CAT is interested in undergoing a critical period of re-evaluation with regards to its core local bus service and transportation alternatives. There is a need to transition away from sometimes isolated, individual modes and instead look to the spectrum of available options and how they serve overall mobility. A robust evaluation of existing service coupled with a vision for transit guided by data, intergovernmental coordination and public input shall be the goal of this effort. CAT is looking for innovative, creative, and progressive solutions to enhance the transit system for the citizens of Collier County to proactively meet their transit and mobility needs.

At minimum, proposers shall meet the requirements of the TDP Rule, creating a product that will be accepted by FDOT and compliant with the schedule to successfully deliver a FY 2020 plan. CAT is presenting an outline, but contractors may recommend additional components.

3. OBJECTIVE

The TDP is intended to serve as a management and policy document, to provide CAT with information necessary for programming, planning, and describe an up-to-date record of CAT capital and operating budgets and related information. The effort must envision what transportation will look like over the entire 10-year horizon of the plan. A 10-year program of projects which do not consider the rapid transformation underway in mobility will be insufficient to meet the needs of this scope. The TDP must contain elements which stimulate community conversation about transportation options both as they exist and must become.

Some key concepts:

- (1) **Realigning the Fixed route network** based on findings from public involvement and key performance indicators from the comprehensive operational analysis;
- (2) **Role of technology** that leverages current and future projects, the proliferation of mobile devices and intelligent infrastructure. On demand routing, first and last mile, Connected and Autonomous Vehicles;
- (3) **Transit supportive language** within state, regional and local plans that provide the foundation for growth to support successful transit service;
- (4) **Enhanced regional integration** served by cross county routes, explore a multi-agency fare collection system and as data and technical memoranda with adjacent Lee County;
- (5) **Sustainable development strategies** that balance environmental protection, economic development, and social objectives and that are capable of meeting today's needs without compromising quality of life for future generations;

- (6) **Alternative dedicated revenue sources** to support the enhancement of the system based on what is proposed from the TDP;
- (7) **Coordination between modes** that identifies the most appropriate service option for the density and travel market it will serve. Layering and integrating services into a seamless mobility whole;
- (8) **Performance measurement** of comprehensive mobility in addition to individual modes.

The COA must provide a recommendation for CAT’s operational requirements for three-time horizons; near-term (1-2 years), short-range (3-4 years) and mid-term (5+ years). It will evaluate project identified in prior years Transit Development Plan (TDP) Implementation Plan and recommend route changes designed to improve service efficiency, apply resources where they are most needed, and modernize the route network based upon current and projected conditions within the service area.

Additionally, a premium will be placed on the production of an easily accessible document which brings the most important information to the forefront. Consultant team should consider use of high impact visuals, infographics and use other methods to synthesize and efficiently convey information throughout the document in lieu of dense narratives which a reader must unpack. The ability to say more with less is essential to the TDP/COA. Supportive data should be moved into the appropriate Appendices.

4. SCHEDULE AND KEY DELIVERY DATES

- (a) Contractor shall submit a schedule for approval initiates both the TDP and COA upon notice to proceed.
- (b) Notice to proceed is anticipated to be delivered in October or November 2019.
- (c) A program of projects with community wide significance shall be delivered no later than June 1st, 2020.
- (d) A TDP document shall be delivered to FDOT District 1 offices no later than September 1st, 2020.
- (e) All work needed to ensure a final TDP document to be accepted by FDOT no later than September 30th, 2020 shall be reflected in the schedule.
- (f) All work on this contract shall be completed no later than December 30th, 2020.

5. REQUIREMENTS OUTLINE

Task 1: Project Management

- a. In order to effectively foster the project through to completion, Contractor shall identify a single project lead to coordinate all TDP and COA activities and actively manage the project schedule. Proposal shall identify relevant work experience for key staff to the project. Upon award and prior to notice to proceed, a draft schedule shall be provided to CAT indicating both regularly scheduled and milestone driven project team meetings.

- b. Each of the following tasks and sub-tasks shall require a technical memorandum to be provided upon completion for CAT review and comment with up to a 15-day review and subsequent 30-day revision window. In addition to the technical memorandums, consultant team shall be responsible for the production of a draft and final TDP document, delivered prior to September 1st, 2020, as well as the final COA document no later than December 15, 2020.

Task 2: Transit Development Plan

- a. Sub-tasks in this section are organized in a manner to be consistent with the TDP Rule. Within the context of and in addition to these requirements, consultant shall identify how they intend to meet the requirement of the Rule while including value-added services that shall extend beyond minimum requirements and integrate these activities into a larger comprehensive transit and transportation planning whole. Important to the proposal are the work plan and methodologies the consultant team proposes to meet the desired outcomes.

- **Subtask 2a: Public Involvement**

- (a) Contractor shall:

- 1) outline a Public Involvement Plan (PIP) that satisfies the requirements of the TDP Rule, Collier County MPO Public Participation Plan, as well as helps to inform the more in-depth market analysis that the COA requires and;
- 2) outline a high-level strategy that leverages the large amount of existing outreach performed in recent years.

- (b) Define a public involvement process for the TDP that:

- 1) Uses emerging channels to reach users and non-users of the public transportation system, demonstrating within their proposal how these have been successfully used in other projects;
- 2) Identifies potential major events to target public outreach activities during the PIP phase;
- 3) Defines a process to reach all demographic groups including commuters, students, transportation disadvantaged, senior citizens, disabled community;
- 4) Solicits input from riders whose primary transportation is transit, riders who may use transit occasionally for certain trips, non-riders that would like to use transit at least for some trips and those who don't consider transit an option to meet their transportation needs;
- 5) Ensure that questions raised throughout the process are considered, responded to, documented and synthesized;
- 6) Complies with federal civil rights and environmental laws and regulations.

- (c) Outline a strategy for leveraging existing outreach and acquiring only the necessary new

data to fill out the public involvement process;

- (d) Gathering the communities' transportation priorities within public involvement plans is typically addressed via surveys and public meetings. However, a considerable amount of existing outreach is available for analysis, allowing the contractor to draw from these sources and not duplicate costly efforts to obtain already available information.

(1) Collier County would like to see a proposed Public Participation Plan (PPP) that:

- Identifies relevant already completed outreach activities;
- Matches that existing outreach to public involvement plan needs;
- Identifies gaps;
- Proposes public involvement activities to fill those gaps; and
- Conducts activities needed outreach to fulfill the PPP.

• **Subtask 2b: Situation Appraisal**

- (a) This subtask requires a thorough assessment of the CAT organization, its structure, mission, vision, operating environment and relationship to partner agencies in the region. At minimum, this shall include;

- 1) Documentation of CAT organizational structure
- 2) Mission, Vision & Goals

- (b) CAT's Service Area and Customers

- 1) Production of a limited map set, with accompanying demographic and socio-economic conditions nationally, regionally & countywide, illustrating any differences
- 2) Documentation of trends between our 2014 and 2019 on board surveys with a transit user market data summary

- (c) Impact of Land Use, Policy and Relationship to Other Plans in Collier County

- (d) Production of a diagram that visually represents local, regional and state plans which consider CATs role, and identification of where and how CAT's and these other plans are relevant to each other. Should any gaps arise, identify them with recommendation for opportunities to strengthen integration of transit supportive language, policy and plans into a transportation planning whole. At minimum this shall include:

- 1) Consideration of comprehensive plan, land use/development forecasts, transit supportive policies, major changes in land use policies, or changes in land use for major activity centers that may affect ridership
- 2) Consideration of and consistency with state, regional and local transportation plans including goals, objectives and strategies which impact transit development

- 3) Consideration of state, regional and local actions in areas such as parking, development, transit-supportive design guidelines, economic development, etc., that influence or are influenced by transportation.
- (e) CAT Performance
 - 1) An assessment of CAT service performance shall be a combination of multiple sources of information. A documentation of performance analysis may come from the COA, feedback from the community informed by the public involvement process, as well as KPI history.
 - (f) CAT Performance within context of peer agencies
 - 1) Conduct a peer and trend analysis consistent with TCRP Report 141: A Methodology for Performance Measurement and Peer Comparison in the Public Transportation Industry.
 - (g) The role of technology within the agency shall be documented as exists within the organization.
- **Subtask 2c: Analysis of Alternatives**
 - (a) A number of service alternatives shall emerge from options generated by the COA effort. A process to consider of these options shall be clear, concise and supported by methodical and relevant analysis.
 - (b) Key to this subtask will be a TBEST modeling effort which shall standardize metrics to compare alternatives and evaluate scenarios. TBEST models and analysis packages produced as part of this study shall be exported into distribution files, transferred and become property of CAT with delivery of the final reports.
 - (c) TBEST modeling capability should be maximized to inform both the TDP and COA. These capabilities include but are not limited to:
 - Scenario comparison tool reports and summaries
 - Network level travel time deltas between current and alternative service options
 - Observed and estimated ridership by CDP within current and alternative networks
 - Jurisdictional analysis of service provision
 - (d) Preference will be given to a proposal with demonstrated experience using these recently developed TBEST COA and market analysis tools with economies identified using this data to inform both the TDP and COA.

- **Subtask 2d: FY 2018 through FY 2027 Ten-Year Implementation Program**

- (a) The focus of this subtask is implementation of a program of projects and service initiatives over a ten-year period. Projects of regional significance shall be identified, approved and transmitted to FDOT no later than June 1st, 2020.
 - Include input and recommendations from the COA and TBEST modeling that shall support the identification of a preferred service plan to be programmed in the 10-year implementation period
 - Based on COA findings, recommend a relevant monitoring program to track performance
 - Produce a ten-year financial plan identifying sources and expenditures of funds
- (b) Strategic Initiatives
 - 1) Over the 10-year horizon of the plan, consultant team shall recommend strategic initiatives for CAT to pursue.
 - 2) Initiatives shall be costed and placed into one of two categories. One category of initiatives shall be activities undertaken in the near-term and have the ability to be implemented with existing revenues or one-time funds. Another category shall be considered longer term initiatives that would require a dedicated new funding source.
 - 3) Some initiatives may be developed from findings in subtasks 2a-2c of the TDP. They may concern such items as performance, land use policy and be a result of public input. Other initiatives may be identified as part of the COA process and categorized by cost within this section. Based on affordability and priorities, they may be programmed into the ten-year plan.

- **Subtask 2f: Prepare and Present Study**

- (a) Prepare and Present Draft Study
The selected consultant will prepare an administrative draft for review and presentation to Public Transit Advisory Committee, MPO Technical Advisory Committee and Citizens Advisory Committee by staff.
- (b) Prepare and Present Final Study
The consultant will consider and incorporate comments received (on the administrative draft) into the final study. The consultant will present the final draft at a MPO Board and Board of County Commissioners Board meeting.

Task 3: Comprehensive Operational Analysis

- a. The objective of the Comprehensive Operational Analysis (COA) is to create and sustain the best transit network for CAT assuming a cost constrained environment. This analysis will help to maximize the impact of taxpayer funding for transit by gaining better knowledge of our riders'

origins and destinations, improving efficiency, and directing transit investment where it is most needed.

- b. The contractor will conduct a thorough analysis of all CAT services including; fixed route (both seasonal and off-seasonal schedules), express, beach route, and paratransit.
- c. As components of the COA overlap with work required in the TDP, proposer should identify where activities required for each can be met with a single task or activity, thereby maximizing the benefit of the joint & coordinated effort.

- **Subtask 3a: Public Involvement**

- (a) Contractor shall:

- 1) outline a Public Involvement Plan (PIP) that satisfies the requirements of the Collier County MPO Public Participation Plan, as well as helps to inform the more in-depth market analysis that the COA requires and;
- 2) outline a high-level strategy that leverages the large amount of existing outreach performed in recent years.

- (b) Define a public involvement process for the COA that:

- 1) Uses emerging channels to reach users and non-users of the public transportation system, demonstrating within their proposal how these have been successfully used in other projects;
- 2) Identifies potential major events to target public outreach activities during the PIP phase;
- 3) Defines a process to reach all demographic groups including commuters, students, transportation disadvantaged, senior citizens, disabled community;
- 4) Solicits input from riders whose primary transportation is transit, riders who may use transit occasionally for certain trips, non-riders that would like to use transit at least for some trips and those who don't consider transit an option to meet their transportation needs;
- 5) Ensure that questions raised throughout the process are considered, responded to, documented and synthesized;
- 6) Complies with federal civil rights and environmental laws and regulations.

- (c) Outline a strategy for leveraging existing outreach and acquiring only the necessary new data to fill out the public involvement process;

- (d) Gathering the communities' transportation priorities within public involvement plans is typically addressed via surveys and public meetings. However, a considerable amount of existing outreach is available for analysis, allowing the contractor to draw from these sources and not duplicate costly efforts to obtain already available information.

(1) Collier County would like to see a proposed Public Participation Plan (PPP) that:

- Identifies relevant already completed outreach activities;
 - Matches that existing outreach to public involvement plan needs;
 - Identifies gaps;
 - Proposes public involvement activities to fill those gaps; and
 - Conducts activities needed outreach to fulfill the PPP.
- **Subtask 3b: - Identify travel patterns of existing and potential transit users in the CAT service area.**
- (a) This subtask will focus on the customer’s needs and summarize travel habits of riders and non-riders making use of datasets such as surveys, LEHD and cell phone derived trip origins and destinations in the CAT service area.

- **Subtask 3c: - Identify current and future transit service opportunities.**

- **Subtask 3c1:** The proposer should identify current and future transit service opportunities as a result of a comprehensive analysis of the following:
 - a. Service Types: Appropriate vehicle type by line and service; matching service type to market, travel demand and anticipated usage, on demand vs. fixed and flexibly scheduled services;
 - b. Routes: Changes to route alignment, frequency, service days, service span and segment/line spacing based on productivity and coverage; Adjustment to running time, terminus times/locations, connection locations;
 - c. Bus Stops: Stop spacing to improve schedule adherence and customer satisfaction, identification of minimally used bus stops for potential removal or relocation. Review CAT bus stop inventory maintenance procedures and ADA stop improvement program policy and recommended updates. Review CAT stop infrastructure inventory and propose a strategy for replacement of bus stop infrastructure at or beyond useful life;
 - d. Schedule: An analysis of where CAT fits in the industry in its efficiency of run-cut, relief points and vehicle blocking; Service standards (fleet assignment, load factor, performance metrics); Identification of available technology that could further improve service delivery, connection times.
- **Subtask 3c2:** Review the current CAT Action and Vision Plans to identify already considered service improvements in the next 10-years. Identify which recommendations from each of the plans to bring forward into Task 3c.

A 10-year outlook of population & employment growth projections could be used as the basis for determination of where certain service types are appropriate. Any options developed should be modeled within TBEST, consistent with Subtask 2c: Analysis of Alternatives.

- **Subtask 3c3:** Consultant team shall draw on the expertise of a nationally recognized transit expert to review findings of the TDP and Subtasks 3b1 & 3b2 and provide input towards Subtask 3c. This input can concern more broad opportunities that include no or low-cost options for current and future transit service such as the following:
 - ✓ An incremental transformation of the current route network into a grid, corridor-based network layered with gaps filled by alternative transportation options;
 - ✓ Introduction of a subscription-based pricing model for all CAT mobility services for a flat monthly cost;
 - ✓ Onramping new riders into CAT system more easily through technology offerings and the development of an intuitive route naming convention that has some relationship to route origins, destinations and locations within the service area.
- **Subtask 3d: - Recommend service changes to maximize the use of public funds.**
 - (a) Identify the potential to deliver the same or additional transit service for lower cost. Identify corridors with duplicative services (without jeopardizing frequency) and recommend opportunities to expand coverage with or without new resources. Simply put, provide a roadmap for how CAT shall expand coverage and improve frequencies in a revenue constrained environment.
 - (b) Identify final service plan recommendations for CAT.
 - (c) Provide a program to implement the preferred service plan.
- **Subtask 3e: Prepare and Present Study**
 - (a) Prepare and Present Draft Study
The selected consultant will prepare an administrative draft for review and presentation to Public Transit Advisory Committee, MPO Technical Advisory Committee and Citizens Advisory Committee by staff.
 - (b) Prepare and Present Final Study
The consultant will consider and incorporate comments received (on the administrative draft) into the final study. The consultant will present the final draft at a MPO Board and Board of County Commissioners Board meeting.

Task 4: Document Production and Delivery

- a. Both the TDP and COA shall be integrated documents yet have the ability to read and be understood independently of each other. Each shall have an Executive Summary, a brief yet easily digestible synthesis of work done and most importantly, findings and/or recommendations that shall inform actions CAT could take upon delivery of the documents. This deliverable extends beyond a restatement of what the documents produced by hosting an impactful consolidation with a narrative and key themes. Electronic versions shall be provided in both PDF and word in addition to 5 printed copies.

6. DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS

The offeror represents as part of its offer that it (mark one with an "x") is / is not a disadvantaged business enterprise (DBE). DBE is defined as "a for-profit small business concern which is at least 51 percent owned by one or more socially and economically disadvantaged individuals, or in case of any publicly owned business, at least 51 percent of the stock is owned by one or more socially and economically disadvantaged individuals and whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it." For purposes of this definition, socially and economically disadvantaged individuals include Black Americans, Hispanic Americans, Asian-Pacific Americans, Subcontinent Asian Americans, Native Americans; women; and any additional groups whose members are designated as socially and economically disadvantaged by the Small Business Administration (SBA), at such time as the SBA designation becomes effective.

The development of the COA will be funded with Federal Transit Administration (FTA) assistance and is subject to the requirements of Title 49, Code of Federal Regulation, Part 26, Participation by Disadvantaged Business Enterprise (DBE) Department of Transportation Financial Assistance Programs. The MPO's DBE goal is the same as FDOT's goal of 8.1%. It should be noted that Collier Area Transit (CAT) has an overall DBE goal of 5.6%.

7. SELECTION COMMITTEE PROCESS

A Selection Committee will be established to evaluate proposals submitted in response to this solicitation. The proposals will be evaluated and ranked in accordance with the evaluation criteria outlined herein.

This Selection Committee will be responsible for reviewing the Scope for completeness and to determine whether the deliverables will meet goals and objectives set forth in this solicitation for this TDP and COA. Based upon this evaluation alone, the selection committee may recommend to the Procurement Division that negotiations be entered into with the highest ranked offeror without discussions.

The County reserves the right to request Proposers to appear before the committee to make an oral presentation of their qualifications and/or to respond to specific questions the committee may have about their response. Proposers may also be requested to respond to specific questions in writing to the committee. At such time as these presentations and/or discussions have been completed, the evaluation committee will again evaluate the proposals of the Proposers in accordance with the evaluation criteria, taking into consideration the Proposer's original proposal, their oral presentations and any clarifications made to their proposals and rank them accordingly. The committee will then recommend to the Procurement Division that negotiations be entered into with the most highly ranked qualified firm.

The Procurement Division will request a price proposal from the firm selected as the most highly ranked qualified proposer. The price proposal must contain information sufficient for the County to determine the fairness and reasonableness of price, including hours and rates. After receipt of the price proposal, negotiations will be conducted to arrive at a fair and reasonable price.

If the County is unable to negotiate a satisfactory contract with the most highly ranked qualified Proposer, negotiations shall be formally ended with that proposer and begun with the next most highly ranked qualified Proposer. Negotiations shall be undertaken in the same sequence until contracts are made or the solicitation is canceled.

The objective of the discussions and negotiations shall be to arrive at complete agreement on all requirements.

The County reserves the right to investigate the qualifications of all Proposers under consideration and to confirm any part of the information furnished by an Proposer, and/or to require other evidence of managerial, financial or technical capabilities which are considered necessary for the successful performance of the work.

8. REVIEW OF WRITTEN SUBMITTAL

As a response to this RFP, the consultant shall submit documentation to provide evidence of capability to produce a Transit Development Plan (TDP) and a Comprehensive Operational Analysis (COA) of Collier County Fixed-route operations. The table below lists the evaluation factors that will be used by the Selection Committee to prepare an analysis and summary of the Consultant's capability. This analysis is a tool that will be used by the Selection Committee in making its decision whether to enter into negotiations with the Consultant. County staff *and/or* the Selection Committee have the right to make inquiries, to conduct financial audits, to ask for further information, or to take any other action necessary to determine the Consultant's ability to perform in the development of a COA.

Collier County's standard Exhibit "B" **Local Agency Program (LAP) Requirements SUPPLEMENTAL TERMS AND CONDITIONS** and standard Federal Transit Administration (FTA) **TERMS AND CONDITIONS** to purchasing contracts is incorporated in this Scope of Services by reference herein and will be incorporated in any contract the Proposer enters into with the MPO.

Review Criteria.

TDP/COA Proposal Merit: (35 Points/15 Page Limitation)

For this section, the Consultant will be judged on the merit of the Scope, particularly with the approach to the following list of desired topics for analysis and possible outcomes:

- Completion of an on-board survey consistent with the CAT TDP that can also be used in the 2012 TDP update.
- Origin and Destination surveying. Data to be provided graphically and with analysis, GIS and Shape Files so the information can be used by CAT or ATM in the future.
- A comprehensive data collection effort, including a sampling ridecheck survey of Weekday, Saturday, and Sunday operations, time of day analysis; and a transfer analysis for Weekday ridership to include a determination of whether interlining would increase ridership on some lines.
- Detailed analysis and operating profile for each route
- Assessment of development patterns and trends, review of previous planning efforts and current operating policies, and analysis of all service requests.
- The feasibility of establishing main corridors where the agency will deliver the highest levels of service, with circulator routes providing a lower level of service to feed the main corridors.
- The feasibility of creating a "base headway" that all routes will be able to feed into to facilitate timed transfers and as well as easier implementation of future enhancements. (Le. 90-minute base headway with increments of 30 and 60 minutes; or 60-minute base headway with increments of 15, 30 and 45 minutes)

- Transfer Station analysis to maximize use of owned facilities and recommendations to enhance operations for efficiencies.
- Phased Implementation Plan: Interim phase (1-2 years with existing number of operating hours), Short-Term phase (3-4 years with existing number of operating hours, Mid-Term phase (5+ years with the possibility of an increase in operating hours).
- An analysis of the impacts on providing ADA service with each phase.
- A phased approach to the creation of a new Park and Ride service using / analyzing the data from key origin and destination surveys to determine where future land could be acquired.
- Possible tracking of individual period pass utilization to determine travel patterns.

Project Team Members’ Qualifications (Maximum 25 Points /10 Page Limitation)

Attach brief resumes of all proposed project team members who will be involved in the management of the total package of services, as well as the delivery of specific services. The same should be done for any sub-consultants. If sub-consultants are being utilized, letters of intent from stated sub-consultants must be included with proposal submission.

The Consultant with its sub-consultants must demonstrate that it has sufficient personnel, with the various types of skills needed to complete a successful COA for CAT, by identifying its con-current workload and the ability to dedicate the work of key personnel and staff. The key personnel who will be assigned to the COA should be identified including up-to-date resumes. The experience each team member has had on completing a COA and other short and mid-range bus transit systems planning, analysis and management must be provided as well as experience in bus transit rider surveying, data analysis, and transit financial planning.

Proposed Scope, Deliverables & Schedule Reasonableness (Maximum 30 Points/ 5 Page Limitation)

- Provide the projected total cost and estimated calendar day duration (including projected hours) for which your firm will provide the work as described in this RFP.
- Provide proposed fee schedule of principals and staff (including sub-consultants).
- A reasonable estimate of hours needed to complete the COA by discipline.
- The Consultant will propose the number of tasks or phases associated with completing the COA as well as the purpose, methodology and the number of meetings required. Deliverables will be included for each task including reports, (drafts and finals) meeting minutes, summaries and presentations
- The Consultant will propose a timeline for each task involved to complete CAT COA.

References (Maximum 10 Points)

In order for the vendor to be awarded any points for this tab, the County requests that the vendor submits five (5) **completed** reference forms from clients whose projects are of a similar nature to this solicitation as a part of their proposal. The County will only use the methodology calculations for the first five (5) references (only) submitted by the vendor in their proposal. Prior to the Selection Committee reviewing proposals, the following methodology will be applied to each vendor’s information provided in this area:

- The County shall total each of the vendor’s five reference scores and create a ranking from highest number of points to lowest number of points. References marked with an N/A (or similar notation will be given the score of zero (0)). Vendors who do not turn in reference forms will be counted as zero (0).

- The greatest number of points allowed in this criterion will be awarded to the vendor who has the highest score.
- The next highest vendor's number of points will be divided by the highest vendor's points which will then be multiplied by criteria points to determine the vendor's points awarded. Each subsequent vendor's point score will be calculated in the same manner.
- Points awarded will be extended to the first decimal point (per Microsoft Excel).

EXECUTIVE SUMMARY
Reports & Presentations
Item 6a
Bus Shelter Construction Update

Objective:

To update the committee on the bus shelter construction program.

Considerations:

Collier County Public Transit and Neighborhood Enhancement (PTNE) Project Manager will be providing the committee an update on recently constructed, in progress, and upcoming bus stop improvements.

Recommendation:

None.

Attachment:

Prepared by:  **Date:** 8-15-19
Omar De Leon, Public Transit Manager

Approved by:  **Date:** 8-15-19
Michelle Arnold, PTNE Director