

1. Call to Order

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

2. Roll Call

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

3. Approval of Agenda

The Committee agreed to hold an informational meeting in accordance with the Agenda.

4. Approval of Minutes

a. November 16, 2021, Minutes

b. October 19, 2021, Minutes

The minutes of the October 19, 2021, and November 16, 2021, Public Transit Advisory Committee meeting will be added to the February 15, 2022, Agenda.

5. Committee Action

None

6. Reports and Presentations

a. Seasonal Schedule Change Data

Mr. Showalter presented the Executive Summary “*Seasonal Schedule Change Performance*” noting:

- On November 21, 2021, Collier Area Transit implemented service changes, several recommended from the Comprehensive Operations Analysis (COA), designed to retain existing and promote ridership and improve the systems on-time performance.
- The changes included:
 - Route 11 – increased frequency and number of connections with the LinC.
 - Route 12 – reduced an early morning run.
 - Route 17 – realigned.
 - Route 18 – eliminated.
 - Routes 22 and 23 in Immokalee – realigned.
 - Route 24 – adjusted frequency to Sunny Grove.
 - Route 27 – eliminated stop at North Collier Park.
 - Route 121 – modified bus stop locations.
- To evaluate effectiveness, Staff compared ridership numbers from December 2020 and 2021 and found overall, the ridership decreased by less than one (1) percent compared to the previous year.
- Staff also evaluated the adjustment made to the time schedule to gauge the effects on the on-time performance (OTP) noting several routes are still not meeting standards.
 - Mid-season changes are being implemented by Staff to address the reliability of service on Routes 19, 20, 24, 25, 26,27 and 121.
 - Movement through the intersection of US41 and Collier Blvd on Route 17 will be adjusted so that the bus is making right turns to reduce waiting time at the light as recommended by operators.
- Tables by Route comparing ridership for December 2020 versus December 2021 were distributed.

Staff responded to Committee comments noting:

- Ridership was consistent year to year for the one month the change was in effect.
- The change resulted in a five (5) revenue hour reduction per day.
- Staff is evaluating reassignment of reduced revenue hours, contemplating addition to Route 24.
- A specific model to predict effect of seasonal changes was not utilized; however, the COA report model, done on an annual basis, will be segmented monthly to provide a comparison.
- Riders commented they were missing some trips on Route 24.
- Phase I was implemented despite a driver shortage.
- In accordance with the COA, some of the routes lacking on time performance will be evaluated for modification during the off-season change, in April.
- Roundabouts introduced in Collier County have not impeded larger buses from navigating the roadway.
- Alteration of pick up and drop off locations has impacted one (1) stop on Route 17; the stop will be re-introduced.
- CAT's goal is to provide an acceptable level of service to their customers and make transit more dependable.

b. TDP Actionable Objectives

Mr. Showalter presented the Executive Summary “*TDP Objectives – Actionable Items*” and updated the Committee on the Transit Development Plan (TDP) Goals and Objectives. He noted:

- The entire “*Goals and Objections*” section of Executive Summary Document is provided to members for review.
- The Major Transit Development Plan (TDP) updated in 2020 included a series of Goals and Objectives for Collier Area Transit.
- Staff has identified some of obtainable objectives for the current year and plans to make progress on the items.

Objectives Identified as a 2022 Planning Focus

- 1.5: Provide coordination transportation services between Collier and adjacent counties to support workforce commutes to major employment centers.
 - A meeting has been scheduled with Lee County Transportation to discuss enhancing transit connections between Counties.
- 2.1: Provide services and programs to reduce vehicle miles traveled within Collier County.
 - Reduce vehicle congestion by introducing alternate transportation means such as Van Pools.
- 2.2: Design mobility services to reduce environmental impacts.
 - Establish and/or expand programs such as Ride Share and Van Pooling.
- 5.1: Explore, monitor, test, and deploy technology applications to enhance mobility services, increase awareness of CAT services, and ease of access to CAT services.
 - Identify APP users and determine a method to measure its success.
 - New partnerships will enhance technology ability.
- 6.1: Develop ongoing processes to measure and monitor service quality.
 - New dashboard software will enable Staff to make informed decisions and improve productivity and efficiency of operations.

Staff responded to Committee inquiries.

- Service reliability is the foundation for all aspects. Safe driving of clean buses on schedule is the goal.
- Staff has modified driver training as reduced requirements for licensing has resulted in some preventable accidents.
- A Van Pool Service from Everglades City is not available.
- Evidence of successful implementation of the objectives will be sought, for example:
 - Objectives 2.1 and 2.2 can potentially be measured by assessing vehicle miles traveled and converting the data to environmental impact.
 - Objective 5.1 can be measured by analyzing APP data.
- Outreach to Van Pool business contacts will be considered to assist in expanding service opportunities.
- Staff is researching updating the Paratransit *Ecolane* Service APP to enable riders to prepay and will keep members informed of the transition. *Chair DiMarco requested inclusion in the progress so he can inform the Lighthouse of the status.*

Staff requested members evaluate the objectives for 2022 and submit recommendations and strategies at the February 2022 meeting.

6. Member Comments

None

7. Public Comments

None

8. Next Meeting Date

February 15, 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 3:37 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
Reports and Presentations
Item 6a
Corporate Bus Pass Program

Objective:

To provide an overview of the existing CAT Corporate Bus Pass Program and propose modifications in an effort to get more participation.

Considerations:

CAT's existing Corporate Pass Program is set up for employers with 300 or more employees and offers a 25% Discount on the 30-day Bus pass. Collier County is the only participant in the program. Although there has not been a significant amount of promotion, the Program may need to be reevaluated to ensure its appeal to more businesses. A planned outreach initiative is also needed to increase participation.

At the last PTAC meeting the Committee recommended staff conduct research on other employer bus pass programs that have been implemented across the country. Staff's research found that other Programs have varying levels for business enrollment, with enrollment requirements as few as 4 employees, to others requiring a minimum of 100 employees for participation. Some programs offer increased discounts for different levels of employee enrollment. The amount discounted granted on passes varies from 10% up to 30%.

To market the Programs, many agencies highlighted the tax benefits to both employers and employees as a major selling point. Options for the employers include putting the cost completely on the employee, subsidizing part of the passes, or purchasing the passes outright for the employees.

Staff also collected information of the major employers within Collier County to determine who qualifies under the current program. As you can see from the list, only 25 employers would qualify for the current program. To increase participation, we may want to consider adopting a program that incentivizes participation, meaning the more participation by a company, the greater discount.

In addition to modifications to the program staff believes it also needs to be promoted more aggressively. Currently the Program is only promoted to new Collier County Government employees; advertised in the fares chart on our website; and in the printed bus schedule. Increased participation through an updated program and more promotion could garner more ridership for CAT and help keep vehicles off the road.

As an initial step towards encouraging participation of the Corporate Pass Program, staff proposes enhancing the promotion efforts to include the following initiatives:

- Develop Branding for the program
- Develop Marketing Material, describing the benefits.
- Develop a plan to distribute to HR Managers and businesses around Collier to generate employer interest.
- Coordinate with Commuter Services to share the material as part of the Van Pool discussions with local businesses.

If the enhanced marketing does not garner any additional interest, staff will re-evaluate the thresholds and recommend change to the Program, including a discount that is more incentive based to encourage participation.

Recommendation:

Approve staff to move forward with increased promotion of the existing Corporate Pass Program.

Attachment:

Collier County Largest Employers 2019 – SWFL Economic Development Alliance

Prepared by:  Date: 2/11/22
Alexander Showalter, PTNE Senior Planner

Approved by:  Date: 2-11-2022
Michelle Arnold, PTNE Division Director

**Collier County
2019**

Rank	Company Name	Employment
1	NCH Healthcare System**	7,017
2	Collier County School District	5,604
3	Collier County Local Government*	5,119
4	Publix Super Market	3,083
5	Arthrex, Inc.**	2,500
6	Walmart	1,480
7	Ritz Carlton-Naples	1,450
8	City of Naples	1,169
9	Physicians Regional	950
10	Mooring Park	888
11	Seminole Casino	800
12	Naples Grande Beach Resort	750
13	Germain Cars	554
14	Downing Frye Realty	550
15	Gulf Bay Group Of Companies	500
16	Bentley Village A Classic	500
17	Agmart Produce Inc	500
18	Home Depot	480
19	John R Wood Properties	470
20	McDonald's	441
21	Walgreens	373
22	Naples Beach Hotel & Golf Club	350
23	Naples Lakes Country Club	320
24	Nordstrom	313
25	Lowe's Home Improvement	310

Data compiled and edited by the Regional Economic Research Institute. All data is current as of 2019, unless noted otherwise.

* Data as recent as 2018 Q3.

** Data as recent as of 2017.

EXECUTIVE SUMMARY
Reports and Presentations
Item 6b
TDP Objectives – Actionable Items

Objective:

To update the Committee and further solicit ideas regarding the goals and objectives listed in our Transit Development Plan that would be actionable within the next year.

Considerations:

At our previous meeting, Transit Staff presented five goals listed in our Transit Development Plan along with asking the committee for any suggestions they believe we should focus on for this year. As recommended by the Committee, Staff will be creating measurable targets for the existing selected goals, but first prepared measures of performance indicators for the recommended goals for the Committee's consideration.

We welcome further suggested indicators from the committee as well as getting feedback from the Committee on whether the indicators will adequately demonstrate the progress made on the selected goals.

Recommendation:

To establish Performance Indicators.

Attachment:

TDP Objectives and Performance Indicators

Prepared by:  Date: 2/11/22
Alexander Showalter, PTNE Senior Planner

Approved by:  Date: 2-11-2022
Michelle Arnold, PTNE Division Director

The following objectives have been identified as a 2022 planning focus:

- Objective 1.5: Provide coordinated transportation services between Collier and adjacent counties to support workforce commutes to major employment centers and facilitate connections to both transit networks in support of regional economic and community benefits.
 - Performance Indicator: Daily connections with LinC at Creekside
 - Completion of Regional Study recommended by Transit Development plan
- Objective 2.1: Provide services and programs to reduce vehicle miles traveled within Collier County.
 - Performance Indicator: Mileage of vehicles, number of active carpools and ridership
 - COA Implementation and monitor impact
- Objective 2.2: Design mobility services to reduce environmental impacts
 - Performance Indicator: Number of alternative fuel vehicles, Vehicle miles traveled
- Objective 5.1: Explore, monitor, test, and deploy technology applications to enhance mobility services, increase awareness of CAT services, and ease of access to CAT services.
 - Performance Indicator: App download count, usage of the mobile app, overall ridership
- Objective 6.1: Develop ongoing processes to measure and monitor service quality.
 - Performance Indicator: Number of valid complaints in Fixed Route and Paratransit, Service quality survey responses