



**Public Transit Advisory Committee  
Collier Area Transit  
Hybrid Meeting  
Collier County Museum Lecture Hall  
3331 Tamiami Trail East Naples, Florida  
September 21<sup>st</sup>, 2021  
3:00 p.m.**

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
  - a. August 17<sup>th</sup>, 2021 Minutes
- 5) Committee Action
  - a. Election of Chair
- 6) Reports and Presentations
  - a. Driver Shortage
  - b. Marco Island Transportation Summit
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – October 19<sup>th</sup>, 2021 Collier County Museum Lecture Hall
- 10) Adjournment
- 11) 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 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.

August 17, 2021

## MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

August 17, 2021 Naples, Florida,

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 Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chairman: John DiMarco, III  
Vice-Chairman: Arthur Dobberstein  
James Bennett (Excused)  
Peter Berry (ZOOM)  
Devon Browne (ZOOM)  
James Caton (Excused)  
Sonja Lee Samek (ZOOM)

ALSO PRESENT: Michelle Arnold, Director, Public Transit and Neighborhood Enhancement  
Omar DeLeon, Public Transit Manager, Collier Area Transit  
Tamarin Kirby, MV Transit Planner  
Marrika Maldonado, ParaTransit Manager, MV Transit (ZOOM)  
Brandy Otero, Principal Planner, Collier County Museums (ZOOM)

**1. Call to Order**

**Chairman DiMarco** called the meeting to order at 3:05 PM.

**2. Roll Call**

Roll call was taken, and a quorum was not established.

**3. Approval of Agenda**

**Chair DiMarco** requested the Agenda be modified as follows:

*Move* Item 6. b. - Reports and Presentations: Study Recommendations to Item 6.a. – Reports and Presentations.

*Move* Item 6. a. - Reports and Presentations: Route Reduction due to Driver Shortage to Item 6. b. – Reports and Presentations.

**Committee consensus to change the Agenda was noted.**

**4. Approval of Minutes**

**a. June 15, 2021 Minutes**

*The minutes of the June 15, 2021 Public Transit Advisory Committee meeting will be added to the September 21, 2021 Agenda.*

**5. Committee Action**

None

**6. Reports and Presentations**

**a. Study Recommendations – Item 6b**

The Metropolitan Planning Organization (MPO) staff advised the Public Transport & Neighborhood Enhancement Division (PTNE) funding is allocated for Transit Studies.

**Mr. DeLeon** presented an Executive Summary, “*Transit Study Recommendations*” with areas identified for inclusion in the Transit Development Program (TDP) study. The long-term projects require identification of the scope of work and cost and incorporation into the Unified Planning Work Program (UPWP) documents for the Collier Metropolitan Planning Organization (MPO) to enable TDP to move forward and retain consultants, etc.

TDP study ideas include:

- Development of marketing strategies for Collier Area Transit (CAT) to increase market share.
- Downtown Autonomous Circulator
  - The urban circulator project would include development and establishment of a pilot program.
  - Coordination with the City of Naples would be required.
  - A definitive route has not been identified.
- Electric Naples Pier Shuttle
  - The study would outline components consistent with the Autonomous Circulator project.

- Mobility on Demand
  - A specific area would be evaluated and ways to implement future service in other areas.
  - Specific carriers provide the App for Mobility on Demand.
- A Fare Study.

The Committee discussed the following:

- CAT is working with the Collier Community Redevelopment Agency (CRA) on options for electric transportation vehicle/urban circulator system for the Bayshore Gateway Triangle.
- Should the funds be utilized to increase transit employee wages in lieu of studies?
- A wage analysis study is not within the scope of the TDP and cannot be incorporated in one of the proposed projects.

*Ms. Arnold will reach out to determine if a wage level/cost of living analysis for Collier versus Lee County is available.*

#### **Next Step**

The Committee recommended the TDP projects identified be pursued.

Staff will:

- Prepare a Scope of Work for each project.
- Identify costs related to the projects.
- Determine the projects the MPO is willing to support.
- Report back to the Committee at a future meeting.

#### **b. Route Reduction due to Driver Shortage – Item 6a**

*Ms. Arnold* presented Executive Summary “*Temporary Route Reduction*” stating the objective to temporarily suspend select routes to improve the reliability of Fixed Route service that has been affected by the driver shortage.

The Pandemic has significantly impacted the labor force creating a national driver shortage for the Transportation Industry. The CAT system has struggled to engage drivers to cover the service area. Efforts taken by the vendor, MV Transportation Inc., to recruit new drivers include:

- Fixed Route Operators wage and sign-on bonus increases.
- Retaining a Recruiter and placing “Now Hiring” banners on the property.
- Elimination of a training wage.
- Establishment of a new work schedule for the drivers, reducing the number of operators required.

Staff recommends routes 18, 20, 25 and 26 be suspended. Route 18 was selected as it is already slated to be eliminated through the Comprehensive Operations Analysis (COA) process. Route 17 will continue to service the areas Route 18 was servicing. Routes 20, 25 and 26 have low ridership.

The Committee discussed the following:

#### **Paratransit Transportation**

- Paratransit has been affected by driver shortage.
- Rules are set to qualify for disability ridership.

- The fare rate for paratransit service, different from traditional ridership, is not based on income.
- Third party transportation sources such as Uber must meet the full background check requirement and comply with all regulations to operate in Collier County.

Driver Recruitment and Compensation

- Job Fairs and “CareerSource” are being utilized to recruit drivers.
- Drivers are working the maximum number of hours allowed.
- The contractor is absorbing the hourly pay increase.

Recommendation

Committee members agreed to endorse closure of Routes 18, 20, 25 and 26.

**7. Member Comments**

In response to a member’s inquiry, Ms. Arnold noted the County is planning to operate beach Trolleys this season.

**8. Public Comments**

None

**9. Next Meeting Date**

September 21, 2021 - Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples, FL.

**There being no further business for the good of the County, the meeting was adjourned by order of the chair at 3:58 P.M.**

**Public Transit Advisory Committee**

\_\_\_\_\_  
**John DiMarco III, Chairman**

These minutes approved by the Board/Committee on \_\_\_\_\_ as presented \_\_\_\_\_ or as amended \_\_\_\_\_.

**EXECUTIVE SUMMARY**  
**Board Action**  
**Item 5a**  
**Election of a Committee Chairperson**

**Objective:**

To nominate and elect a committee Chairperson and Vice Chairperson of the Public Transit Advisory Committee.

**Considerations:**

In accordance with the authorizing Ordinance No. 2016-07 which established the Public Transit Advisory Committee (PTAC), annually the members of the Advisory Committee shall elect a Chairperson and Vice Chairperson from among its members. There must be a quorum to take this action.

Any of the following regular (voting) members may nominate or be nominated as an officer.

- Mr. Devon Browne
- Mr. John DiMarco III
- Mr. James Bennett
- Mr. James Caton
- Ms. Sonja Lee Samek
- Mr. Peter Berry
- Mr. Art Dobberstein

**Recommended Actions:**

Elect a committee Chairperson and Vice Chairperson.

**Attachment(s):**

None.

**Prepared by:** DeleonOmar  
Omar De Leon, Transit Manager

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DeleonOmar  
Date: 2021.09.17  
16:49:24 -04'00'

**Date:** 09/17/2021

**Approved by:** arnold\_m  
Michelle Arnold, Director

Digitally signed by arnold\_m  
Date: 2021.09.17 16:20:44  
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**Date:** 09/17/2021

**EXECUTIVE SUMMARY**  
**Reports and Presentations**  
**Item 6a**  
**Driver Shortage**

**Objective:**

To update the committee on the status of the driver shortage.

**Considerations:**

The Pandemic has significantly impacted the labor force creating a national driver shortage for the Transportation Industry. For the past few months, the CAT system has struggled to have enough drivers to cover the service. Each day the vendor identifies the routes they are unable to cover and posts notices to the public via the MyStop app and on the website. Additionally, the vendor has been closing routes during the day of service due to call outs and lack of extra board drivers to cover.

Efforts have been taken by the vendor, MV Transportation Inc., to recruit new drivers, including the following:

- Increased Fixed Route Operators starting wage from \$13.00 to \$16.00
- Hired a Recruiter to put focus on finding drivers
- Placed "Now Hiring" banners on the property
- Eliminated the training wage
- Increased the sign-on bonus from \$500 to \$1,500
- Established a new work schedule for the drivers, reducing the number of operators required per day from 41 to 35

The shortage is affecting the vendor's (MV Transportation, Inc.) ability to recruit enough drivers to fully operate the service. Unfortunately, despite the steps taken above, the results have not produced enough new candidates to fill the current 9 vacant positions.

In addition to the initiative identified above, PTNE has assisted by placing ads on CAT's Facebook page and adding the job availability on the "Getting back to work after the Coronavirus Pandemic" link established by Fox-4 News.

MV will present market research that has recently been completed.

**Recommendation: None.**

**Attachment:**

None

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ShowalterAlexander  
Date: 2021.09.17  
16:54:28 -04'00'

**Prepared by:** \_\_\_\_\_  
Alexander Showalter, PTNE Senior Planner

**Date:** 09/17/2021

**Approved by:** arnold\_m  
Michelle Arnold, PTNE Division Director

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Date: 2021.09.17 16:24:40  
-04'00'

**Date:** 09/17/2021

**EXECUTIVE SUMMARY**  
**Reports and Presentations**  
**Item 6b**  
**Marco Island Transportation Summit**

**Objective:**

To implement a pilot trolley service for the weekend of December 4<sup>th</sup> to assess the demand for service on the island.

**Considerations:**

A Transportation Summit was held with local business owners, representatives of the Marco Island community, Blue Zones, Commute Connector, and CAT to discuss transportation issues among employers and workers that commute using the CAT system and other alternative Transportation services. CAT made a presentation regarding current services to the island and recommended improvements to address the needs of commuting workers and their employers. Commute Connector also presented, giving options to address services CAT's standard fixed route may not be able to accommodate through a vanpool and/or the Emergency Ride Home program.

Attendees were split into focus groups and asked a series of questions regarding current service, their needs, and challenges faced by their businesses and employees. With this information gathered, PTNE will be looking at potential alternatives to our existing services to better serve this population.

Additionally, as an option to relieve parking issues throughout Marco Island, an Island Trolley pilot was proposed which would move people throughout the island without having to use personal vehicles therefore alleviating congestion and addressing the issues of limited parking on the island. The Blue Zone Project has offered to fund a pilot Trolley service to run December 4<sup>th</sup> and 5<sup>th</sup>, a weekend when there are several events planned (Christmas tree lighting ceremony, etc.) which could produce high ridership turnout amongst residents. The information gained will be used for future planning of Trolley service on Marco Island.

**Recommendation:**

To obtain Committee comments and endorsement.

**Attachment:**

Proposed Island Trolley Pilot Route

**Prepared by:** ShowalterAlexander Digitally signed by ShowalterAlexander  
Date: 2021.09.17 16:57:32 -04'00' **Date:** 09/17/2021  
Alexander Showalter, PTNE Senior Planner

**Approved by:** arnold\_m Digitally signed by arnold\_m  
Date: 2021.09.17 16:38:54 -04'00' **Date:** 09/17/2021  
Michelle Arnold, PTNE Division Director



**Proposed Island Trolley Pilot**

