



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

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. February 15, 2022 Minutes
- 5) Committee Action
 - a. Membership Renewals – James Caton & John DiMarco
- 6) Reports and Presentations
 - a. Technology Improvements
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date –April 19th, 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

February 15, 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
James Bennett
Devon Browne (ZOOM)
James Caton (Excused)
Sonja Lee Samek

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
Jacob Stauffer, MV Transit Planner
Brandy Otero, Collier MPO
Richard Ticehurst, MV Operations Manager

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 of four was established.

Mr. Berry motioned to allow Devon Browne to participate in the meeting via ZOOM remote access due to an extraordinary circumstance. Second by Mr. Bennett. Carried unanimously 4 – 0.

A quorum of five was present.

3. Approval of Agenda

Mr. Berry moved to approve the PTAC Agenda for February 15, 2022, as amended:

Add: 5 Committee Action - a. Committee Member Applications.

Second by Ms. Samek. Carried unanimously 5 - 0.

4. Approval of Minutes

a. October 19, 2021

b. November 16, 2021

c. January 18, 2022

Mr. Bennett moved to approve the minutes of the October 19, 2021, November 16, 2021, and January 18, 2022, Public Transit Advisory Committee meetings as presented. Second by Mr. Berry. Carried unanimously 5 – 0.

5. Committee Action

a. Committee Member Applications

In accordance with County policy, four-year term advisory committee seats of the Public Transit Advisory Committee, were advertised.

Applications received:

- James Caton
- John DiMarco

Recommendation to reappoint member James Caton

The Committee discussed Mr. Caton's application for the open position on the PTNE noting the significance of his participation and his willingness to serve.

Ms. Samek motioned to recommend the Board of County Commissioners reappoint James Caton to the Public Transit Advisory Committee for a four-year term. Second by Mr. Bennett. Carried unanimously 6 - 0.

John DiMarco

The Committee discussed John DiMarco's application for the open position on the Public Transit Advisory Committee noting the significant contribution he has made to the Committee and his willingness to be reappointed.

Ms. Samek motioned to recommend the Board of County Commissioners reappoint John DiMarco to the Public Transit Advisory Committee for a four-year term. Second by Mr. Bennett. Carried unanimously 5 - 0.

6. Reports and Presentations

a. Corporate Bus Pass Program

Mr. Showalter presented the Executive Summary “*Corporate Bus Pass Program*” noting:

- Collier County is currently the sole participant in the program eligible for employers with three hundred (300) or more employees.
- A 25% discount on the thirty (30) day pass is offered.
- Staff research revealed bus pass programs offer varying levels for business enrollment, some offering increased discounts of 10% to 30% on passes for various levels of employee participation.
- Research of other jurisdictions indicated a tax benefit to employers and employees.
- Information collected from major employers in Collier County revealed only twenty-five (25) employers qualified for the current program.
- Adoption of a program incentivizing participation via increased discounts and aggressive marketing should be considered.

Next Steps

- Develop Branding for the program.
- Develop Marketing Material.
- Develop a plan to distribute information to area Human Resource Managers and businesses around Collier County to generate interest.
- Coordinate with Commuter Services to share the material as part of the Van Pool discussions with local businesses.

The Committee discussed marketing strategies:

- Incorporate print media into the Immokalee and Marco Island bus routes information.
- Market to student and Lighthouse ridership.
- Target specific industries such as hotels or restaurants.
- Distribute materials to the SWFL Society for Human Resource Management (SHRM).

Staff responded to Committee comments noting:

- Marketing efforts will commence on receipt of endorsement from the Advisory Committee.
- The success of the marketing outreach program will be continually monitored and if not successful consideration will be given to modifications to the program to include more incentives.

Recommendation

The Advisory Committee unanimously recommended Public Transit & Neighborhood Enhancement Division move forward with increased promotion of the existing Corporate Pass Program.

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 Major Transit Development Plan (TDP) updated in 2020 included a series of Goals and Objectives for Collier Area Transit.
- Staff is soliciting ideas regarding goals and objectives that would be actionable in the next year.

Five Goals Identified as a 2022 Planning Focus & Performance Indicators

- Objective 1.5: Provide coordinated transportation services between Collier and adjacent counties to support workforce commutes to major employment centers.
 - 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.

CAT's initiatives to improve regional service routes between adjacent County's received favorable media coverage on Fox and Wink news. Links to the media reports will be forwarded to members.

Fox 4

<https://www.fox4now.com/news/local-news/collier-pushing-for-more-cross-county-bus-routes>

Wink

<https://www.winknews.com/2022/01/25/collier-county-looking-into-expanding-public-transportation/>

Staff requested members evaluate the measure of performance indicators objectives and email additional recommendations.

7. Member Comments

Omar Deleon provided the committee with an update on the Regional Study. The scope has been drafted and will be sent to the MPO who will be hiring a consultant to prepare the study which will evaluate the feasibility of regional routing as well as fares.

Omar Deleon also provided the committee about the upcoming implementation of a Paratransit *Ecolane* Service APP. The app will go live on March 1, 2022. Staff has posted flyers on the paratransit buses and sent out Facebook posts to notify the public about the mobile app and its features. With the app, passengers will have the ability to prepay for trips with an account-based system called

CATCash. The account can be set up with cash or check. Credit card functionality will be implemented in Phase 2 of the project. Passengers will also be able to book and cancel trips on the app with their mobile phone or on-line.

Michelle Arnold asked MV to provide an updated on the driver shortage. Richard Ticehurst, MV Fixed Route Operation Manager, informed the Committee that nine (9) bus drivers are in the training program and an additional seven (7) have applied for potential hire if qualified. The increase in driver wages have helped to find a very good pool of applicants.

Omar Deleon introduced Jacob Stauffer who is the new Planner with MV replacing Tamarin Kirby.

8. Public Comments

None

9. Next Meeting Date

March 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 3:50 P.M.

Public Transit Advisory Committee

John DiMarco III, Chairman

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

EXECUTIVE SUMMARY
Committee Action
Item 5a

Request to endorse the Renewal of two members for the Public Transit Advisory Committee (PTAC)

Objective:

To obtain recommendation renewal of two members to the Public Transit Advisory Committee (PTAC) to continue to receive input guidance from the committee.

Considerations:

The applications for two of three expiring terms on the Public Transit Advisory Committee (PTAC) were received within a short turnaround of the vacancies and both were considered by the PTAC at the February meeting. Staff was advised that additional time should be provided for the posting before a recommendation should be given. Consequently, the two applications for renewal are being placed on the agenda again for the Committee's consideration. No other applications have been received for the remaining vacancy on the committee.

These applicants have been evaluated based on the potential contributions to the PTAC and are recommended on those criteria to be eligible for the committee.

Based on Mr. James Caton's experience in Smart Cities, this member has been, and will continue to be an asset to this committee by providing feedback and advice as it pertains to improving transit planning and efficiencies in Collier County.

Based on John DiMarco's experience with the Fixed Route and Paratransit services, he has been, and will continue to be an asset to this committee by providing feedback and advice to staff and vendors on improving transit operations and efficiencies in Collier County.

Applicant	Affiliation	Term	Status
James Caton	Planning Professional	3 years	Resident
John DiMarco III	Disability Advisory Chairman	3 years	Resident

Recommendation:


That the PTAC recommend that the Board of County Commissioners approve the renewal of memberships for James Caton and John DiMarco to the PTAC at their next available Board meeting.

Attachments:

PTAC Applications

Prepared by: 
Alexander Showalter, Senior Planner

Date: 3/11/2022

Approved by: 
Michelle Arnold, PTNE Division Director

Date: 3-11-2022

**ADVISORY COMMITTEE APPLICANT
ROUTING MEMORANDUM**

FROM: Wanda Rodriguez, Office of the County Attorney

DATE: February 15, 2022

APPLICANT:

John DiMarco, III
2978 Poplar St.
Naples, FL 34112

APPLYING FOR: Public Transit Advisory Committee

We three seats expiring in March on the above referenced advisory committee. The pending 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: 4

TO STAFF LIAISON: Attn: Michelle Arnold

cc: Tessie Sillery

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.

Advisory Board Application Form

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

Application was received on: 2/15/2022 12:08:45 PM.

Name: John Dimarco 111 **Home Phone:** 239-877-2400

Home Address: 2978 Poplar Street

City: Naples **Zip Code:** 34112

Phone Numbers

Business: 239-877-2400

E-Mail Address: jdm111@icloud.com

Board or Committee: Public Transit Advisory Committee

Category: Disability Advisory chairman

Place of Employment: Retired

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: February 15, 2022

APPLICANT:

James Caton
5314 Chesterfield Dr.
Naples, FL 34142

APPLYING FOR: Public Transit Advisory Committee

We three seats expiring in March on the above referenced advisory committee. The pending 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: 5

TO STAFF LIAISON: Attn: Michelle Arnold

cc: Tessie Sillery

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.

Advisory Board Application Form

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

Application was received on: 2/15/2022 11:32:56 AM.

Name: james caton Home Phone:

Home Address: 5314 chesterfield dr

City: ave maria Zip Code: 34142

Phone Numbers

Business: 703-403-7862

E-Mail Address: jmcaton@gmail.com

Board or Committee: Public Transit Advisory Committee

Category: Not indicated

Place of Employment: SAS

How long have you lived in Collier County: 3-4

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

EXECUTIVE SUMMARY
Reports and Presentations
Item 6a - Technology Improvements

Objective:

To update the committee on technology enhancements, ongoing and completed, for Collier Area Transit (CAT).

Consideration:

The CAT staff has been working around the clock to provide the best riding experience for the passengers and users of the service. As technology evolves, they have stayed ahead of the game by researching and procuring the best technology available to stay up to date with the latest Intelligent Transportation Systems.

CAT completed a technology assessment a few years ago to better understand how their existing technology measured up against the market at the time. The study provided recommendations for upgrades, development and/or replacement of existing technology. The following is an outline of the technology changes that have been completed as well as what is being implemented.

Completed Projects:

- Masabi Mobile Pay, implemented **August 2nd 2020**, provides a contactless fare solution to decrease fare collection time. This new service is an important part of helping to make riding transit as safe as possible by removing the need for passengers to handle cash, physical tickets, or interact with ticketing infrastructure.
- Wi-Fi connectivity, implemented **August 2nd, 2020**, enables our riders to safely connect and surf the web while on our buses.
- Ecolane Scheduling software, implemented **July 15, 2021**, is a replacement to the RouteMatch system previously used for paratransit. The new system is a fully automated, real-time, batch order taking, scheduling, and dispatching software solution that will schedule standard paratransit demand response trips.
- CatConnect Mobile App, which is a component of the Ecolane software and implemented on **March 1, 2022**, gives passengers and their caregivers more control of their trip planning. Enhancements include:
 - Flexibility to manage trips in real time
 - Simple mobile usability
 - Convenient trip details so that passengers can know where the bus is
 - Established account-based fare pay, where fares are deducted from account when trips are completed
- AngleTrax Surveillance Camera, implemented early **January 2022**, is an upgrade/replacement of the existing camera system to have live feed capability, event tagging, download tagging and one unified equipment on board all the buses.

Pending Projects:

- CAD/AVL System: This project consists of the replacement of the current CAD/AVL vendor (Avail Technologies), with a well-proven, turn-key, industry- ITS standard

system. The Board of County Commissioners approved the contract with INEO dba Engie, on March 8, 2022, which will allow the replacement of the following components:

- CAD/AVL – Computer Aided Dispatch/Automatic Vehicle Locator.
- MDT - Mobile Data Terminals which allows single log-on for operators.
- AVA - Automatic Voice Annunciation System for ADA compliance.
- APC - Automated Passenger Counters for easy fare collection.
- Integration with the Fare Box solution (currently being solicited) with single sign on capability.
- Integration with Collier Area Transit (CAT) Mobile Ticketing system operated by Masabi with the ITxPT standard.
- Signs, onboard infotainment system.
- Business Intelligence tools for incident management.
- A fully operational schedule software or the ability to integrate with a third-party scheduling module.
- Pre and Post Trip Inspection capability to be integrated on the MDT.
- Integration with Traffic Signal Priority (TSP) to fully automate via the CAD/AVL, utilizing the bus schedule and real time vehicle location.
- Farebox replacement to Genfare is under negotiations. This project will replace the current out-of-date farebox systems, with a newer, more robust solution capable of providing passengers more effective ways to board and pay for their fares.

As the systems are implemented and staff is able to become more familiar with them, an evaluation will be completed to document the enhancements. CAT staff will continue to evaluate its technology (ITS) needs to improve system efficiencies.


Recommendation:

Discussion item, no approval required.

Attachment:

None

Prepared by: _____


Gene Vertus, Senior ITS Manager

Date: _____

3/11/22

Approved by: _____


Michelle Arnold, PTNE Division Director

Date: _____

3-11-2022