



Public Transit Advisory Committee

Collier Area Transit

Hybrid Meeting

Collier County Human Resources, 3303 Tamiami Trail E, Naples, FL 34112

May 18th, 2021

3:00 p.m.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. February 16, 2021 Minutes
 - b. March 16, 2021 Unofficial Minutes (No In Person Quorum)
5. Committee Action
 - a. Fiscal Year 22 Program of Projects
 - b. Membership Renewal – Sonja Samek
6. Reports and Presentations
 - a. Draft COA Report Ryan Suarez – Kimley Horne & Associates
7. Member Comments
8. Public Comments
9. Next Meeting Date – June 15th, 2021 (Location TBD)
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

February 16, 2021

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 via hybrid video/teleconference/in-person at the Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples FL 34112, with the following members present:

ADVISORY COMMITTEE MEMBERS PRESENT:

Chairman: Mr. John DiMarco

Vice-Chairman: Mr. Arthur Dobberstein - Zoom

Mr. James Bennett

Mr. Peter Berry

Mr. Devon Browne

Mr. James Caton

Ms. Sonja Lee Samek - Zoom

ALSO PRESENT:

Ms. Michelle Edwards-Arnold, Director, Public Transit and Neighborhood Enhancement

Mr. Omar DeLeon, Public Transit Manager, Collier Area Transit

Mr. Zachary Karto, Senior Planner, Collier Area Transit

Ms. Tamarin Kirby, Planning Technician, Collier County Government

Marirka Maldonado, ParaTransit Manager, MV Transit

I. Call to Order

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

II. Roll Call

Roll call was taken, and an in-person quorum established.

III. Approval of Agenda

Requested topics of discussion to add to the agenda:

- a. Update on ridership in ongoing Covid environment.
- b. Status update on paratransit grant funding.

Mr. Bennett entered a motion to approve the February 16, 2021 meeting agenda. Mr. Berry seconded the motion. All were in favor. The motion was carried.

IV. Approval of Minutes

- a. October 20, 2020 Minutes
- b. November 17, 2020 Minutes
- c. January 19, 2021 Minutes

It was clarified that no formal actions were taken during the noted meeting dates due to lack of an in-person quorum. A vote of acceptance of the documents is now requested due to an in-person Advisory Committee quorum at the February 16, 2021 meeting.

Mr. Bennett entered a motion to approve the October 20, 2020, November 17, 2020, and January 19, 2021 Advisory Committee meeting minutes. Mr. Berry seconded the motion. All members were in favor. The motion was carried.

V. Committee Action

- a. Membership Renewal – Devon Browne

An application for renewal of membership of the Public Transportation Advisory Committee was submitted for consideration by Mr. Devon Browne.

Mr. Caton entered a motion to approve the application for Public Transportation Advisory Committee membership for Mr. Devon Browne. Mr. Berry seconded the motion. All members were in favor. The motion was passed unanimously.

It was noted that there is a vacancy on the Advisory Committee, specific to a representative of the School District. Ms. Samek is pending re-application for this position, or for the submission of an application for membership by a new candidate within the School District.

VI. Reports and Presentations

There were no reports or presentations for discussion.

VII. Member Comments

+ Florida Development Disabilities Council (FDDC) Grant Update: Transit Staff received an invitation in August 2020 from the Florida Development Disabilities Council (FDDC) to participate in a 12-month pilot, grant transportation voucher project for \$150,000. The grant has been awarded, with funding originating from the Department of Health and Human Services. The purpose of the service is to provide increased transportation options for residents with intellectual and developmental disabilities which are currently not being met through the Collier Area Transit (CAT) paratransit system. The service would allow for same day scheduling of either a taxi or Uber. An agreement has been received from Uber, with details being finalized. The approved agreement is scheduled to be presented to the Board of County Commissioners (BCC) at the March 23, 2021 meeting. Following BCC approval, implementation of the program and marketing strategies will be coordinated with Uber. It was noted that the FDDC grant funding was for a one-year pilot program, approved through September 2021, however with the potential for a second year of funding.

It was noted by Mr. Browne that Pinellas Suncoast Transit Authority (PSTA) has participated in a similar partnership with Uber and taxi services and inquired whether there has been any information sharing between Collier Transit Staff and PTSA to avoid pitfalls and to enhance the overall service. Mr. DeLeon stated that discussions have been had with Hillsborough Area Regional Transit Authority (HART) Staff, who operate a similar program utilizing a taxi service. The benefit of discussion with PSTA was acknowledged and will be pursued due to PTSA having previously contracted with Uber. Information sharing with Uber is included within the agreement, with the ability for Collier Transit Staff to access ridership information within the Uber application.

5339B Grant: The 5339B competitive grant has been awarded and is moving forward. An update will be brought to the Advisory Committee pending an initial review of the facility, with consideration being given for the use of solar panels and other cost savings measures which tie-into the use of electric buses, as well as coordination with the local electric company. The grant application in its entirety will be presented to the BCC for final approval at the February 23, 2021 meeting.

+Staff Updates: Mr. Zachary Karto, Senior Planner, has resigned, with a Senior Planner vacancy currently available.

+Ridership status update: January 2021 fixed route ridership was 47,948, down 32% compared to January 2020. Paratransit ridership was also down 38% compared to January 2020, with approximately 6,000 trips. While ridership remains down in comparison to the previous year, a steady increase has slowly been demonstrated across all routes, with higher ridership especially noted in routes traveling from Immokalee and Ave Maria (routes 19 and 28) into Naples. The reduction in ridership allowed for adequate social distancing, circumventing the need for additional buses on most routes, but with additional buses added for social distancing on the 19 and 28 routes.

As a result, ridership increased with the availability of the additional buses on these two routes. On-time performance across all fixed routes is at 86%. The off-season schedule will begin on May 2, 2021.

Mr. Browne inquired as to whether surveys have captured information regarding the use of alternative transportation options utilized during Covid-19 and ways to recapture lost ridership following the availability of vaccines and the decline of the pandemic. It was noted that a Comprehensive Operating Analysis, a short-term evaluation of the route system, is being compiled by Kimley-Horn and recapture of lost ridership can be included within this study. The results of the project will be shared with the Advisory Committee as it becomes available.

The beach service has been implemented and operates on a Thursday through Sunday schedule, utilizing two trolley style buses.

+A new Federal mandate states that transit agencies must require the use of face masks by passengers on the buses, as well as inside and on the exterior of transit facilities.

+ Collier Area Transit (CAT) will celebrate 20 years of service in Collier County with a special celebration which will be held at CAT's headquarters at 8300 Radio Road on February 26, at 10:00 a.m. The event will be publicly advertised, and Transit Advisory Committee members are invited to attend.

+Mr. Dobberstein inquired as to whether further consideration has been given to a potential partnership with the Big Red Bus service, as discussed in the past. Ms. Arnold noted that approval has been received from the Hearing Examiner to allow for a zoning amendment for conditional use of the Radio Road facility in support of this effort. The next step is to draft agreements with three potential participating entities. An update on this topic will be given at the next Advisory Committee meeting.

+The contract for updated software which will be installed on paratransit vehicles is being completed with the vendor, which will be an account-based program that will include a trip request application, as well as the ability to pay for and monitor the trip. The final agreement will be presented to the BCC for approval and execution, with a target implementation date in June 2021.

VIII. Public Comments

There were no members of the public present at the meeting.

IX. Next Meeting Date – March 16, 2021, Collier County Museum

X. Adjournment

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

Public Transit Advisory Committee

John DiMarco, Chairman

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

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

March 16, 2021

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 via hybrid video/teleconference/in-person at the Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples FL 34112, with the following members present:

ADVISORY COMMITTEE MEMBERS PRESENT:

Chairman: Mr. John DiMarco - Zoom

Vice-Chairman: Mr. Arthur Dobberstein - Zoom

Mr. James Bennett – In person

Mr. Peter Berry - Zoom

Mr. Devon Browne – In person

Excused:

Mr. James Caton

Ms. Sonja Lee Samek

ALSO PRESENT:

Mr. Omar DeLeon, Public Transit Manager, Collier Area Transit

Ms. Tamarin Kirby, Planning Technician, MV Transportation

I. Call to Order

The meeting could not be called to order due to the absence of a quorum.

II. Roll Call

Roll call was taken, without a quorum established.

III. Approval of Agenda

It was noted by Mr. Dobberstein that a zoning update was to be provided regarding the use of the Radio Road transfer facility by the Big Red Bus now that conditional use has been approved, however this topic of discussion was not included as an agenda item. Mr. DeLeon stated an agreement has not been finalized for discussion. LeeTran has provided a copy of their agreement with Big Red Bus for reference, with Legal review pending of modifications made by Collier Area Transit.

IV. Approval of Minutes – February 16, 2021

Approval of the minutes could not be voted upon due to the absence of a quorum.

V. Committee Action

a. Membership Renewal – Sonja Samek

Committee action could not be taken due to the absence of a quorum.

VI. Reports and Presentations

a. COVID Effect on Route Performance:

+**Route 13** was noted to have a significant decrease in ridership related to Covid-19, with an approximate 77% loss, perhaps due to more recreational / “non-essential” stops on this route. Ridership has been steadily increasing, now 35% reduced from last year.

+**Route 26** also sustained a large drop in ridership, down approximately 65% in May 2020; however, has also been steadily increasing in ridership, now down 26%.

+**Route 121**, which runs from Immokalee to Marco Island experienced the largest decrease in ridership, down 81% in April 2020, perhaps due to individuals living in Immokalee who are employed on Marco Island, where a large drop in tourism was experienced. Ridership has been steadily increasing on this route as well, now down 8%.

+**Route 19** did not suffer significantly due to Covid-19, perhaps as it transports riders from the City of Immokalee to the Naples Government Center Transfer Station. A distinction was noted that while routes 121 and 19 are “essential worker routes,” route 19 ridership remained stronger throughout the pandemic, as the Transfer Center allows the opportunity to travel on to other destinations.

Additional buses were added to the route to accommodate appropriate social distancing.

+**Route 27** was also not greatly impacted due to Covid-19, attributed to essential worker ridership between Collier and Lee Counties. Route 27 travels from the Golden Gate Community Center, north on 951, capturing ridership from Golden Gate Estates and Immokalee Road, eventually connecting with LeeTran at the Creekside Transfer Center. Opportunities are being explored for riders to transfer between routes in North Naples, without having to travel south to the Government Center.

+**Route 28**, which travels from the City of Immokalee, with stops in Ave Maria and on to the Naples Government Center was also not significantly impacted due to Covid-19, again attributed to essential worker ridership. Additional buses were also added to this route to accommodate appropriate social distancing.

+**Route 21**, the circulator on Marco Island has not significantly recovered in ridership, down 45% compared to February 2020, thought due to the reduction in tourist travel to Marco Island in the pandemic environment. Service levels remained the same due to an opportunity for appropriate social distancing due to reduced ridership.

+**Route 24**, which travels south along US 41 was heavily impacted during Covid-19 and has yet to significantly recover. Mr. Dobberstein inquired whether Habitat for Humanity has been consulted for ways to increase ridership for individuals located at those properties. Mr. DeLeon stated that the route is being evaluated for ways to improve and maintain overall ridership, either with greater promotion or to streamline the route. It was noted that the Habitat for Humanity group could be included in public workshops for input. Mr. DiMarco identified an opportunity to increase ridership with promotion of bus travel to a vaccination site along the route.

Fixed route ridership was down 33% in February 2021, compared to last year, with 46,514 total riders. Paratransit ridership was down 35% in February 2021, with 5,935 riders.

Mr. Bennett inquired whether riders are tracked based upon their initial purchase or whether transfers are counted as well. Further, whether riders coming in from Lee County are counted at the Creekside Transfer station. Mr. DeLeon clarified that every ride on the bus is counted, regardless of whether it is a transfer or not. It was further noted that data is not able to be captured at this time regarding riders from Lee County as there is currently not a shared pass between counties.

This opportunity is being explored in the Comprehensive Operating Analysis (COA) by evaluating the opportunity to share a pass for greater data gathering, as well as for greater ease for passengers who would only need one pass. This concept is currently under discussion with LeeTran.

Mr. Dobberstein inquired whether the Department of Health had been offered the use of the Radio Road and Government Center Transfer stations as alternative vaccination sites, which would be useful to the public and may increase ridership. Mr. DeLeon noted having discussed transportation opportunities with the Health Department; not

specifically offering transfer sites as alternative vaccination sites, however, acknowledged the opportunity. Buses were previously used as cooling stations in the City of Immokalee at covid testing sites.

b. COA Update

Staff provided an update on the COA project, commencing with a summary of what the COA is comprised of and difference between the study and the Transit Development Plan. The schedule was discussed identify key dates for public input, the drafts and final documents.

Kimberly Horn developed Route Profiles for each route, the profiles were reviewed with the committee highlighting key performance measures.

c. FDOT's Commute Connector Program

Commute Connector and Enterprise Van Pool provided a presentation to the committee discuss the new agreement between FDOT and Enterprise. The Presentation described the key elements of the program and opportunities for large employers if they take advantage of the program. Commute Connector discussed the mobile application that is available for existing commuters and the incentives provided to the users. Enterprise representative explained that geographic mapping is used to identify where a van pool might be viable and how potential user are identified to participate in the van pool.

VII. Member Comments

Committee request information on the progress of the FDDC grant. Staff advised that they were the process of negotiating an agreement with Uber, which unfortunately has created delays in the implementation of the project.

VIII. Public Comments

No Public comment.

IX. Next Meeting Date – April 20th, 2021 (Location TBD)

X. Adjournment

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

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
Endorsement of the Federal Transit Administration (FTA)
Section 5307 and Section 5339.

Objective:

To endorse the Program of Projects for the Federal Transit Administration (FTA) Section 5307 & 5339 grant application submittals.

Considerations:

Each year the Public Transit & NBHD Enhancement (PTNE) Division receives federal grant funds for the management of the Collier Area Transit (CAT) system under the Urbanized Area Formula Program (49 U.S.C. § 5307) to be used for transit capital projects and operating assistance as defined by the Federal Transit Administration (FTA). In April of 2021 FTA announced the full apportionment.

Collier County is located within the Bonita Springs/Naples Census Urbanized Area; therefore, a portion of the Section 5307 funding received is shared with Lee County. The amount allocated to the Bonita Springs/Naples Urbanized Area for USC Section 5307 Urbanized Area Formula Program is \$3,364,229. The portion of the grant funds awarded to Collier County is \$3,019,597 and the difference of \$344,632 would be distributed to Bonita Springs/Lee County.

Project proposed for the appropriated funding may include, as funding permits: (1) transit improvement projects which include the rehabilitation of bus stops and bus wraps (2) security enhancement which include the replacement of the radio recorder and radios (3) provision of Americans with Disabilities Act (ADA) Paratransit services; (4) Administrative expenses (5) replacing bike racks with 3 capacity bike racks; (6) funding for the construction of the replacement maintenance facility (7) Electric Bus and associated equipment; and (8) Preventative Maintenance.

Section 5339 program provides capital assistance for new and replacement buses, related equipment and facilities. For urbanized areas with populations of 200,000 and over, funds are apportioned and flow directly to a designated recipient. Collier County is the designated recipient for the urbanized area. The amount allocated to the Bonita Springs/Naples Urbanized Area for USC Section 5339 Bus and Bus Facilities Urbanized Area Formula program would be \$367,591.


Project proposed for the appropriated funding may include, as funding permits: (1) Construction of administrative facility and enhancement to fuel station.

The attached program of project details the anticipated items to be undertaken with these funds.


Recommendation:

Recommend endorsement of attached Program of Projects for the FTA Section 5307 and Section 5339.

Attachment: FTA Section 5307, Section 5339 & CARES ACT Program of Projects

Prepared by: 
Omar De Leon, Transit Manager

Date: 5/14/21

Approved by: 
Michelle Arnold, PTNE Director

Date: 5-14-21

Collier Area Transit
5307 FY21 - 22 Program of Project

Total apportionment	\$3,364,229	
Lee County distribution	\$344,632	10.244%
Collier County Total	\$3,019,597	

ALI	Description	Amount
1% Enhancement (exceeds requirement)	Rehab Bus Stop/Bus Wraps	\$90,000
1% Security (exceeds requirement)	Replace Portable Radio/Recorder	\$41,196
10% ADA	ADA paratransit services	\$301,960
Grant Administration	CHS Operating	\$75,490
Transit Enhancement	3 Position-Onboard Bike Racks	\$48,000
Construction	Maitnenance Facility Construction	\$1,225,789
Bus Electrification	Electric bus purchase and associated Charging Stations	\$550,000
Preventive Maintenance	Preventive Maintenance	\$687,162
Total Amount		\$3,019,597

5339 FY20 -21 Program of Project		
ALI	Description	Amount
Construction	Relocate Money Room and Expand Fuel Tank capacity	\$367,591
Total Amount		\$367,591

EXECUTIVE SUMMARY
Committee Action
Item 5b

Renewal Membership for the Public Transit Advisory Committee (PTAC)

Objective:

To obtain endorsement for the renewal of a member for the Public Transit Advisory Committee (PTAC).

Considerations:

PTNE staff submits for the Public Transit Advisory Committee consideration, a renewal of Sonja Samek as a member of the PTAC. Ms. Samek was previously selected based on her potential contribution to the PTAC and has been an important contributor to the overall success of CAT over her time with the committee.

Ms. Samek has applied to serve as representatives consistent with the PTAC governing ordinance established by the Collier County Board of County Commissioners (BCC).

Ms. Sonja Lee Samek has been designated by the Collier County School District to serve as representative consistent with the PTAC governing ordinance established by the Collier County Board of County Commissioners (BCC). Based on her position in the community, this member will be an asset to this committee by providing feedback and advice as it pertains to coordination with the School District and contribute to improving transit operations and efficiencies in Collier County.


Applicant	Affiliation	Term	Status
Sonja Samek	Collier County School District	3 years	Resident

Recommendation:


That PTAC selects to renew Sonja Samek as a member for the PTAC which will be taken to the next available BCC meeting for final approval.

Attachments:

Applications

Prepared by: 
Omar De Leon, Public Transit Manager

Date: 5/14/21

Approved by: 
Michelle Arnold, PTNE Division Director

Date: 5-14-21

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/2/2021 9:48:38 AM.

Name: Sonja Samek **Home Phone:** 2395370333

Home Address: 8366 Rimini Way

City: Naples **Zip Code:** 34114

Phone Numbers

Business: 2393774779

E-Mail Address: sameks@collierschools.com

Board or Committee: Public Transit Advisory Committee

Category: Not indicated

Place of Employment: Collier County Public Schools

How long have you lived in Collier County: more than 15

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or

recommendations made by this advisory board?

Are you a registered voter in Collier County?

Do you currently hold an elected office?

Do you now serve, or have you ever served on a Collier County board or committee?

Please list your community activities and positions held:

Education:

Experience / Background

**ADVISORY COMMITTEE APPLICANT
ROUTING MEMORANDUM**

FROM: Wanda Rodriguez, Office of the County Attorney

DATE: March 2, 2021

APPLICANT: Sonja Samek
8366 Rimini Way
Naples, FL 34114

APPLYING FOR: Public Transit Advisory Committee

We currently have vacancies on the above referenced advisory committee. The vacancies were advertised and persons interested in serving on this committee were asked to submit an application for consideration.

TO ELECTIONS OFFICE: Attn: Shavontae Dominique

Please confirm if the above applicant is a registered voter in Collier County, and in what commissioner district the applicant resides.

Registered Voter: Yes

Commission District: 1

TO STAFF LIAISON: Attn: Michelle Arnold

cc: Tessie Sillery, Omar Deleon

An application is attached for your review. Please let me know, in writing, the recommendation for appointment to the advisory committee. In accordance with Resolution No. 2006-83, **your recommendation must be provided within 41 days of the above date.** Your recommendation memo should include:

- _____ The names of all applicants considered for the vacancy or vacancies.
- _____ The committee's recommendation for appointment or non-appointment.
- _____ The category or area of qualification the applicant is to be appointed in.
- _____ If the applicant is a reappointment, please include attendance records for the past two years.

TO ADVISORY BOARD COORDINATOR: Attn: Wanda Rodriguez

- _____ This applicant is **not** recommended for appointment. –OR–
- _____ This applicant **is** recommended for appointment. A recommendation memo is attached, please prepare an agenda item for the next available BCC agenda.

If you have any questions, please call me at 252-8123. Thank you for your attention to this matter.

EXECUTIVE SUMMARY
Reports and Presentations
Item 6a
Comprehensive Operations Analysis (COA) Update

Objective:

Review Proposed COA Service Changes

Considerations:

Collier County Public Transit and Neighborhood Enhancement staff has hired Kimley Horn to work with staff on a Comprehensive Operations Analysis (COA). The COA is a thorough analysis of the fixed-route service and provides recommendations designed to improve productivity and service efficiency. Key elements of the COA include a focus on short-term operational improvements (i.e., within 5 years) and a cost neutral implementation plan.

Work on the COA began in January 2021 and an overview of some of the initial route-by-route data analyses were presented to the PTAC at their March meeting. Several major COA tasks are now complete and include the following:

- Evaluation of Existing Services
- Development of Performance Standards
- Public Outreach
- Development of Proposed Service Changes
- Preparation of a Tentative Implementation Plan

At the May 18, 2021 PTAC meeting, the COA consultant team will present proposed COA service changes and results from project public outreach activities. Proposed service changes are organized into three main categories; Frequency Enhancements, Route Consolidation, and Route Realignments; and each will be discussed with the PTAC to solicit comment and feedback.

Recommendation:

None

Attachment:

Proposed COA Service Changes

Prepared by:  **Date:** 5/14/21
Omar De Leon, Transit Manager

Approved by:  **Date:** 5-14-21
Michelle Arnold, PTNE Division Director

COLLIER COUNTY AREA TRANSIT COMPREHENSIVE OPERATIONS ANALYSIS

COLLIER AREA TRANSIT
PUBLIC TRANSPORTATION ADVISORY COMMITTEE

May 18, 2021



1

What is a Comprehensive Operations Analysis?

A Comprehensive Operations Analysis (COA) is:

1. A Detailed Evaluation of Transit Services
2. Focused on Increasing Value and Efficiency
3. Identifies Opportunities to Reallocate Transit Resources



2

What are the Key Elements of a COA?

1. A Focus on the Short Term

- Operational improvements within the next 5 years
- Operational improvements = Changes in service
- No major technology, capital, or infrastructure investments

2. A Cost Neutral Approach

- Zero or minimal investment required
- Reallocation of resources from areas with low ridership
- Changes that can occur today within the existing operating budget

LEGEND/LEYENDA

- US 41 - Creekside
- Airport - Creekside
- Naranja | NCH - Coastland Mall
- Verde Azulado | Bayshore - Coastland Mall
- Morada | Golden Gate City
- Golden Gate City
- Rattlesnake - Edison College
- US 41 East - Naples Manor
- Golden Gate Estates - Immokalee
- Pine Ridge
- Marco Island Circulator
- Express Immokalee - Marco
- Immokalee Circulator
- Burgundy Route/Ruta Marrón | Immokalee Circulator
- Brown Route/Ruta Carmelita | US 41 East - Charlee Esta
- Lime Green Route/Ruta Verde Limon | GG Pkwy - Good

3

Work Completed to Date

- Service Evaluation
- Route-by-Route Profiles
- Operator Interviews
- Transfer Survey
- Field Work
- Performance Standards
- Service Policies
- Public Outreach
- Development of Service Alternatives

LEGEND/LEYENDA

- 11 Red Route/Ruta Roja | US 41 - Creekside
- 12 Gold Route/Ruta Oro | Airport - Creekside
- 13 Orange Route/Ruta Naranja | NCH - Coastland Mall
- 14 Teal Route/Ruta Verde Azulado | Bayshore - Coastland Mall
- 15 Purple Route/Ruta Morada | Golden Gate City
- 16 Gray Route/Ruta Gris | Golden Gate City
- 17 Green Route/Ruta Verde | Rattlesnake - Edison College
- 18 Yellow Route/Ruta Amarilla | US 41 East - Naples Manor
- 19 Blue Route/Ruta Azul | Golden Gate Estates - Immokalee
- 20 Magenta Route/Ruta Magenta | Pine Ridge
- 21 Light Blue Route/Ruta Azul Claro | Marco Island Circulator
- 121 Silver Route/Ruta Plateada | Express Immokalee - Marco
- 22 Pink Route/Ruta Rosa | Immokalee Circulator
- 23 Burgundy Route/Ruta Marrón | Immokalee Circulator
- 24 Brown Route/Ruta Carmelita | US 41 East - Charlee Esta
- 25 Lime Green Route/Ruta Verde Limon | GG Pkwy - Good

4

Work Completed to Date

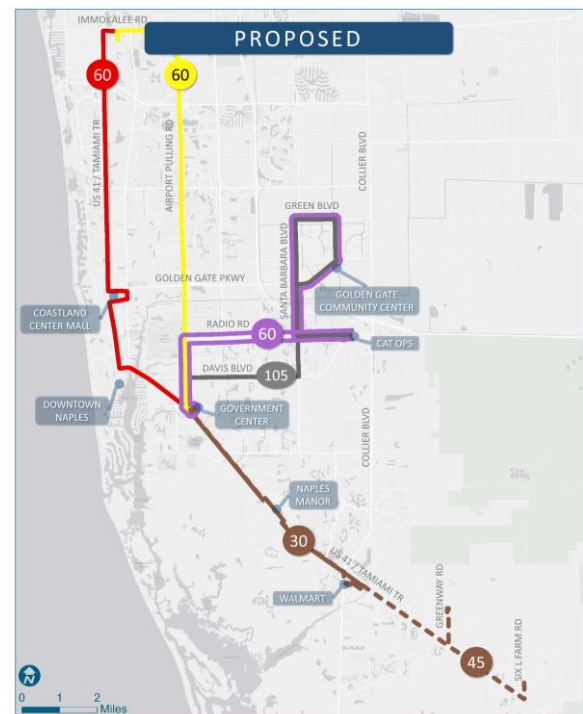
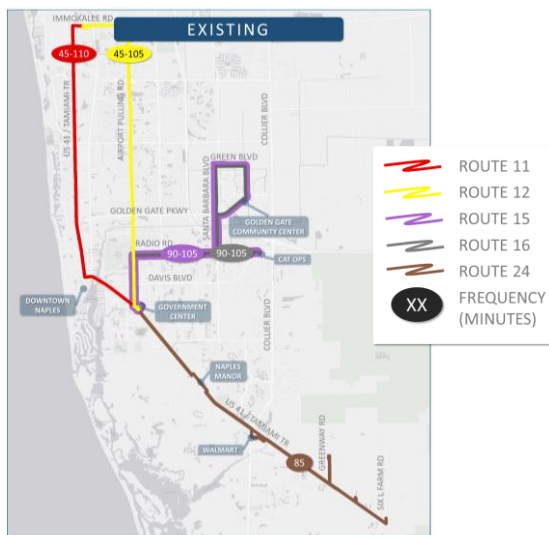
- Service Evaluation
- Route-by-Route Profiles
- Operator Interviews
- Transfer Survey
- Field Work
- Performance Standards
- Service Policies
- **Public Outreach**
- **Development of Service Alternatives**

LEGEND/LEYENDA

- | | | |
|-----|-----------------------------------|---------------------------------|
| 11 | Red Route/Ruta Roja | US 41 - Creekside |
| 12 | Gold Route/Ruta Oro | Airport - Creekside |
| 13 | Orange Route/Ruta Naranja | NCH - Coastland Mall |
| 14 | Teal Route/Ruta Verde Azulado | Bayshore - Coastland Mall |
| 15 | Purple Route/Ruta Morada | Golden Gate City |
| 16 | Gray Route/Ruta Gris | Golden Gate City |
| 17 | Green Route/Ruta Verde | Rattlesnake - Edison College |
| 18 | Yellow Route/Ruta Amarilla | US 41 East - Naples Manor |
| 19 | Blue Route/Ruta Azul | Golden Gate Estates - Immokalee |
| 20 | Magenta Route/Ruta Magenta | Pine Ridge |
| 21 | Light Blue Route/Ruta Azul Claro | Marco Island Circulator |
| 121 | Silver Route/Ruta Plateada | Express Immokalee - Marco |
| 22 | Pink Route/Ruta Rosa | Immokalee Circulator |
| 23 | Burgundy Route/Ruta Marrón | Immokalee Circulator |
| 24 | Brown Route/Ruta Carmelita | US 41 East - Charlee Esta |
| 25 | Lime Green Route/Ruta Verde Limon | GG Pkwy - Good |

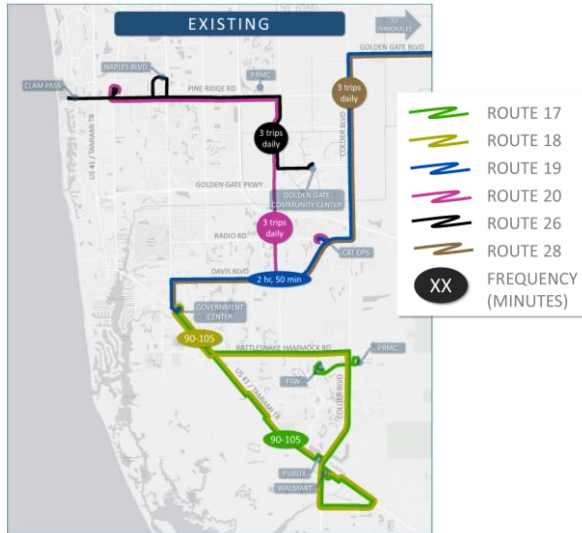
5

Proposed Changes: Frequency Enhancements



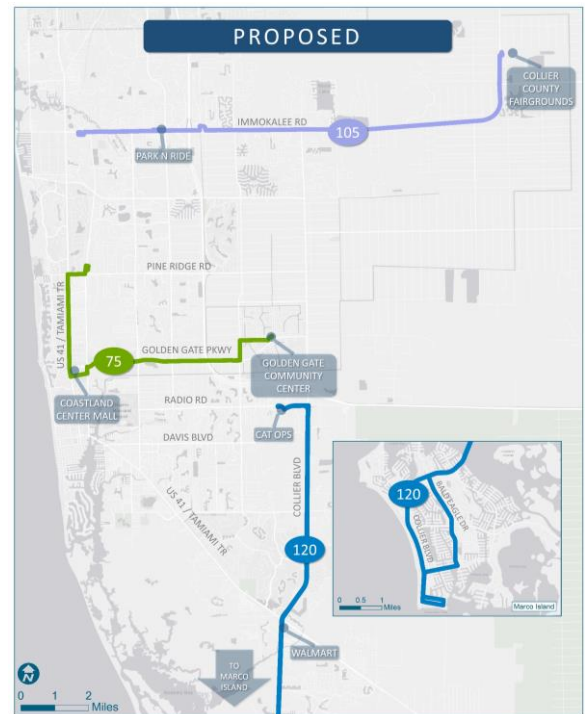
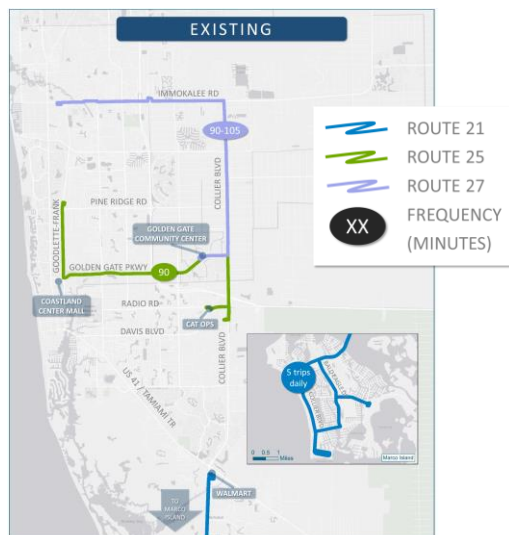
6

Proposed Changes: Route Consolidation



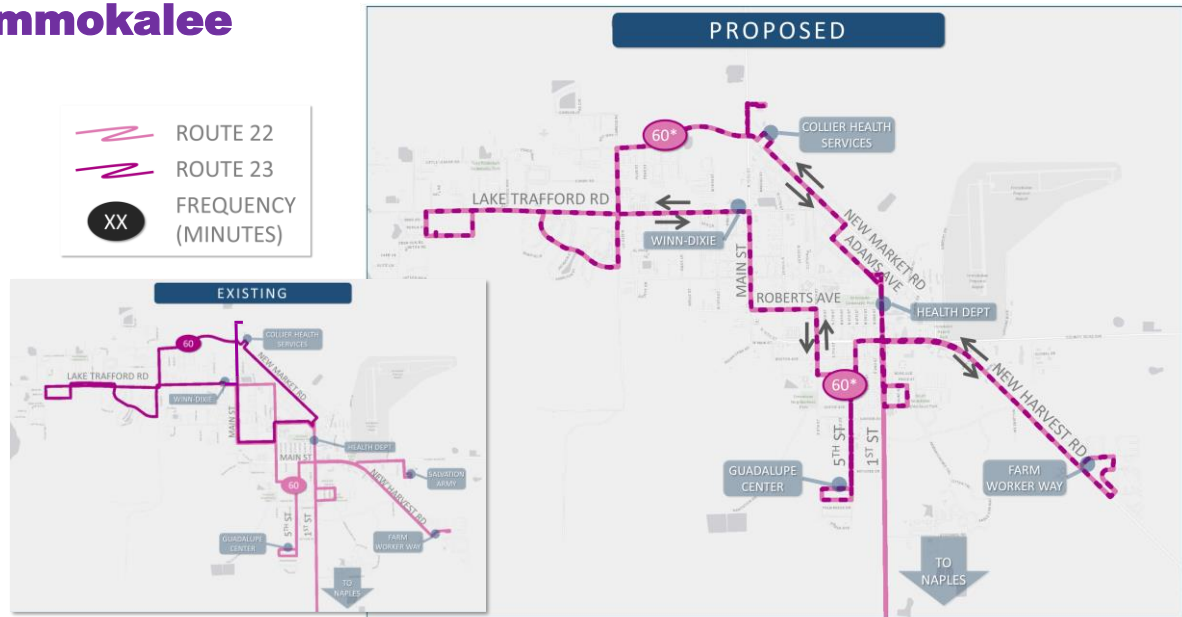
7

Proposed Changes: Route Realignment



8

Proposed Changes: Immokalee



9

Service and Budget Impacts

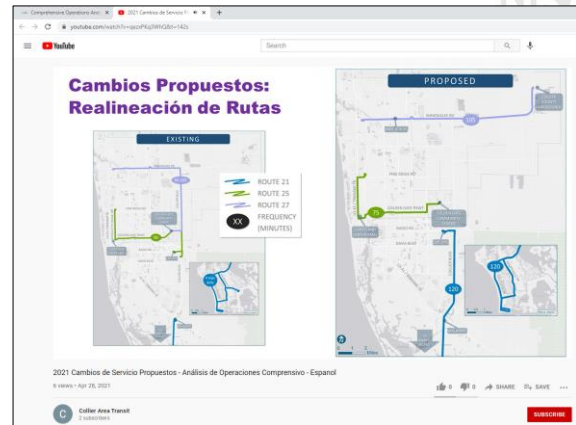
Service Alternative	Change in Revenue Hours	Change in Operating Cost
Route 11	2,200	\$191,290
Route 12	3,000	\$260,850
Route 15	3,800	\$330,410
Route 16	-	\$ -
Route 17/18	(3,500)	(\$304,325)
Route 19/28	(6,800)	(\$591,260)
Route 20/26	700	\$60,865
Route 21	1,500	\$130,425
Route 22/23	-	\$ -
Route 24	2,900	\$252,155
Route 25	800	\$69,560
Route 27	(600)	(\$52,170)
Net Change	4,000	\$347,800

10

Public Outreach

Public Workshops

- Thursday, April 22nd, 2021
Government Center – Human Services Building
& Government Center Transfer Station
2:00 PM to 4:00 PM
- Saturday, April 24th, 2021
Immokalee Library & Health Department
Transfer Station
10:00 AM to 12:00 PM



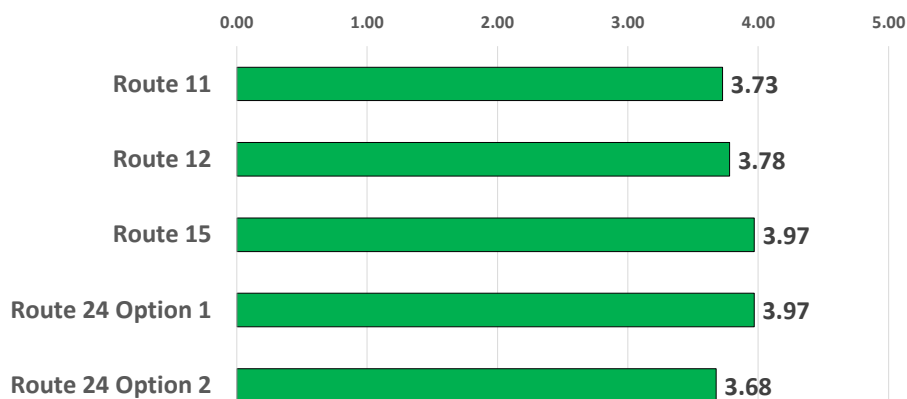
Website: <https://www.ridecat.com/rider-info/catcoa/>

Survey: <https://www.surveymonkey.com/r/CollierAreaTransit>

11

Survey Results (As of 5/12/21)

Frequency Enhancements

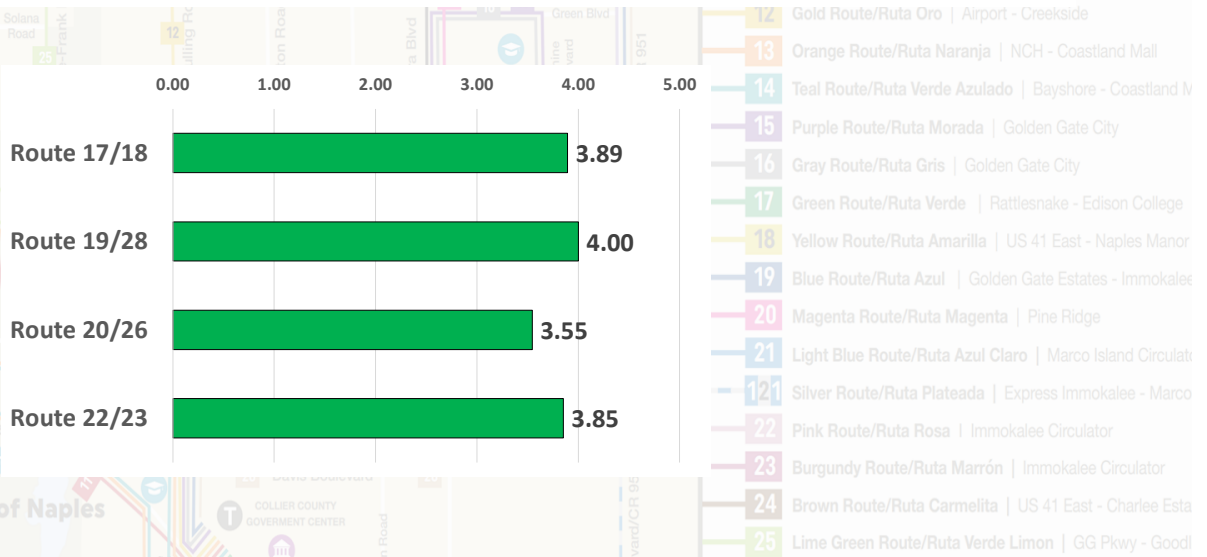


ita Naranja | NCH - Coastland Mail
 Verde Azulado | Bayshore - Coastland M
 ta Morada | Golden Gate City
 Gris | Golden Gate City
 a Verde | Rattlesnake - Edison College
 ta Amarilla | US 41 East - Naples Manor
 Azul | Golden Gate Estates - Immokalee
 Ruta Magenta | Pine Ridge
 /Ruta Azul Claro | Marco Island Circulat
 a Plateada | Express Immokalee - Marco
 Rosa | Immokalee Circulator
 Ruta Marrón | Immokalee Circulator

12

Survey Results (As of 5/12/21)

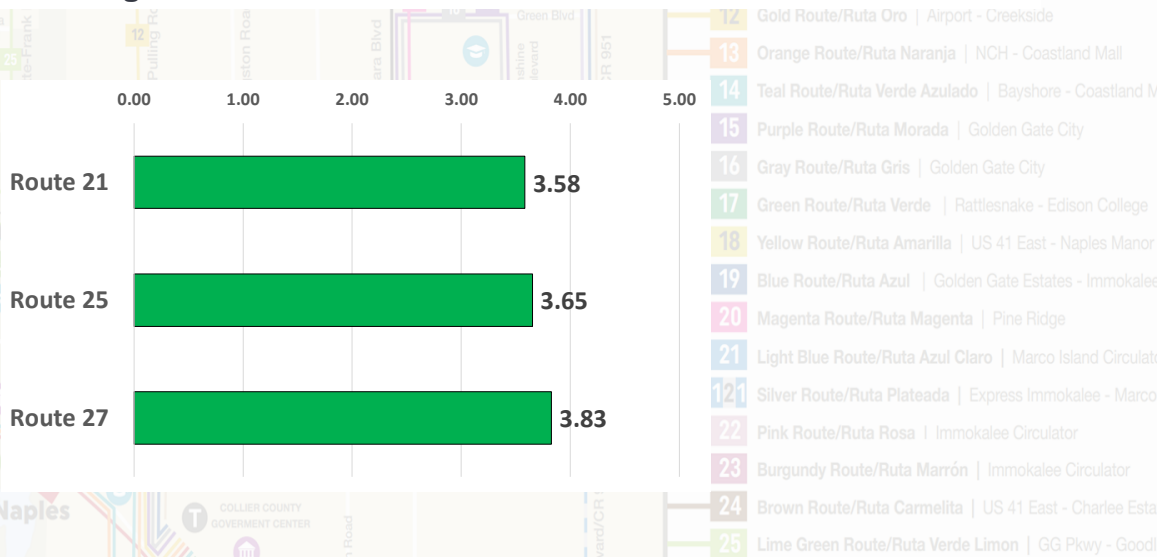
Route Consolidation



13

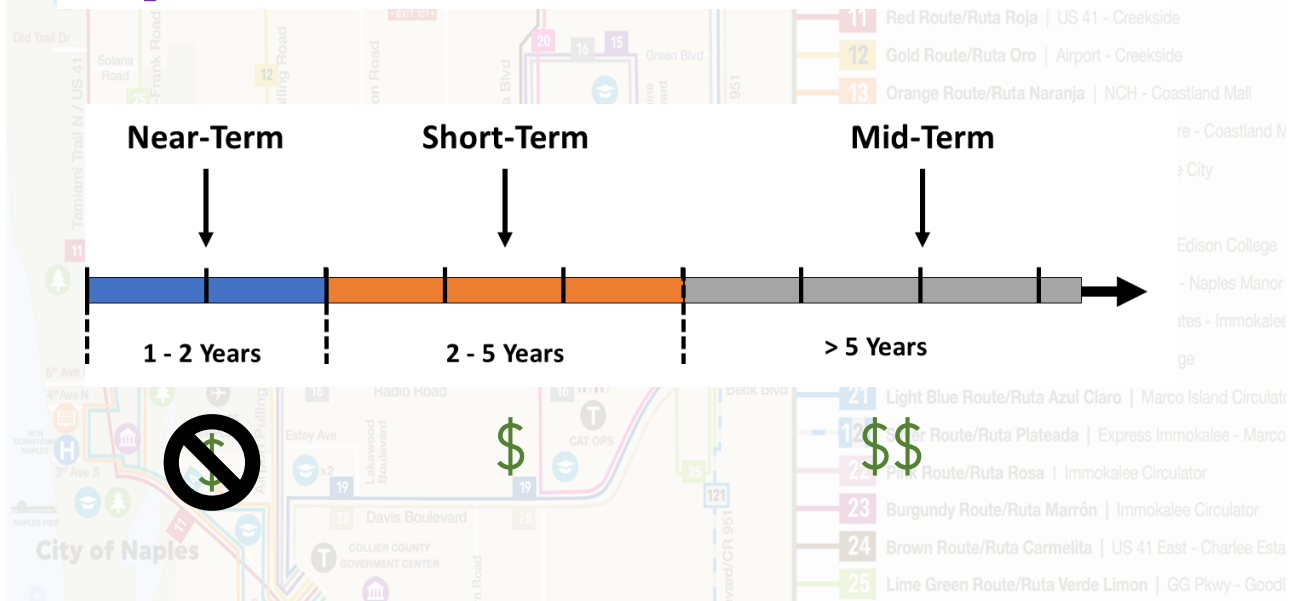
Survey Results (As of 5/12/21)

Route Realignment



14

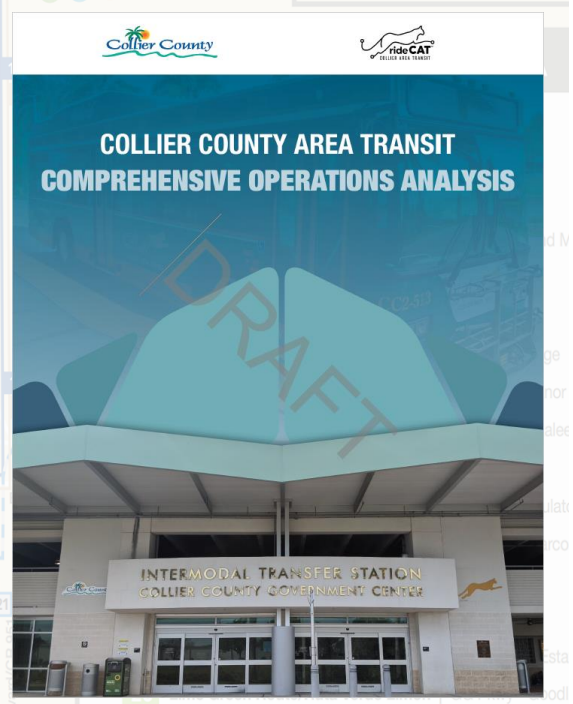
Implementation Plan



15

Next Steps

- Survey Feedback
- Finalize Implementation Plan
- Draft Report
- June PTAC



16

CONTACT INFORMATION

Tamarin Kirby

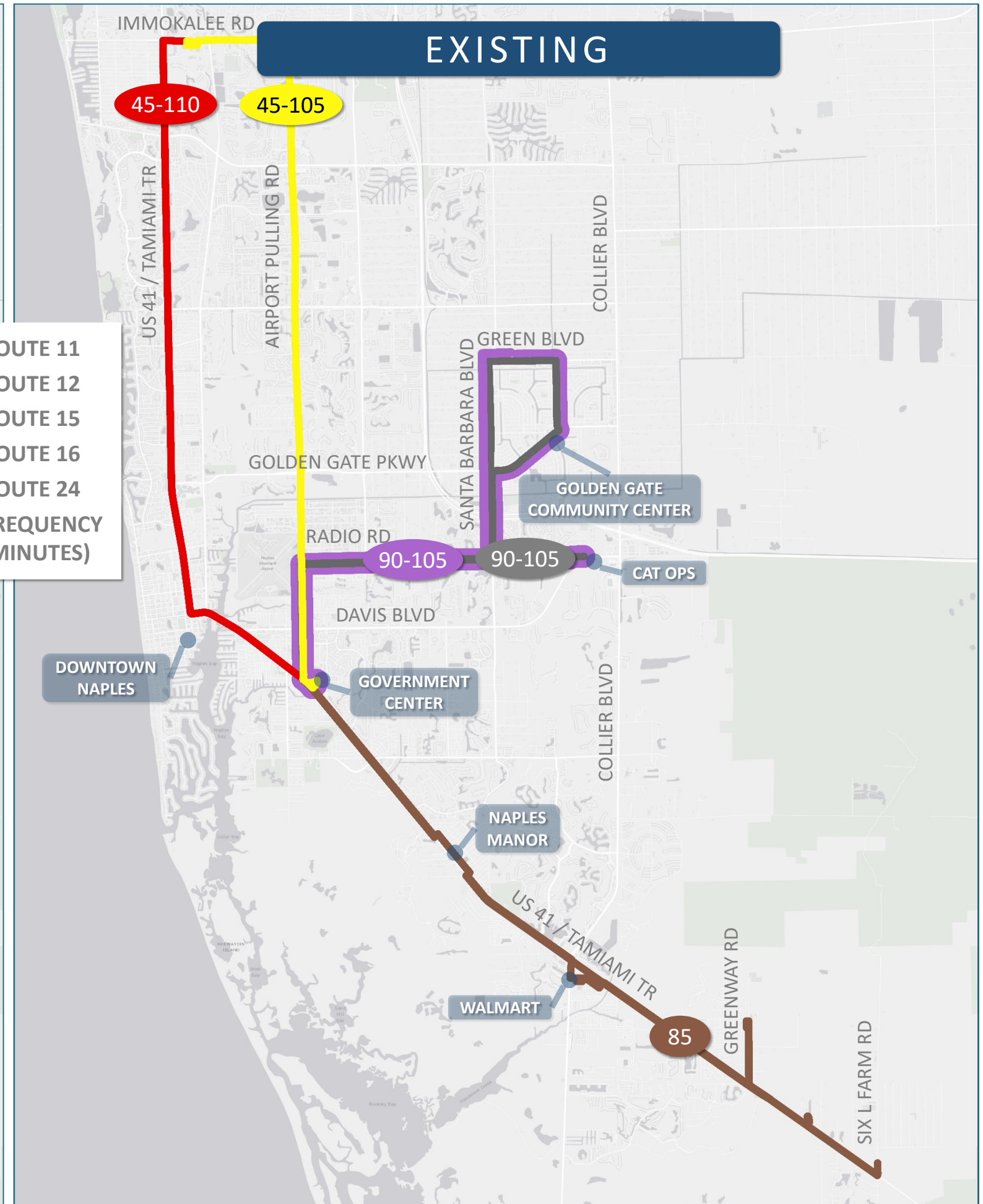
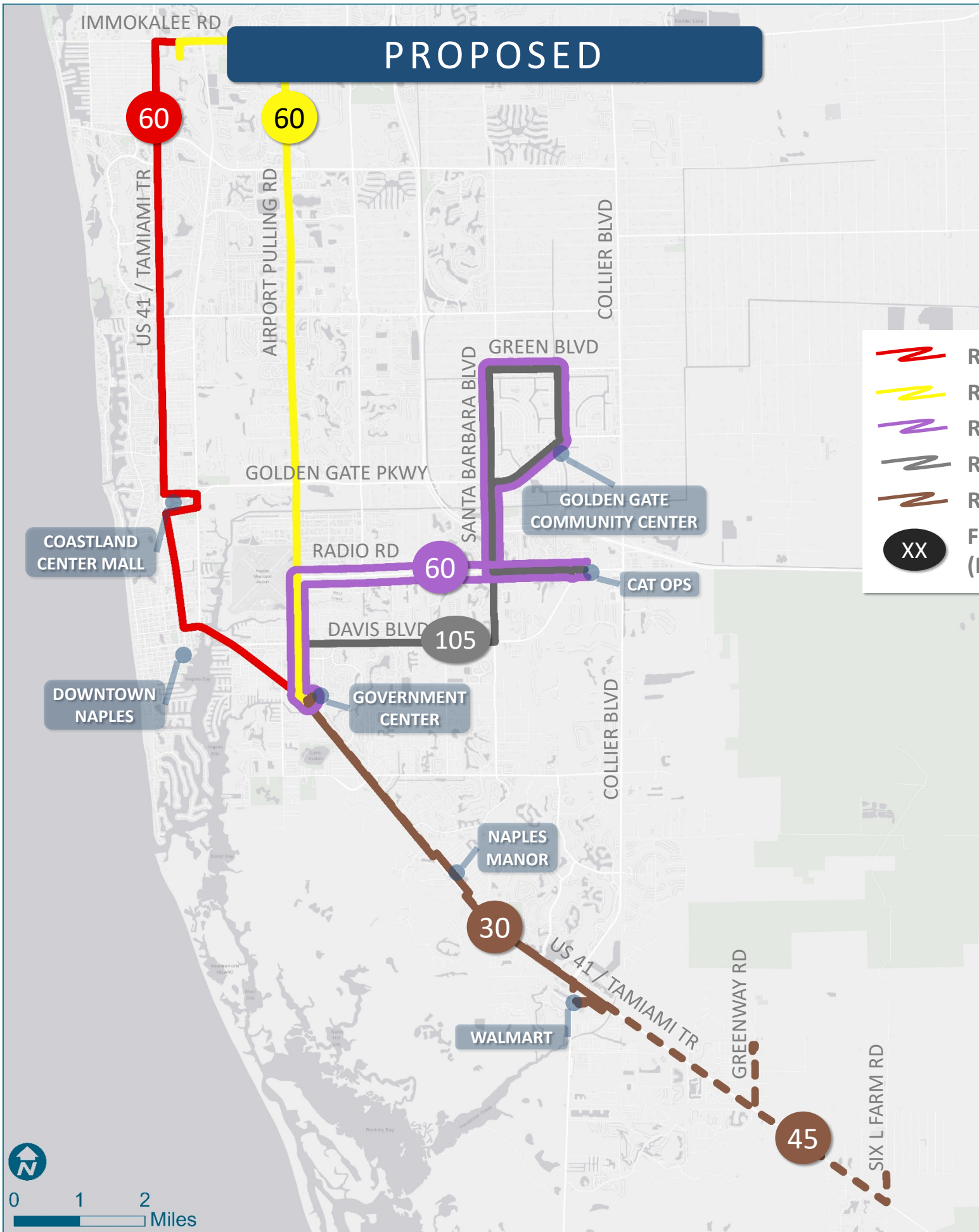
Tamarin.Kirby@colliercountyfl.gov

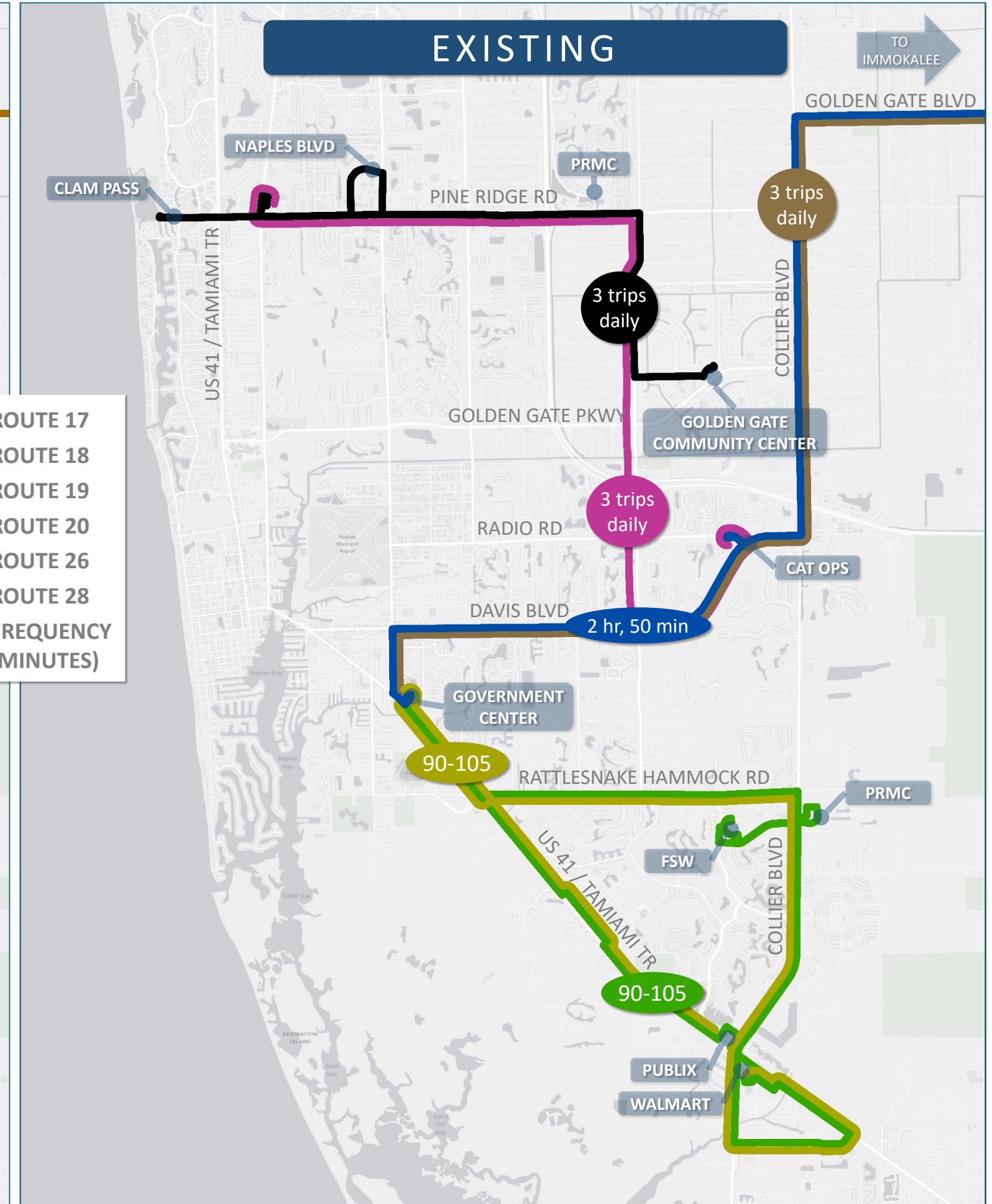
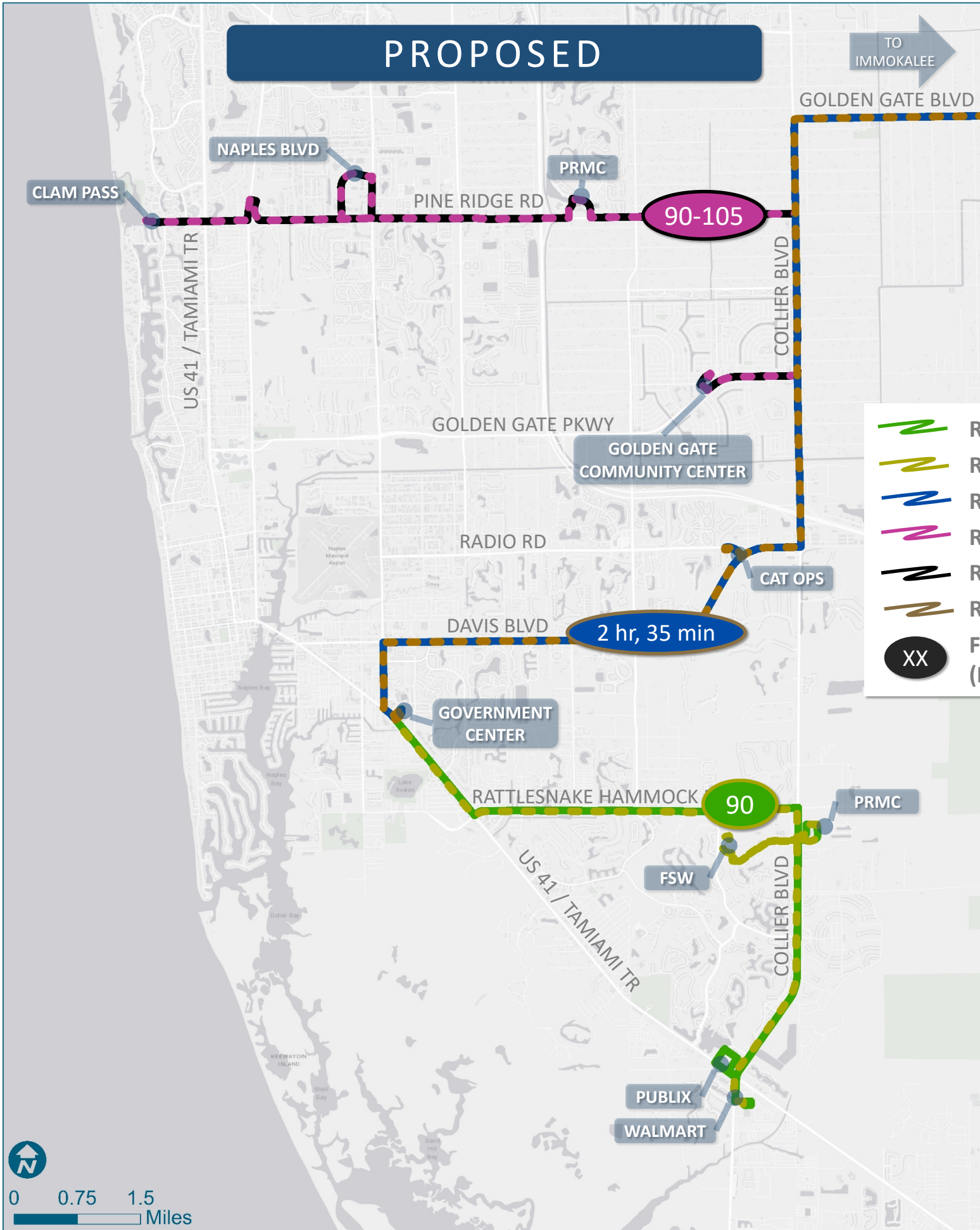
Ryan Suarez

Ryan.Suarez@kimley-horn.com

LEGEND/LEYENDA

- 11** Red Route/Ruta Roja | US 41 - Creekside
- 12** Gold Route/Ruta Oro | Airport - Creekside
- 13** Orange Route/Ruta Naranja | NCH - Coastland Mall
- 14** Teal Route/Ruta Verde Azulado | Bayshore - Coastland Mall
- 15** Purple Route/Ruta Morada | Golden Gate City
- 16** Gray Route/Ruta Gris | Golden Gate City
- 17** Green Route/Ruta Verde | Rattlesnake - Edison College
- 18** Yellow Route/Ruta Amarilla | US 41 East - Naples Manor
- 19** Blue Route/Ruta Azul | Golden Gate Estates - Immokalee
- 20** Magenta Route/Ruta Magenta | Pine Ridge
- 21** Light Blue Route/Ruta Azul Claro | Marco Island Circulator
- 121** Silver Route/Ruta Plateada | Express Immokalee - Marco
- 22** Pink Route/Ruta Rosa | Immokalee Circulator
- 23** Burgundy Route/Ruta Marrón | Immokalee Circulator
- 24** Brown Route/Ruta Carmelita | US 41 East - Charlee Esta
- 25** Lime Green Route/Ruta Verde Limon | GG Pkwy - Good





PROPOSED

EXISTING

- ROUTE 21
- ROUTE 25
- ROUTE 27
- FREQUENCY (MINUTES)

COLLIER COUNTY FAIRGROUNDS

IMMOKALEE RD

105

PARK N RIDE

PINE RIDGE RD

GOLDEN GATE PKWY

75

GOLDEN GATE COMMUNITY CENTER

COASTLAND CENTER MALL

RADIO RD

DAVIS BLVD

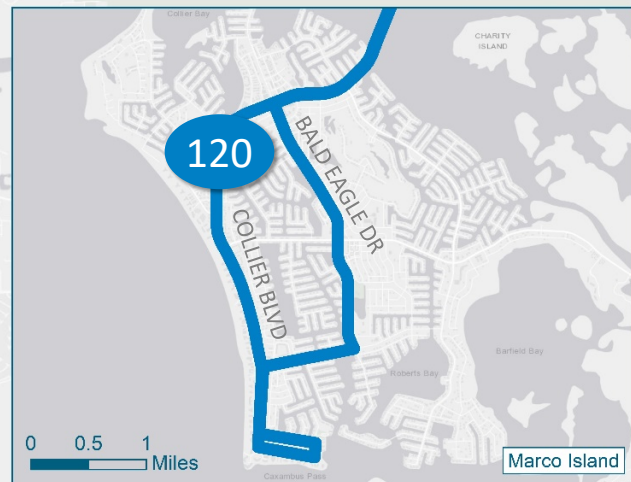
CAT OPS

COLLIER BLVD

120

WALMART

TO MARCO ISLAND



IMMOKALEE RD

90-105

PINE RIDGE RD

GOLDEN GATE PKWY

90

GOLDEN GATE COMMUNITY CENTER

COASTLAND CENTER MALL

RADIO RD

DAVIS BLVD

CAT OPS

COLLIER BLVD

WALMART

TO MARCO ISLAND

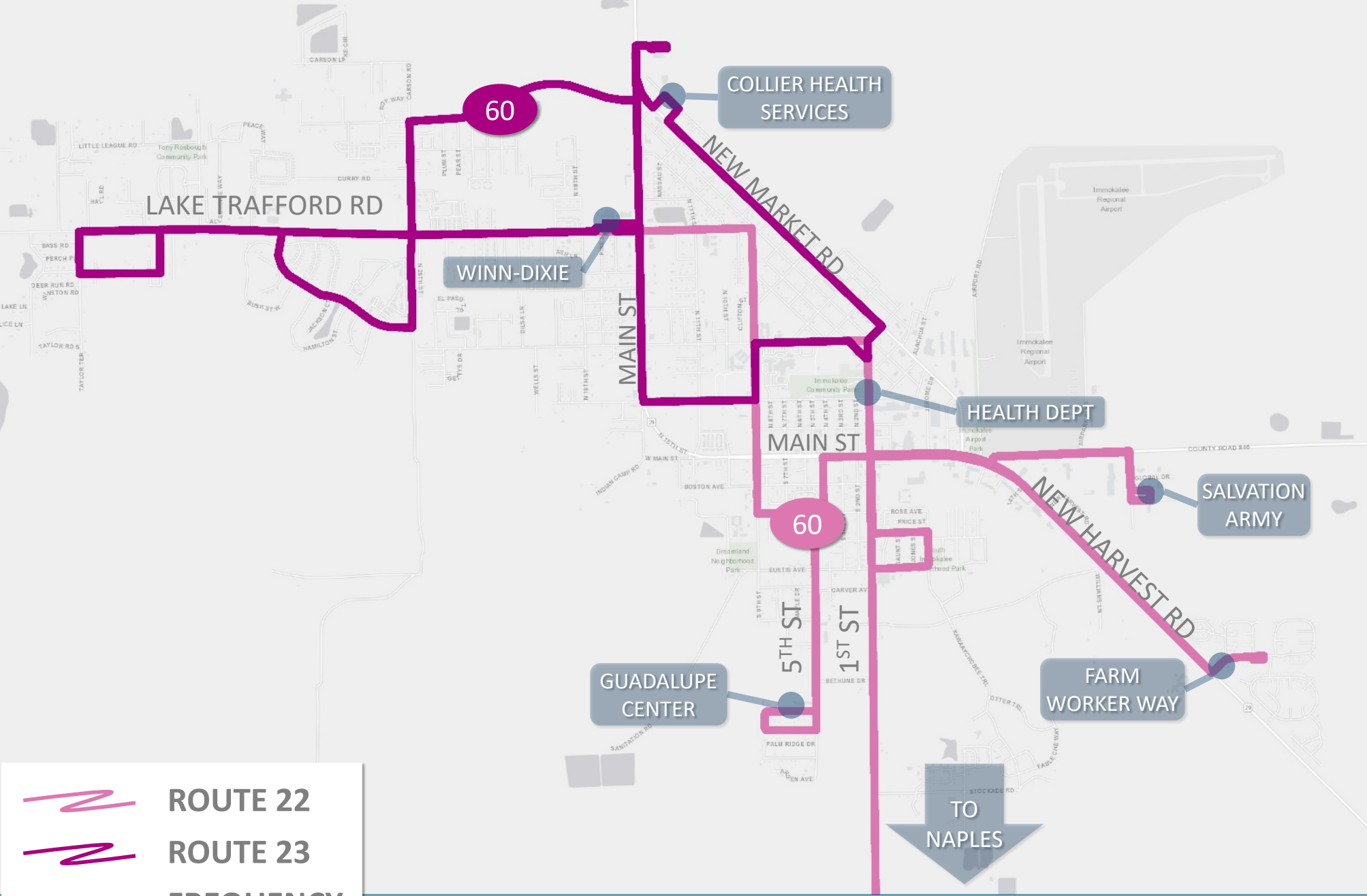


0 1 2 Miles

0 0.5 1 Miles

5 trips daily

EXISTING



PROPOSED

*2-WAY LOOP, EVERY 2 HOURS
= BUS WILL PASS POINT EVERY HOUR

