

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**

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**John DiMarco III, Chairman**

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