



**Public Transit Advisory Committee  
Collier Area Transit  
Hybrid Meeting  
Collier County Museum Lecture Hall  
3331 Tamiami Trail East Naples, Florida  
June 21<sup>st</sup>, 2022  
3:00 p.m.**

**Agenda Packet**

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
  - a. April 19, 2022 Minutes
  - b. May 17, 2022 Minutes
- 5) Committee Action
  - a. New Member Applications
  - b. Disadvantaged Business Enterprise Goal
- 6) Reports and Presentations
  - a. CAT KPI Dashboard & Heatmap
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – July 19<sup>th</sup>, 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

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.

- 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**

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**John DiMarco III, Chairman**

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

## MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

May 17, 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 (ZOOM)  
Devon Browne (ZOOM)  
James Caton (ZOOM)  
Sonja Lee Samek (Excused)

ALSO PRESENT: Michelle Arnold, Director, Collier County PTNE  
Omar DeLeon, Public Transit Manager, Collier County PTNE  
Brandy Otero, Principal Planner, Collier County Museum  
Jacob Stauffer, Transit Planner, MV Transportation (ZOOM)

**1. Call to Order**

**Chairman DiMarco** called the meeting to order at 3:02 P.M.

**2. Roll Call**

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

*Ms. Arnold reported the Board of County Commissioners reappointed James Caton to the Public Transit Advisory Committee for a three- year term commencing April 12, 2022, and ending March 22, 2025.*

**3. Approval of Agenda**

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

**4. Approval of Minutes**

**a. April 19, 2022**

**Continued to the next meeting.**

**5. Committee Action**

**a. Fiscal Year 2022 TDP Annual Update**

**Mr. DeLeon** presented an Executive Summary “*Fiscal Year 2020 Transit Development Plan (TDP) Annual Update*” for consideration. The five-year planning document identifies recommendations and implementation strategies to achieve the goals and objectives of Collier Area Transit. He provided an overview of the update noting:

**Section 1: Overview**

- 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.
- The deadline to submit all TDP updates to the Florida Department of Transportation (FDOT) for approval is September, 2022.
- Comments received will be included for the record that is communicated to the Board of County Commissioners for final approval before transmitting to FDOT. The Annual Progress Report:
  - Outlines the progress Collier Area Transit has made over the past year towards achieving the goals and objectives identified in the TDP Major Update, approved October 27, 2020, by the Board of County Commissioners and approved by FDOT on December 4, 2020.
  - Requires review through the Collier Area Transit Public Participation Plan process, which includes endorsement from the Public Transit Advisory Committee and a fifteen-day public comment period (commencing May 16, 2022, and expiring on May 30, 2022).

**Section 2: Previous Year’s Accomplishments**

This section provides a review of the past year’s implementation actions and describes improvements made since the last Annual Progress Report.

**Service Improvements**

- Collier County completed a Comprehensive Operation Analysis (COA) in July 2021.
- The COA set up a road map for improvements to the CAT system over the next few years.



- Significant changes were introduced during the first quarter of Fiscal Year 21/22.
- The changes were made to improve operational efficiencies resulting in steady growth in ridership for November 2021 through April 2022.

#### Additional Improvements

- Bus Shelter renovations.
- Paratransit software upgrades.
- Technology updates, benefitting customer service, efficiency, and safety, including sourcing an upgrade to the CAD/AVL System.
- Marketing programs to promote and educate the public about CAT's service.

### **Section 3: Revisions and Recommendations**

This section provides a review of the past year's accomplishments compared to the original implementation plan. The 2021-2030 Collier County Major TDP Update included a comprehensive list of activities leading up to the creation of an implementation plan guiding the County's development of services over a ten-year planning horizon.

With each annual update, an additional tenth year is added to the implementation plan. Collier County will actively pursue funding opportunities to implement recommendations from the 2021-2030 TDP.

### **Section 4: Goals, Objectives, and Policies**

The TDP contains seven goals, each designed with objectives and initiatives to meet the corresponding goal. The section includes a revised list of projects or services needed to meet the goals and objectives.

*Ms. Arnold noted:*

*Several of the goals, objectives and initiatives identified in the prior year plan are modified as they are repetitive and/or the targets no longer applicable or relevant.*

### **Section 5: Financial Plan**

This section provides the revised financial plan consisting of the capital and operating costs and revenues associated with maintaining the existing system and with the implementation of the 10-year *Needs Plan*. The format is a planning tool and does not represent a commitment of funding or incorporate adjustments for inflation.

#### **Next Steps**

- The Plan will be on the Board of County Commissioners Agenda for June 2022.
- Approval by the Public Transit Advisory Committee is required for submission to the BCC.
- Comments and suggestions by Committee members should be forwarded to Ms. Arnold or Mr. DeLeon prior to submission to the BCC.
- Public comments will be documented.
- The final Annual Progress Report must be submitted to the Florida Department of Transportation (FDOT) in September 2022.

***Chair DiMarco moved to endorse the Fiscal Year 2022 Annual Progress Report to the Transit Development Plan. Vice Chair Berry, Mr. Browne and Mr. Caton concurred.***

**6. Reports and Presentations**

None

**7. Member Comments**

**Ms. Arnold** noted the available seat on the Public Transit Advisory Committee will be advertised in accordance with County policy and applicants presented to the Committee for membership recommendation.

**Vice Chair Berry** suggested notifying the Naples branch of the Society of Human Resource Management (SHRM) of the vacancy.

**Vice Chair Berry** complimented Staff on the TDP report's comprehensive and professional presentation.

**8. Public Comments**

None

**9. Next Meeting Date**

June 21, 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 3:20 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 \_\_\_\_\_.

**EXECUTIVE SUMMARY**  
**Committee Action**  
**Item 5a**

**New Members for the Public Transit Advisory Committee (PTAC)**

**Objective:**

To obtain endorsement of two new members for the Public Transit Advisory Committee (PTAC).

**Considerations:**

PTNE staff submits for the Public Transit Advisory Committee consideration, applicants for the two existing vacancies. The applicants have been evaluated based on their potential contribution to the PTAC and are recommended on those criterions to be eligible for the committee.

Mr. Enderle, Mr. Bernal, and Mr. De St. Pierre have applied to serve as representatives consistent with the PTAC governing ordinance established by the Collier County Board of County Commissioners (BCC).

Based on Mr. Enderle's representation of a large employer within Collier, this member will be an asset to this committee by providing feedback and advice as it pertains to transit operations and incorporating employers into transit strategies. Based on Mr. Bernal's experience serving on multiple community boards and advisory committees, this member will be an asset to the committee by providing feedback related to community needs. Based on Mr. De St. Pierre's experience in civic participation and affiliation with local Salvation Army, this member will be an asset to this committee by providing feedback and advice as it pertains to improving community engagement.

Applicant	Affiliation	Term	Status
Dewey Enderle	Large Employer Representative	3 years	Non-Resident
Patrick Bernal	Community Representative	3 years	Resident
Martin De St. Pierre	Social Services	3 years	Resident

**Recommendation:**

That PTAC make a recommendation for the appointment of two new members for the PTAC which will be taken to the next available BCC meeting for final approval.

**Attachments:**

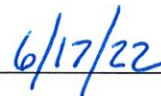
Applications

Prepared by: \_\_\_\_\_



Alexander Showalter, Senior Planner

Date: \_\_\_\_\_



Approved by: \_\_\_\_\_



Michelle Arnold, PTNE Division Director

Date: \_\_\_\_\_



**ADVISORY COMMITTEE APPLICANT  
ROUTING MEMORANDUM**

**FROM:** Wanda Rodriguez, Office of the County Attorney

**DATE:** June 17, 2022

**APPLICANT:**

Patrick Anthony Bernal  
1054 Forest Lakes Dr., Apt. H205  
Naples, FL 34105

**APPLYING FOR:** Public Transit Advisory Committee

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We currently have two vacancies on the above referenced advisory committee. The 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

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**TO STAFF LIAISON: Attn: Michelle Arnold**

**cc: Omar DeLeon; 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.

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**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: 6/16/2022 2:57:51 PM.

**Name:** Patrick Anthony Bernal **Home Phone:** 612-978-2457

**Home Address:** 1054 Forest Lakes Dr APT H205

**City:** Naples **Zip Code:** 34105

### Phone Numbers

**Business:**

**E-Mail Address:** [pabernal2003@yahoo.com](mailto:pabernal2003@yahoo.com)

**Board or Committee:** Public Transit Advisory Committee

**Category:** Not indicated

**Place of Employment:** Retired

**How long have you lived in Collier County:** 5-10

**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:**

I am currently on the board of directors of Forest Lakes Condominium Association. I have served on the board of directors for Quail Run Golf Club. While living in Minnesota, I served as Chairman of the Board of the Eden Prairie Chamber of Commerce, Board Member of the Eden Prairie Foundation and member of the Community Advisory Committee for the Southwest Light Rail Transit Project.

**Education:**

BBA Cleveland State university Continuing Education Certificate - Computer Science University of Minnesota.

**Experience / Background**

Prior to retirement I worked in various corporate management roles for SUPERVALU and Target which included supervision of a substantial project management staff. I have also been a Public Accountant for small business, Secretary, Treasurer and Vice-President of Forest Lakes Condominium Association.

**ADVISORY COMMITTEE APPLICANT  
ROUTING MEMORANDUM**

**FROM:** Wanda Rodriguez, Office of the County Attorney

**DATE:** June 16, 2022

**APPLICANT:** Martin de St. Pierre  
12854 Carrington Circle #203  
Naples, FL 34105

**APPLYING FOR:** Public Transit Advisory Committee

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We currently have two vacancies on the above referenced advisory committee. The vacancies were advertised and persons interested in serving on this committee were asked to submit an application for consideration.

**TO ELECTIONS OFFICE:** 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

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**TO STAFF LIAISON:** Attn: Michelle Arnold

**cc:** Omar DeLeon; 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.

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**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.

**Board of County Commissioners**

3299 East Tamiami Trail, Suite 800

Naples, FL 34112

(239) 252-8400

**Application for Advisory Committees/Boards**

Name: Martin de St. Pierre Home Phone: (239) 248-8390

Home Address: 12854 Carrington Circle # 203 Zip Code: 34105

Business Phone: (239) 210-4013 E-mail address: chronos4789@gmail.com

Board or Committee Applied for: Public Transit Advisory Committee

Category (if applicable): \_\_\_\_\_

Example: Commission District, Developer, environmentalist, lay person, etc.

How long have you lived in Collier County: 41 years

How many months out of the year do you reside in Collier County: Full time

Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? Yes \_\_\_\_\_ No ☒ If yes, explain: \_\_\_\_\_

Place of Employment: The Salvation Army of Collier County

Do you or your employer do business with the County? Yes \_\_\_\_\_ No ☒ If yes, explain: \_\_\_\_\_

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? Yes ☒ No \_\_\_\_\_ If yes, explain: Not directly, but those we serve might.

**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.

Are you a registered voter in Collier County? Yes ☒ No \_\_\_\_\_

Do you currently hold public office? Yes \_\_\_\_\_ No ☒ If so, what is that office? \_\_\_\_\_



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See Attached

Education: See Attached

Experience: See Attached

Please attach any additional information you feel pertinent. This application should be forwarded to [WandaRodriguez@colliergov.net](mailto:WandaRodriguez@colliergov.net) or by mail or in person to Wanda Rodriguez, County Attorney's Office, 3299 East Tamiami Trail, Suite #800, Naples, FL 34112. Thank you for volunteering to serve the citizens of Collier County.

**MARTIN DE ST. PIERRE**  
**12854 Carrington Circle, #203, Naples FL 34105**  
**239-248-8390**  
**Chronos4789@ymail.com**

## **EXPERIENCE**

The Salvation Army of Collier County, Naples, 2015 – Present

### **Director of Development**

- Lead a team of three development specialists in a Corps. with a \$5 million budget.
- Responsible for all development, communications, marketing and community outreach.
- Manage grants process, direct mail and corporate stewardship.

First American Bank Wealth Management Group, Naples, 2013 – 2015

### **Vice President, Trust Officer and Florida Wealth Advisor**

The Fifth Third Private Bank, Naples, 2012 – 2013

### **Vice President and Wealth Management Advisor**

The Private Client Reserve – U.S. Bank, Naples, 2009 - 2012

### **Vice President and Regional Wealth Management Consultant**

Bank of America- U.S. Trust Private Wealth Management, Naples, 2004 - 2009

### **Vice President and Regional Trust Consultant. 2006 - 2009**

**Private Bank Vice President and Senior Trust Officer, 2004 – 2006**

Private Capital Management, Naples, 2003 – 2004

### **Assistant Vice President, Relationship Manager and New Business Officer**

Northern Trust Bank, 1996 - 2003

**Trust Officer, Large Corporate Senior Account Manager, Chicago, 2000 - 2003**

**Trust, Estates and Investment Associate, Naples, 1996 - 2000**

## **EDUCATION/CERTIFICATIONS/LICENSES**

U. of Richmond, Bachelor of Arts, Political Science and Third World Studies, 1990

U. of Florida, MALAS Graduate Student, Center for Latin American Studies, 1991-1993

Florida Bankers Association Graduate Trust School, 2000

Cannon Institutional Custody School, Boston University, 2002

The Salvation Army Introduction to Emergency Disaster Services

The Salvation Army Incident Command System

The Salvation Army Safe from Harm

## **PUBLICATIONS**

Author, **"When To Conduct An Estate Plan Review"**, March 2005  
Estate Planning Council Supplement in Naples Daily News

**Enhancing Child Wellbeing in Collier County** - A Framework for Collaboration and Action COLLIER COUNTY  
COLLABORATIVE PLANNING TEAM, Summer 2013  
University of Florida College of Education - Lastinger Center and NCEF

## **HONORS and RECOGNITION**

Northern Trust Signature Service Award  
FedEx Quest for Quality Vendor Award Winner  
Greater Naples Chamber of Commerce Outstanding Volunteer Award, 2007 and 2011

**ADVISORY COMMITTEE APPLICANT  
ROUTING MEMORANDUM**

**FROM:** Wanda Rodriguez, Office of the County Attorney

**DATE:** June 13, 2022

**APPLICANT:** Dewey Enderle  
9772 Bobwhite Lane  
Bonita Springs, FL 34135

**APPLYING FOR:** Public Transit Advisory Committee

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We currently have two vacancies on the above referenced advisory committee. The vacancies were advertised and persons interested in serving on this committee were asked to submit an application for consideration.

**TO ELECTIONS OFFICE:**

Please confirm if the above applicant is a registered voter in Collier County, and in what commissioner district the applicant resides.

Registered Voter: in Lee County

Commission District: None – Lee County resident

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**TO STAFF LIAISON: Attn: Michelle Arnold**

**cc: Omar DeLeon; 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:

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- \_\_\_\_\_ 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.

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**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: 6/13/2022 3:10:55 PM.

**Name:** Dewey Enderle **Home Phone:** 239-919-6808

**Home Address:** 9772 Bobwhite Lane

**City:** Bonita Springs **Zip Code:** 34135

### Phone Numbers

**Business:** 800-933-7001

**E-Mail Address:** [dewey.enderle@arthrex.com](mailto:dewey.enderle@arthrex.com)

**Board or Committee:** Public Transit Advisory Committee

**Category:** Board Member

**Place of Employment:** Arthrex, Inc

**How long have you lived in Collier County:** 4-5

**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**  
**Committee Action**  
**Item 5b**  
**Disadvantage Business Enterprise (DBE) Goal FY23 to FY25**

**Objective:**

The endorsement of the Disadvantaged Business Enterprise (DBE) Goal for Collier Area Transit (CAT).

**Considerations:**

The Collier County Board of County Commissioners (Board) receives Federal financial assistance from the Federal Transit Administration (FTA) and the Florida Department of Transportation (FDOT), and as a condition of receiving this assistance, the Board must comply with Title 49 of the Code of Federal Regulations (C.F.R.), part 26. The Board is required to have a DBE program in accordance with regulations of the United States Department of Transportation, as provided in Title 49 of the C.F.R. A DBE Program ensures that DBE's have an equal opportunity to receive and participate in FTA and DOT assisted contracts by ensuring non-discrimination in award and administration of those State and Federal contracts.

As part of CAT's DBE Program and a requirement of Title 49 CFR part 26, every three years a goal is to be established. It is time for Collier Area Transit (CAT) to re-establish its goal which will be in effect for FY23, FY24, and FY25. CAT utilized a goal setting method, which included Census data and the DBE directory, approved by United States Department of Transportation (USDOT) to establish the goal of 2.03%. Consequently, CAT will make an effort to hire disadvantaged businesses for at least 2.03% of its contracts during the specific fiscal years.

As part of the outreach process, CAT hosted two (2) Workshops, the first on June 16, 2022 and the second on June 23, 2022, to discuss the DBE Program, the methodology for establishing the goal and information on the solicitation process, including how to register and bid on projects. The Board will consider the proposed goal at their July 12, 2022 meeting prior to submission to FTA's Civil Rights Office for acceptance.

**Recommendation:**

That the PTAC endorse the established DBE Goal for FY 23 through FY 25.

**Attachment:**

FY23-24-25 DBE Goal Draft


**Prepared by:**

  
Alexander Showalter, Senior Planner

**Date:**

6/17/22

**Approved by:**

  
Michelle Arnold, PTNE Division Director

**Date:**

6-17-2022

***Collier Area Transit's  
Disadvantaged Business Enterprises  
Goal  
FY 2023-2024-2025***

**DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM GOAL SETTING  
PROCESS FY 2023-2024-2025**

The Collier County Board of County Commissioners (BCC) has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 26. The BCC has received Federal financial assistance from the Federal Transit Administration (FTA), and as a condition of receiving this assistance, the BCC agrees to comply with 49 CFR Part 26.

It is the policy of the BCC to ensure that DBE's as defined in part 26, have an equal opportunity to receive and participate in FTA-assisted contracts.

The BCC will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR part 26 on the basis of race, color, sex, or national origin.

In administering its DBE program, the BCC will not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing accomplishment of the objectives of the DBE program with respect to individuals of a particular race, color, sex, or national origin.

The Goal setting process contained in this Attachment to Collier County's Disadvantaged Business Enterprise Program outlines the adopted process to determine the relative availability of DBE's to perform the types of contracts anticipated in FY 2023; 2024 and 2025.

The purpose of this process is to determine the percentage of all ready, willing and able "Establishments" that are DBE'S and to establish a DBE Goal.

U.S. Department of Transportation (DOT), 49 CFR Part 26 establishes a Three Step Process. Each step used by Collier County is outlined below.



## **Step 1**

Collier County / Collier Area Transit has executed the Florida Unified Certification Program Agreement. 49 CFR Part 26 Subpart E- Certification Procedures Section 26.81, requires that all United States Department of Transportation (USDOT) Recipients participate in a statewide Unified Certification Program. Collier County / Collier Area Transit is committed to operate in full compliance with 49 CFR Part 26, Subpart E.

Collier County / Collier Area Transit will utilize certified DBE vendors through the Florida Unified Certification Program Agreement.

Collier County / Collier Area Transit expects to have contracting or subcontracting possibilities in the following areas, transit and paratransit services, motor vehicle parts, building contractors, and computer software services.

Collier Area Transit staff has reviewed past bidders and contracts to establish a region that includes Collier, Lee, Hillsborough, Miami-Dade, Broward, Palm Beach, Martin, Polk and Orange County. This region was used to identify DBE and Non-DBE firms willing and able to work in Collier County.

Collier Area Transit staff utilized the Florida Department of Transportation Disadvantaged Business Enterprise Online Directory (<https://fdotxwp02.dot.state.fl.us/EqualOpportunityOfficeBusinessDirectory/>) for certified DBE vendors in the identified region willing to work in Collier County.

Staff identified 1,358 ready, willing and able certified DBE's (certified by the FDOT, Equal Opportunity Office, in the Disadvantaged Business Enterprise Directory) in the identified region as of May 11, 2022.

Collier Area Transit staff utilized the 2019 US Census Bureau County Business Patterns (<https://data.census.gov/cedsci/table?q=CBP2019.CB1900CBP>) for ready, willing and able TOTAL establishments that currently provide service in our service area.

Staff identified 62,191 ready, willing and able TOTAL establishments that currently provide service in our service area.

The process used to obtain the percent of DBE's to TOTAL establishments for the potential contract percent is illustrated below.

Certified by FDOT UCP Program DBE	$\frac{1,336}{42,816}$	=	3.12%
Total Potential Bidders			

The percent of DBE establishments by NAICS codes available in the Collier County area is 3.12%.

To ensure that Step One Base Figure is as accurate as possible, weighting was used to make CAT's goal calculation more accurate. Weighting takes into consideration the type of work and what

percent of the total anticipated expenses it will consume. Categories where established grouping like NAICS codes to potential federally and state funded projects.

		A	B	C	D	E	F
COMMODITY	NAICS CODE	Regional Total Potential Bidders A	Regional DBE Potential Bidders B	Percent of Total B/A	Estimated Tri-Annual Expenditures	% of Total Expenditures <b>\$6,986,289</b>	Weighted Number
Parts	See Attached	2169	5	0.23%	\$4,044,723	57.90%	0.13%
Transit Services	See Attached	403	15	3.72%	\$415,036	5.94%	0.22%
Construction	See Attached	40244	1316	3.27%	\$2,526,529	36.16%	1.18%
Totals	-----	42816	1336	3.12%	<b>\$6,986,289</b>	100.00%	<b>1.5372%</b>

## Step 2

Step 2 of the Goal setting process is designed to adjust the Step 1 base figure to make it as precise as possible. After calculating a base figure of the relative availability of DBEs, evidence was examined to determine what adjustment was needed to the base figure in order to arrive at the overall goal.

Historical Collier County DBE participation data for FY 19, 20 and 21 was shown to have a median of 2.52% DBE participation.

An adjusted figure was established utilizing median past participation figure and the base figure of Step 1. The adjusted figure resulted in 2.03%

In order to reflect as accurately as possible, the DBE participation that would be expected in the absence of discrimination, the adjusted figure of 2.03% will be used for Fiscal Years 2023, 2024, and 2025.

### **Step 3**

Race/Gender-Neutral and Race/Gender-Conscious Split methodology.

Staff reviewed the “U.S. Department of Transportation Office of Small and Disadvantaged Business Utilization” guidelines prior to preparing the DBE Goal. The guidelines for step 3 provide assistance in determining what factors to consider in projecting the overall portion of the goal that will be met through race/gender-neutral means. With one exception, the examples are based on past participation or experience. Based on historical participation and our ability to meet our goal, we find it appropriate to assume that you will be able to achieve similar results through the race/gender-neutral participation of DBE.

2019	Contract Award	\$1,252,565	
	DBE Participation (Race Neutral)	\$18,323	1.46%
2020	Contract Award	\$1,777,419	
	DBE Participation (Race Neutral)	\$44,744	2.52%
2021	Contract Award	\$2,661,753	
	DBE Participation (Race Neutral)	\$122,929	4.62%

Percent		
Race/Gender-Neutral		2.03%
Total DBE		2.03%

This data will be continually monitored and updated if necessary, through FY 2023, 2024 and 2025.

### **DBE Outreach and Public Participation**

Collier Area Transit went through the 30-day public comment period beginning May 19, 2022 through June 18, 2022. As a result of a minor error identified in the public comment period, the public comment period was extended to July 2<sup>nd</sup>, 2022. During this process, service alerts were posted on our website in English and Spanish advertising the goal. Advertisement was also placed in the local newspaper requesting comment from the public. A public workshop was hosted on June 16<sup>th</sup>, 2022 and June 23<sup>rd</sup>, 2022 with a service alert posted on our website and press release sent out a week before the event. During the workshop, the goal, methodology, and future CAT projects were presented, including how to register to bid on projects.

**EXECUTIVE SUMMARY**  
**Reports and Presentations**  
**Item 6a**  
**Key Performance Indicators**

**Objective:**

To update the Committee on the goals and objectives selected in our previous meetings and present our BI tool that can be used to monitor and evaluate our services.

**Considerations:**

At a 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 has created a tool that can consistently monitor selected criteria and compare current and past data. Data in the tool tracks ridership, boarding and alighting locations as a heat map, on-time performance, complaints, and accidents. This data is able to be compared against an assigned goal and the tool will identify whether we are meeting the designated goals.

We welcome feedback from the Committee on whether the indicators will adequately demonstrate the progress made on the selected goals.

**Recommendation:**


None

**Attachment:**

CAT Power BI KPI Dashboard Screenshots

Prepared by:   
Alexander Showalter, PTNE Senior Planner

Date: 6/17/22

Approved by:   
Michelle Arnold, PTNE Division Director

Date: 6-17-2022

