



**Public Transit Advisory Committee
Collier Area Transit
Hybrid Meeting
Collier County Museum Lecture Hall
3331 Tamiami Trail East Naples, Florida
February 15th, 2022
3:00 p.m.**

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. October 19, 2021 Minutes
 - b. November 16th, 2021 Minutes
 - c. January 18th, 2022 Minutes
- 5) Committee Action
- 6) Reports and Presentations
 - a. Corporate Bus Pass Program
 - b. TDP Actionable Objectives
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – March 15th, 2022 Collier County Museum Lecture Hall
- 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 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

October 19, 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 (ZOOM)
Vice-Chairman:	Arthur Dobberstein
	James Bennett
	Peter Berry
	Devon Browne
	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
Braian Morales, General Manager, MV Transportation
Brandy Otero, Principal Planner, Collier County Museums

1. Call to Order

Vice Chair Dobberstein called the meeting to order at 3:00 PM.

2. Roll Call

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

Mr. Berry motioned to allow Chair DiMarco and Ms. Samek to participate in the meeting via ZOOM remote access due to an extraordinary circumstance. Second by Mr. Browne. Carried unanimously 4 - 0.

Chair DiMarco joined the meeting. A quorum of five was present.

3. Approval of Agenda

Chair DiMarco moved to approve the PTAC Agenda for October 19, 2021 as amended:

Add: Item 6. Reports and Presentations - d. Grants; e. Van Pooling

Second by Mr. Bennett. Carried unanimously 5 - 0.

4. Approval of Minutes

a. June 15, 2021 Minutes

b. August 17, 2021

c. September 21, 2021

Mr. Berry moved to approve the minutes of the June 15, 2021, August 17, 2021 and September 21, 2021 Public Transit Advisory Committee meetings as presented. Second by Mr. Bennett. Carried unanimously 5 - 0.

5. Committee Action

Election of Officers – 2021 - 2022

a. Nominations for Chair

Mr. Berry nominated John DiMarco III for the position of Chair of the Public Transit Advisory Committee for one year, or until a successor is appointed. Second by Mr. Bennett. Nominations were closed and no others were tendered. Carried unanimously 5 – 0.

Chair DiMarco retained the office of Chair of the Committee.

b. Nominations for Vice-Chair

Chair DiMarco nominated Peter Berry for the position of Vice-Chair Public Transit Advisory Committee for one year, or until a successor is appointed. Second by Mr. Browne. Nominations were closed and no others were tendered. Carried unanimously 5 – 0.

Mr. Berry assumed the office of Vice-Chair of the Committee.

Ms. Samek joined the meeting. A quorum of six was present.

6. Reports and Presentations

a. Driver Shortage

Mr. DeLeon presented an Executive Summary, *Driver Shortage*, to update the Committee on the status of the driver shortage noting:

- The COVID-19 pandemic continues to impact County transit operations.
- Public transit ridership experienced a 65% reduction at the peak of the pandemic.
- Ridership has increased to a level of 27% of pre-pandemic service levels.
- There is a national driver shortage for the Transportation Industry.
- Driver shortage affects both the Fixed Route and Paratransit services.
- The current labor market has affected the ability to attract and retain workers.

The document “*Third Amendment to Contract 18-7382 for Collier Area Transit (CAT) Fixed Route, Demand Response and Transit Operations Management Services (Grant Funded)*”, effective November 1, 2021, was distributed to the Committee.

The contractor, MV Contract Transportation, Inc., has requested modifications to the contract rates to address the workforce issues. Staff negotiated equitable adjustments to the rates set forth in the Agreement to encourage the Contractor’s ability to hire drivers to operate staff for both the Fixed Route and Paratransit Route services.

During Committee discussion the following was noted:

- CAT adheres to Florida Department of Transportation (FDOT) criteria for employment standards.
- Benefits, except medical insurance, are offered to part-time employees.
- Demand for drivers is less on weekends, particularly Sunday, due to light route schedule.
- The County Attorney has reviewed the Contract No. 18-7382 (Third Amendment) and it is on the Board of County Commissioners (BCC) Agenda October 26, 2021, for approval.
- Federal Grants are being sought to offset the cost increases.
- The effective date is November 1, 2021. The MV Contract renews May 1, 2022, and 2023 for one year with an end date of April 30, 2024. There is no Sunset Provision.
- It is unknown if this action will solve the driver shortage problem.

Recommendation

Committee members agreed to endorse the Third Amendment to Contract 18-7382.

b. Marco Island Trolley Pilot

The project was funded through the Blue Zone program and proposed to run the weekend of December 4th however the Marco Island City Council does not support the concept.

c. November Service Changes

Mr. Morales presented an Executive Summary, “*November Route Changes*” to update the Committee on the service modifications to be implemented for the season schedule change on November 21, 2021. The following was noted:

- Proposed schedule modifications were subject to a *public comment period*.
- Staff will conduct a *public workshop* on November 5, 2021, at transit locations in the County.
- The public comment period end date and the public workshop date of November 5th coincide.

- Proposed changes affect ten (10) existing routes and eliminates Route 18 (slated to be eliminated through the Comprehensive Operations Analysis (COA) process).
- Enhancements consist of service frequency, consolidation, and realignment modifications.
- Several additional modifications to achieve cost neutral implementation are incorporated.

Response to Committee Comments:

- Many of the Comprehensive Operations Analysis (COA) near-term service enhancement recommendations are incorporated in the schedule update.
- Schedule modification information is available at seven (7) County government locations as well as the MV Transportation web site.

d. Grant Update

Electric Buses

The Pinellas Suncoast Transport Authority (PSTA) has assumed responsibility for solicitation of electric buses for Florida.

- PSTA requested quote solicitations in October 2021.
- On receipt of quotes, a contract proposal will be presented to their Board for approval.
- Collier County (CAT) will have the ability to purchase from their contract award.
- Two grants must be merged to finance CAT's electric bus purchase.
- The second grant is due to be awarded October 2021.
- Estimated time for purchase of electric bus(es) by CAT is eighteen (18) months.

Transit Development Plan Grant

Paratransit Service

- The granting agency declined to issue Uber a contract as the company did not meet the criteria to operate in Collier County.
- A Scope of Work (SOW) document for Paratransit service provision will go out for bid.

e. Van Pool Service

The Florida Department of Transportation (FDOT) retained Enterprise to provide a turnkey van pool service. Staff will request performance and operation statistics

Van pooling for hotel chain employees, discussed at the Marco Island Summit, will be pursued by CAT as alternative commuter transportation.

Mr. DeLeon will:

- Determine number of established van pools.
- Gather operational statistics for the van pool services.
- Notify Mr. Browne of the solicitation advertisement.

7. Member Comments

In response to member inquiry on labor shortage, Staff noted on time vehicle maintenance performance is 98%.

8. Public Comments

None

9. Next Meeting Date

November 16, 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 4:09 P.M.

Public Transit Advisory Committee

John DiMarco, Chairman

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

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

November 16, 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 (ZOOM)
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
Alexander Showalter, Senior Planner, Collier Area Transit
Arlinda Karuli, Commute with Enterprise (ZOOM)
Tamarin Kirby, MV Transit Planner
Brandy Otero, Collier MPO

1. Call to Order

Chairman DiMarco called the meeting to order at 3:02 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. October 19, 2021, Minutes

The minutes of the October 19, 2021, Public Transit Advisory Committee meeting will be added to the December 21, 2021, Agenda.

5. Committee Action

a. Grant Applications 5311 and 5339

Mr. DeLeon presented the Executive Summary “*Grant Application for 5311 and 5339*” for submission of applications to the Florida Department of Transportation (FDOT). The Board of County Commissioners (BCC) must approve grant application submissions.

5311

- Collier County is proposing to apply for funds to purchase a replacement bus and utility truck that have met their useful life.
- The capital grant includes an 80% Federal share with a 20% local government match for a total of \$599,756.00.

5339

- The grant program provides capital funding to replace, rehabilitate and purchase buses, vans, and related equipment and to construct bus-related facilities in non-urbanized areas.
- The capital grant includes an 80% Federal share with a 20% State share for a total of \$765,059.00. Funds will be utilized for:
 - Replacement of one bus that has met its useful life.
 - Improvement of six (6) bus stops, selected based on ridership criteria, to ensure ADA compliance. Amenities will be added to three (3) of the six (6) stops.

The following was noted during Committee discussion:

- The new diesel bus and truck estimated cost is \$599,756.00. An exterior wrap identifies the vehicle as a Collier Area Transit (CAT) bus.
- A bus ordered in 2023 would be delivered mid-2024.
- The retired bus is sold by a County assigned auctioneer.
- Proceeds from the auction are reinvested to offset local government match requirements.
- The CAT bus fleet consists of twenty-eight (28) regular buses and thirty-five (35) paratransit buses.
- There are three (3) bus shelter templates. Bus stop sites are engineered depending on the Right of Way (ROW).
- The grant application dollars compared to last year are slightly lower for 5311; higher for 5399. Grant funds are utilized annually.

Committee members unanimously agreed to support the Collier Area Transit 5311 Grant Application in the amount of \$599,756.00 and Grant Application 5339 in the amount of \$765,059.00 for improvements to the Collier Area Transit (CAT) system.

6. Reports and Presentations

a. Try Transit Day Public Workshop

Mr. Showalter presented the Executive Summary “*Try Transit Day/Seasonal Schedule Workshop*” noting:

- On November 5, 2021, Collier Area Transit hosted a Try Transit Day, an event publicized on social media.
- A free day pass was made available to those who downloaded the “rideCAT” mobile app.
- Three (3) public workshops, hosted at the Government Center Transfer Station, CAT Operations Facility on Radio Road, and the Immokalee Health Department to advise the public about upcoming season changes and receive their feedback.

People were very appreciative of the free rides and provided feedback on the proposed changes. Immokalee attendees accepted the rerouting of routes #22 and #23 but other citizens expressed concern with the removal of route #18, recommended by the Comprehensive Operations Analysis (COA) study.

Staff will confirm adequate service for riders living in the route #18 area is available.

In response to Committee inquiries, Ms. Kirby noted traditional ridership is down thirty (30) percent from 2019 and twenty-one (21) percent from 2020. Paratransit ridership is down forty-four (44) percent compared to October 2019 and eight (8) percent from 2020.

b. TDP Annual Update Revisions

Mr. Showalter presented the Executive Summary “*TDP Annual Update Revisions.*”

- To receive State Block Grant Funds for system operations, each transit agency must develop a Transit Development Plan (TDP) Major Update every five (5) years and an annual progress report for all other years.
- On June 15, 2021, staff presented the Annual TDP Update to the Advisory Committee who endorsed moving the report forward.
- The Board of County Commissioners (BCC) approved the submittal of the TDP to the Florida Department of Transportation (FDOT) on July 15, 2021.
- FDOT provided staff with report comments the end of September 2021 requiring several items be addressed before the plan could be approved by the State.
- FDOT recommended some formatting changes for future updates including Collier Area Transit accomplishments and/or progress with the goals and objectives noted in the TDP Major Update, completed in October 2020.
- The revised report was resubmitted on November 4, 2021.
- Final approval from FDOT is due before December 31, 2021.

Staff responded to Committee comments noting:

- The Annual Progress Report, outlining Collier Area Transit’s progress towards achieving the goals and objectives identified in the TDP Major Update produced every five (5) years, will be shared with the Committee in June of each year.

- The Major Update includes retention of consultants and contractors to contribute to the document.
- CAT goals and objectives will be presented to the Committee between updates.

c. Vanpool Update

Mr. DeLeon presented the Executive Summary “*Van Pool Update*” to update the Committee on the vanpool programs currently active.

COMMUTE with Enterprise entered into a joint participation agreement with FDOT in May 2021 to provide turn-key commuter vanpool services.

- The vehicles seat seven (7) to fifteen (15) persons.
- Comprehensive auto liability insurance coverage and preventive maintenance repair package are included.
- Services are on a month-to-month basis.
- The comprehensive vanpool program serves the needs of the residents of rural Florida in need of affordable transportation services for work.

Collier County launched the program in August 2021.

- The program is gaining traction with major employers in the County.
- The cost benefit of this ride share program is significant with FDOT contributing to the monthly rent and fuel at 50% to offset costs for the vanpoolers for completing monthly trip recording.

Ms. Arlinda Karuli, Account Executive, COMMUTE with Enterprise, provided information about the program to the Committee.

- Collier County is in District 1 which covers twelve (12) counties in Southwest Florida.
- Employers and FDOT share the cost 50/50.
- Minimum ridership is four (4) people; most pools transport between seven (7) and fifteen (15) riders.
- The smallest vehicle is seven (7) passengers; sedan models are not used.
- Enterprise covers insurance and maintenance costs and provides roadside service.
- Traditionally vehicles are replaced after twenty to thirty thousand miles. The pandemic has created a vehicle shortage so mileage can be higher. The oldest vehicle in service is 2020.
- An “emergency ride home program” is offered to riders.
- Safety record data is not available currently. No major accidents have occurred.

7. Member Comments

In response to member inquiries, Staff reported twenty-five (25) regular bus drivers and twenty-four (24) paratransit bus drivers are needed to fill positions. MV Transportation anticipates the driver shortage will be resolved by March 2022.

8. Public Comments

None

9. Next Meeting Date

December 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 4:08 P.M.

Public Transit Advisory Committee

John DiMarco III, Chairman

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

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

January 18, 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 (ZOOM)
Vice-Chairman:	Arthur Dobberstein
	James Bennett (ZOOM)
	Peter Berry (ZOOM)
	Devon Browne (Excused)
	James Caton (ZOOM)
	Sonja Lee Samek (Excused)

ALSO PRESENT: Michelle Arnold, Director, Public Transit and Neighborhood Enhancement
Omar DeLeon, Public Transit Manager, Collier Area Transit
Alexander Showalter, Senior Planner, Collier Area Transit

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