



**Public Transit Advisory Committee  
Collier Area Transit  
Hybrid Meeting  
Collier County Museum Lecture Hall  
3331 Tamiami Trail East Naples, Florida  
March 21<sup>st</sup>, 2023  
3:00 p.m.**

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
  - a. February 21, 2023 Minutes
- 5) Committee Action
  - a. Membership Renewal – Peter Berry
- 6) Reports and Presentations
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – April 18<sup>th</sup>, 2023 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

NAPLES, FLORIDA

FEBRUARY 21, 2023

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 3:02 P.M. in REGULAR SESSION at Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chair: John DiMarco, III  
Vice-Chair: Peter Berry  
Devon Browne (Excused)  
James Caton (Excused)  
Dewey Enderle  
Sonja Lee Samek  
Martin de St. Pierre

ALSO PRESENT: Michelle Arnold, Director, Collier County PTNE  
Omar DeLeon, Public Transit Manager, Collier County PTNE  
*Mark Moujabber, District Manager, MV Transportation*  
Elena Ortiz-Rosado Events, Sales & Marketing Coordinator PTNE  
Alexander Showalter, Senior Planner, Collier County PTNE  
Liz Soriano, Project Manager, Collier County PTNE  
Jacob Stauffer, Transit Planner, MV Transportation

**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 of four was established.

**3. Approval of Agenda**

*Ms. Samek moved to approve the Agenda. Second by Vice Chair Berry. Carried Unanimously 4 - 0.*

**4. Approval of Minutes**

*Vice Chair Berry moved to approve the minutes of the January 17, 2023 meeting of the Public Transit Advisory Committee as presented. Second by Mr. de St. Pierre. Carried unanimously 4 - 0.*

*Mr. Enderle joined the meeting at 3:05 pm and a quorum of five was present.*

**5. Committee Action**

**a. Amendment to the Collier Area Transit Advertising Policy Standard and Fee Structure**

**Ms. Ortiz-Rosado** presented the Executive Summary “*Amendment to the Collier Area Transit Advertising Policy, Standard and Fee Structure*” to update the Committee on initiatives CAT is taking to provide an opportunity for an increase in revenue. She noted:

- The revenue generated will be utilized for Collier Area Transit operations.
- In 2014, the Board established a Transit Advertising policy to provide a framework for the sale of advertising inside the buses and at transfer terminals to generate revenues to supplement fares and cover unfunded operating costs.
- Since 2014, the five products offered for advertising (Interior Bus Signs, Terminal Bus Signs, Voiceovers, Bus Schedules and Smart Cards) have only generated \$95,112.00.
- A private entity solicited to sell advertising concluded the advertising market is small due to the limited scope of the current policy; the greater market for advertising is on the exterior of the buses.
- Research revealed that other transit agencies utilizing the expanded advertising venues charge between \$5,500 - \$6,500 for the initial bus wrap cost and a subsequent monthly rate between \$700. - \$3,500. The cost of the bus wrap is estimated at \$1,000.00; the monthly rate assessed would be 100% profit.
- In December 2017 and November 2018, Collier Area Transit (CAT) wrapped two (2) *Beach Buses* in a beach-themed design as part of the seasonal Beach Bus route promotion.
- A 2019 proposed revision to the current policy was declined by the Board of County Commissioners (BCC) expressing concern the campaign would detract from the areas upscale image.

During discussion Staff noted:

- At the end of the third year of service, the *Beach Bus* serviced over 6,400 more passengers.
- The proposed program will apply exclusively to exterior bus wraps.
- Bus wrap advertising will be artistic, upscale, and aesthetically pleasing.

- Types of wraps and prospective revenue generated include:
  1. Full Wrap \$12,000.00 per month.
  2. Half Wrap \$ 7,250.00 per month.
  3. Curbside \$ 1,000.00 per month.
- Advertisers will execute a contract accompanied by a substantial deposit.
- The potential revenue will be utilized for enhanced transit service improvements.
- Estimated annual revenue from the “wrap program” is one-million dollars.
- **Ms. Arnold** will present the Amended Advertising Policy Update to the BCC in March 2023.

**Recommendation:**

***Vice Chair Berry moved that the PTAC endorse an amendment of the Collier Area Transit Advertising Policy, Standard and Fee Structure to include Fixed-Route exterior bus wrap advertising, in an artistic, upscale, and aesthetically pleasing manner. Second by Ms. Samek. Carried unanimously 5 – 0.***

**b. Collier Area Transit Title VI Program Update for 2023-2026**

**Mr. Showalter** presented an Executive Summary “*Collier Area Transit’s updated Title VI Program for 2023-2026*” to request the Committee’s endorsement of Collier Area Transit’s updated Title VI Program for 2023-2026. He noted:

- CAT staff updated the Title VI program as mandated by the Federal Transit Administration (FTA), a requirement to receive Federal Funding.
- Updates ensure that FTA’s Title VI program Checklist requirements are being met.
- The program is updated every three (3) years on a date determined by the FTA.
- CAT plan reviews include the Language Assistance Plan (LEP) and the Public Participation Plan (PPP).
- CAT will submit the report to the FTA, providing a program to ensure that transit services made available are equitably distributed, and provide equal access and mobility to any person, without regard to race, color or national origin.
- CAT has retained the services of Atkins North America, Inc. to complete the demographic and service profile tables and mapping for the report.
- All other data and County demographics for current operation of the program have been updated over the past three (3) years. The updates were available to the Committee for reference.

**Recommendation:**

***Mr. Enderle moved to recommend the PTAC endorsement of the established Collier Area Transit Title VI Program 2023-2026. Second by Mr. de St. Pierre. Carried unanimously 5 - 0.***

**6. Reports and Presentations**

**a. Mid-Season Schedule Changes**

**Mr. Stauffer** presented the Executive Summary “*Mid-Season Schedule Changes*” to update the Committee on changes going into effect on Sunday, February 26, 2023. He noted:

- On November 27, 2022, CAT implemented service changes.
- In response to public comments regarding the impact the changes had on their commutes, CAT is proposing minor changes to the timing or adding and removing loops to some of the routes.

Overview of Route Changes

- Route 20 has removed a mid-day loop to add an extra loop at the end of the day to service workers getting off work around 5:00 p.m.
- Route 21 has added an additional mid-day loop from 3:00 to 4:00 p.m. to pick up commuters from Marco Island.
- Route 25 has removed a mid-day loop to move revenue hours for the Route 21 change.
- Routes 11, 15, 20, 25, and 27 have proposed minor timing changes to increase on-time performance and provide more reliable service.

**b. Collier Area Transit Beach Bus**

**Mr. Stauffer** presented an Executive Summary “*Collier Area Transit Beach Bus*” to update the Committee on the Beach Bus service from Conner Park to Delnor-Wiggins Pass State Park and Vanderbilt Beach offered to residents and visitors. He noted:

- The Beach Bus season started on February 20<sup>th</sup> and runs until April 29,2023.
- The free trolley service travels on Vanderbilt Drive from Vanderbilt Beach to Delnor-Wiggins Pass State Park stopping at Conner Park in between.
- The route has changed due to the closing of Delnor-Wiggins Pass State Park that was previously used as a drop off and a need to service visitors at Vanderbilt Beach.
- Flag down service is no longer offered due to a multitude of construction projects along the route posing safety concerns.
- Service is offered Fridays through Mondays between 8:00 a.m. to 3:00 p.m. and 4:30-7:30 p.m. with a thirty (30) to forty (4) minute frequency.
- Ridership statistics will be presented to the Committee at the April 2023 meeting.

Committee Member Comment

Chair DiMarco complimented the new On-Demand Paratransit service, CATConnect Select, launched December 13, 2022, noting his hope the service becomes permanent. He reported the service, which allows riders to make same day bookings with pick-ups with a thirty (30) minute window, has been very impressive and drivers are professional and courteous.

***Mr. Showalter will investigate the process for trip fee notification to the customer and update the Committee at the next meeting.***

**7. Member & Staff Comments**

**Ms. Soriano** reported:

Collier Area Transit Operations & Maintenance Facility

An Executive Summary request to utilize Grant funding for design of a new Transit Operation & Maintenance Facility on Immokalee Road was approved by the Board of County Commissioners (BCC) on February 14, 2023.

The facility will include operational offices, a drive-through maintenance area for the buses and secure fleet parking.

Staff is working with the Procurement Services Division to have a Request for Proposal (RFP) solicitation for a conceptual design plan issued to qualified contractors by spring 2023.

Retirement Party

A retirement party in honor of Michelle Arnold, PTNE Director, will be held Friday March 24, 2023 at *The Cove at PCSC, 3940 City Gate Drive, Naples, FL 34117* at 4:30 p.m.

Committee members expressed their gratitude for her service and wished her the best in retirement.

**8. Public Comments**

None

**9. Next Meeting Date**

March 21, 2023, 3:00 p.m. – Collier County Museum Lecture Hall, Naples, FL. 34104

**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**

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**John DiMarco III, Chairman**

These minutes approved by the Board/Committee on \_\_\_\_\_, 2023 as presented \_\_\_\_\_ or as amended \_\_\_\_\_.

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

**Membership Renewal for the Public Transit Advisory Committee (PTAC)**

**Objective:**

To obtain endorsement for the renewal of a member for the Public Transit Advisory Committee (PTAC).

**Considerations:**

PTNE staff submits for the Public Transit Advisory Committee consideration, a renewal of Peter Berry as a member of the PTAC. Mr. Berry was previously selected based on his potential contribution to the PTAC and has been an important contributor to the overall success of CAT over his time with the committee.

Mr. Berry has applied to serve as a representative consistent with the PTAC governing ordinance established by the Collier County Board of County Commissioners (BCC).

As the standing Vice Chair of PTAC and based on his position in the community, this member will be an asset to this committee by providing feedback and advice as it pertains to improving transit operations and efficiencies in Collier County.

Applicant	Affiliation	Term	Status
Peter Berry	None	3 years	Resident

**Recommendation:**


That PTAC selects to renew Peter Berry as a member for the PTAC which will be taken to the next available BCC meeting for final approval.

**Attachments:**

Applications

Prepared by:   
Alexander Showalter, Planner II

Date: 3/17/2023

Approved by:   
Michelle Arnold, PTNE Division Director

Date: 3-17-2023

## Advisory Board Application Form

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

Application was received on: 1/29/2023 2:34:42 PM.

Name: Peter J. Berry Home Phone: 860-796-7485

Home Address: 148 Cheshire Way

City: Naples Zip Code: 34110

### Phone Numbers

Business:

E-Mail Address: [peter@berrytwo.com](mailto:peter@berrytwo.com)

Board or Committee: Public Transit Advisory Committee

Category: Not indicated

Place of Employment:

How long have you lived in Collier County: 10-15

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?  No

Not Indicated

Are you a registered voter in Collier County?  Yes

Do you currently hold an elected office?  No

Do you now serve, or have you ever served on a Collier County board or committee?  No

Not Indicated

**Please list your community activities and positions held:**

Vice Chair, Collier County Public Transit Advisory Council Chair Elect, United Way of Collier and the Keys  
Treasure, Great Naples Leadership

**Education:**

M.S., Criminal Justice, Northeastern University B.A., Political Science, Central Connecticut State  
University

**Experience / Background**

Over 30 years of experience in managing non-profit trade and professional associations.