

April 19, 2022

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

April 19, 2022 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: Peter Berry
Devon Browne
James Caton
Sonja Lee Samek

ALSO PRESENT: Michelle Arnold, Director, Collier County PTNE
Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Elena Ortiz Rosado, Events, Sales & Marketing, Collier County PTNE
Jacob Stauffer, Transit Planner, MV Transportation
Gene Vertus, Senior ITS Manager, MV Transportation

1. Call to Order

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

2. Roll Call

Roll call was taken, and a quorum of five was established.

Ms. Arnold reported James Bennett has resigned from The Public Transit Advisory Committee. The available seat will be advertised in accordance with County policy and applicants presented to the Committee for membership recommendation.

3. Approval of Agenda

Mr. Berry moved to approve the PTAC Agenda for April 19, 2022, as presented. Second by Ms. Samek. Carried unanimously 5 - 0.

4. Approval of Minutes

a. February 15, 2022

Ms. Samek moved to approve the minutes of the February 15, 2022, Public Transit Advisory Committee meeting as presented. Second by Mr. Berry. Carried unanimously 5 – 0.

5. Committee Action

None

6. Reports and Presentations

a. Technology Improvements

Mr. Vertus, Senior ITS Manager, MV Transportation, presented the Executive Summary “Technology Improvements” and updated the Committee on technology enhancements, ongoing and completed, for Collier Area Transit (CAT).

Staff has researched and procured the best technology available to stay up to date with the latest Intelligent Transportation Systems (ITS).

Completed Projects

- Masabi Mobile Pay, August 2020, provides a safe, contactless fare option via smart phones with apps such as Google and Apple pay. In 2022, the app had 5,334 users in January, 5376 in February, and 6,258 in March.
- Wi-Fi connectivity, August 2020, provides riders opportunity on both fixed route and paratransit buses to safely connect and surf the web while traveling.
- Ecolane scheduling software, July 2021, a fully automated software solution that will schedule standard paratransit demand response trips.
- AngleTrax Surveillance Cameras, January 2022, live feed capability unified on board all buses.
- CAT Connect Mobile App, March 2022, a component of the Ecolane software, is a fully integrated system providing passengers flexibility to manage trips on-line, identify bus location details and utilize an account-based system called CAT Cash.

Pending Projects

The Board of County Commissioners approved the contract with INEO dba Engie, on March 8, 2022, which will allow the replacement of the Avail Technologies Computer Aided Dispatch/Automatic Vehicle locator (CAD/AVL) system with a turnkey, industry ITS standard system.

System enhancements include:

- Mobile Data Terminals (MDT) which allow single log-on for operators.
- Automatic Voice Annunciation System (AVA) for ADA compliance.
- Automated Passenger Counter (APC) for easy fare collection.
- Integration with Farebox (or Genfare) solution.
- Integration with Collier Area Transit (CAT) Mobile Ticketing system.
- On board infotainment system.
- Business intelligence tools for incident management.
- Fully operational schedule software.
- Integration with Traffic Signal Priority (TSP) to fully automate via the CAD/AVL system, utilizing the bus schedule and real time vehicle location (helps move buses when running late).

Farebox Replacement Consideration

Replacement of the Farebox with the Genfare product is under negotiations. The newer Genfare system can provide passengers more effective ways to board and pay for fares.

Staff responded to Committee inquiries noting:

- Camera System application provides “Livestream” capability: The driver’s activation of the “panic button” alerts the dispatchers in the CAT office of the emergency. Monitors identify the exact bus and its location. Cameras are operational on buses and data is recorded for retention.
- Implementation of a Paratransit *Ecolane* Service APP went live on March 1, 2022. Notification to the public includes flyers on the paratransit buses and Facebook posts. With the app, passengers can book and cancel trips with their mobile phone or on-line and can prepay for trips with an account-based system called CAT Cash. A Cat Cash account can be set up with cash or check. Credit card payment will be implemented in Phase 2 of the project. A video will be published shortly to assist customers on the use of the application. *Chair DiMarco noted the application is working very well, all components are accessible and the “voice over” is a benefit which should be promoted in marketing the app.*
- Nine (9) percent of passengers are using the app. Traditional usage is five (5) to seven (7) percent. A smaller sign promoting the app, posted at bus stops, has been highly effective.
- Staff will review an incentive program (SunPass offers discounts and rebates to subscribers) for customers utilizing the app.
- The Transit app, a mobile app providing real-time public transit data, assists riders with trip planning.
- Masabi accepts Google and Apple Pay; additional forms of payment are under review.
- Consider advertisement of Wi-Fi availability on buses posted on Facebook.
- CAT collaborates with Traffic Operations on methods to reduce traffic accidents. *Mr. Caton offered to provide Staff information on a company which manufactures a vehicle protection alert device to deter accidents.*

b. Off-Season Schedule Changes, Effective April 24, 2022

Mr. Stauffer, Transit Planner, MV Transportation, presented the Executive Summary “*Off-Season Schedule Changes*” and updated the Committee on the service modifications being implemented for the off-season schedule change on April 24, 2022. Adjusting run times based on the actual run time data recorded on the buses were implemented. He noted:

Notable Route Timing Changes

- Route 22 has removed the last loop due to low ridership at the end of the day.
- Route 24 has included more time in each loop to allow drivers to maintain on-time performance, an additional fifth loop to Sunny Grove and the addition of a second bus.
- Route 25 has adjusted timing to improve connections with Routes 20 and 26.

Upgrades to Schedule Brochure

- Map graphics are enlarged for ease of timetable to timepoints comparison.
- Inbound and outbound portions of each loop are identified.
- A QR code is embedded on each page to direct the user to CAT’s mobile app.

The Committee discussed:

- QR bar code access and bus schedules are available at government facilities, the library, Chamber of Commerce, parks & recreation, and some area hotels.
- Additional facilities suggested for QR code access included sports complexes, hospitals, and Workforce Naples.
- Code usage data is not available yet for analyzing “best points” for information gathering.

c. System Ridership March 2020-Present

Mr. Showalter, Senior Planner, PTNE, presented executive summary “*YOY (Year Over Year) Route Performance*” to discuss changes in ridership over the past two years. He noted:

- Graph comparison data represents March 2020 – February 2021 (green bar), the beginning of the pandemic, and March 2021 to February 2022 (blue bar). The blue checkered bar represents route changes implemented.
- Monthly ridership consistently increased by month from March 2021 to February 2022.
- February 2022’s ridership was just shy of April 2020, demonstrating a good recovery.

Ridership by Route

- Route 24 posted a distinct increase in ridership resulting from the removal Route 18 service.
- Routes 22 and 23 ridership was consistent.
- Route 11 ridership increased significantly with the addition of two (2) buses all day.
- Route 26 ridership increased; consolidation of Routes 20 and 26 is planned for next season.

Recommendations from the COA are reinforced through the data showing low ridership in certain routes considered for consolidation and rerouting.

7. Member Comments

Staff addressed member inquiries:

- The live digital interactive Infotainment system, mentioned in the ITS report, is available on all buses. The menu provides information on routes, performance, etc.

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- Kiosks at the Government Center offer digital advertising.
- Increasing student awareness of the apps is beneficial in planning transportation to school and events.
- Para transit is fully staffed. The Lighthouse notified Staff improved transportation is an asset for event attendance.
- Promotion of apps on social media should be encouraged.

CAT Promotional Events

In honor of Earth Day, ridership on CAT's fixed-route buses will be free on Saturday, April 23, 2022.

Arthur Dobberstein Board of County Commissioners Proclamation

Ms. Arnold noted a ceremony will be held to recognize the significant contribution Arthur Dobberstein made to the Public Transit Advisory Committee. Members will be notified of the event.

8. Public Comments

None

9. Next Meeting Date


May 17, 2022 - Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples, FL.

10. Adjournment

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 4:05 P.M.

Public Transit Advisory Committee

John DiMarco III, Chairman

 These minutes approved by the Board/Committee on 09-22-, 2022 as presented _____ or as amended _____.