



**Public Transit Advisory Committee
Collier Area Transit
Hybrid Meeting
Collier County Museum Lecture Hall
3331 Tamiami Trail East Naples, Florida
August 16th, 2023
1:00 p.m.**

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. June 20, 2023 Minutes
- 5) Committee Action
- 6) Reports and Presentations
 - a. LeeTran Coordination Meeting
 - b. Performance Measures
 - c. Transit App Performance
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – September 20th, 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

JUNE 20, 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 3:00 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
James Caton (Excused)
Dewey Enderle
Sonja Lee Samek (Excused)
Martin de St. Pierre

ALSO PRESENT: Brian Wells, Director, Collier County PTNE
Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Elena-Ortiz Rosado, Marketing Manager, Collier County PTNE
Keyla Castro, Operations Specialist, Collier County PTNE
Jacob Stauffer, Transit Planner, MV Transportation

1. Call to Order

Chairman DiMarco called the meeting to order at 2:58 P.M.

2. Roll Call

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

3. Approval of Agenda

Vice Chair Berry moved to approve the Agenda. Second by Mr. Browne. Carried unanimously 5 - 0.

4. Approval of Minutes

a. March 21, 2023

Vice Chair Berry moved to approve the minutes of the March 21, 2023, meeting of the Public Transit Advisory Committee as presented. Second by Mr. Enderle. Carried unanimously 5 - 0.

b. May 16, 2023

Vice Chair Berry moved to approve the minutes of the May 16, 2023, meeting of the Public Transit Advisory Committee as presented. Second by Mr. Enderle. Carried unanimously 5 - 0.

5. Committee Action

a. Approval for TDP Annual Update

Mr. Showalter presented an Executive Summary “*Fiscal Year 2023 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 I: 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 1, 2023.
- Comments received will be provided to the Board of County Commissioners (BCC) during final approval before transmitting to FDOT. The Annual Progress Report:
 - Outlines Collier Area Transit’s progress made over the past year towards achieving the goals and objectives identified in the TDP Major Update, approved October 27, 2020, by the BCC and FDOT on December 14, 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, 2023, and expiring on May 30, 2023).

Section II – Previous Year’s Accomplishment

Categories noted:

- Service Improvements
- ADA Bus Stop and Bus Shelter Improvements

- Hurricane Ian Response – September 28, 2022
- Title VI Program
- On-Demand Paratransit Service
- Perk Pass F.K.A. Corporate Pass Program
- New Beach Bus Route
- Capital Equipment, Facility Changes, and Improvements
- Marketing and Public Involvement/Communications

Section 3: Revisions to Implementation Plan

Tenth Year Transit Implementation Plan

- 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 includes 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.
- Collier County will actively pursue funding opportunities to implement recommendations from the 2021-2030 TDP.

Section 4: Status of Goals and Objectives

Assessment of 2019 Major Update Goals and Objectives

- The TDP contains seven (7) 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.
- Coupled with new initiatives to improve the CAT brand, expand services marketing, and customer-facing technology enhancements, several of the prior objectives and targets may no longer be 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 utilized to quantify the cost of service and related capital enhancements and does not represent a commitment of funding or incorporate adjustments for inflation.

Next Steps

- The Plan will be considered by the BCC in June 2023.
- Approval by the Public Transit Advisory Committee is required for submission to the BCC.
- The final Annual Progress Report must be submitted to the Florida Department of Transportation (FDOT) in September 2023.

Recommendation

Vice Chair Berry motioned to endorse the Collier Area Transit Fiscal Year 2023 Annual Progress Report to the Transit Development Plan. Second by Mr. Enderle. Carried unanimously 5 – 0.

b. PTAC Meeting Time Change

Mr. Showalter presented an Executive Summary “*PTAC Meeting Time Change*” to consider changing the date and start time of the recurring PTAC meetings.

- A quorum of four (4) of seven (7) members is required to complete the actions needed to approve Agenda items.
- Rescheduling the meeting time may allow for more consistent attendance from all Committee members.

Committee discussion:

- Members determined the third Wednesday of each month at 1:00 P.M. would increase attendance.
- Staff should confirm venue availability with the Collier County Museum Lecture Hall.

Vice Chair Berry motioned to change the date and time of the Public Transit & Neighborhood Enhancement advisory Committee meeting to the third Wednesday of the month at 1:00 P.M. Second by Mr. Enderle. Carried unanimously 5 – 0.

6. Reports and Presentations

a. FY23 POP – 5307,5339

Mr. DeLeon presented an Executive Summary “*Endorsement of the Federal Transit Administration (FTA)*” to inform the PTAC Advisory Committee of the Program of Projects for the Federal Transit Administration (FTA) Sections 5307 and 5339 grant application submittals.
Section 5307

- The Public Transit Neighborhood Enhancement (PTNE) Division receives federal grant funds for the management of the Collier Area Transit (CAT) system annually.
- Collier County is located within the Bonita Springs/Naples Census Urbanized Area.
- A portion of the Section 5307 funding received is shared with Lee County.
- The total amount allocated to the Urbanized Area Formula Program is \$4,382,649 of which \$3,933,690 is awarded to Collier County and \$448,959 is distributed to Bonita Springs/Lee County.
- Projects proposed for the appropriated funding may include:
 - Transit Improvement Projects include the rehabilitation of bus stops.
 - Security and Safety enhancement including the replacement of the vehicular and pedestrian gates.
 - Provision of Americans with Disabilities Act (ADA) Paratransit services.
 - Funding for transit operating expenses.
 - Funding for the construction of the replacement maintenance facility.
 - Preventative maintenance.
 - Rehab of the Administration Building, including paint and re-roofing.

Section 5339

- The program provides capital assistance for new and replacement buses, related equipment, and facilities.
- Collier County is the designated recipient for the urbanized area.
- \$362,341 is allocated to the Bonita Springs/Naples Urbanized Area for USC Section 5339 Bus and Bus Facilities Urbanized Area Formula program.

Proposed Program of Projects for the Appropriated Funding

5307 FY23-24

- Enhancement - Bus wrap replacement and shelter maintenance.
- Security & Safety – Purchase and installation of a door badge access system for the Administration Building and cameras for the Immokalee Transfer Station.
- American Disabilities Act (ADA) Paratransit Services.
- Facility Rehabilitation - Fuel station maintenance and rehabilitation of the Administration Building (Paint and re-roofing).
- Bus Stop Improvements – ADA shelter and amenity improvements.
- Rolling Stock – Replacement of one (1) support ruck and two (2) electric vans.
- Preventative Maintenance.
- Operating Assistance - Transit Operations.

5339 FY 23-24

- Facility Rehabilitation - Design and construction for reconfiguration of facility.
- Equipment – Electric Charging Stations equipment.

Facility Rehabilitation

- Staff met with the Facilities Team to identify areas for building improvement.
- On completion of the rear building, the front building is targeted for renovation.
- Creation of a designated space to host PTAC and public meetings is being considered.
- Approval and agreement to accommodate regional buses is being researched.

Recommendation

Mr. Browne motioned to endorse the Collier Area Transit 5307 FY23-24 Program of Project in the amount of \$3,933,690.00, financed by Federal Grant Funds, and 5339 FY23-24 Program of Project in the amount of \$362,341.00 for transit capital projects and operating assistance to the Collier Area Transit (CAT) system. Second by Mr. Enderle. Carried unanimously 5 – 0.

7. Member and Staff Comments

Director PTNE

Brian Wells has assumed the position of Director for Public Transit & Neighborhood Enhancement. Mr. Wells shared his credentials with the Committee, noting his background is in transport management. He thanked the members for their service and requested communication regarding questions or concerns.

Electric Charging Stations

- Utilization of charging stations to generate revenue should be considered in the future.

Traffic Congestion

1. Paradise Coast Sports Complex just off Route 951 (Collier Boulevard).
 - CAT is working with the Sports Park to help mitigate traffic and parking congestion in the area, including any measures available to address the issue.
2. Immokalee Road
 - CAT is monitoring proposed changes to Immokalee Road in the area of the I75 interchange. Initial discussions with FDOT and real estate developers have transpired.

8. Public Comments

None

9. Next Meeting Date

July 19, 2023 - 1:00 P.M.
Collier County Museum Lecture Hall
3331 Tamiami Trail E
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 3:26 P.M.

Public Transit Advisory Committee

John DiMarco III, Chairman

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

EXECUTIVE SUMMARY
Reports & Presentations
Item 6a
CAT/LeeTran Coordination Meeting

Objective:

To educate the committee on the information received and discussed at our August 8th meeting of the two regional transit providers.

Considerations:

CAT and LeeTran staff coordinated a meeting between the two regional transit providers to meet at the LeeTran Headquarters August 8th. The topics included ridership, technology improvements, and service changes for both agencies as well as a presentation from Jacobs Engineering recapping the overall objectives and progress so far on the Regional Transit Service and Fares Study. This presentation will give an overview of the topics discussed at the meeting.

Recommendation:

None

Attachment:

None

Prepared by:  **Date:** 8/10/23
Alexander Showalter, Planner II

Approved by:  **Date:** 08/10/2023
Brian Wells, PTNE Division Director

EXECUTIVE SUMMARY
Reports & Presentations
Item 6b
Performance Measures

Objective:

To update the committee on the performance of the system as a whole and highlighting points of improvement and areas that may need improvement.

Considerations:

CAT had undergone major service changes at the beginning and end of 2022, by removing and consolidating routes across the county. When looking at the data, it appears the changes implemented have had the effects we intended after putting them in place. With the attached data, the season and off-season data is compared, highlighting improvements that were, in part, due to the changes implemented in 2022.

Recommendation:

None

Attachment:

Performance Measures Off-Season vs. Season

Prepared by: 
Alexander Showalter, Planner II

Date: 8/10/23

Approved by: 
Brian Wells, PTNE Division Director

Date: 08/10/2023

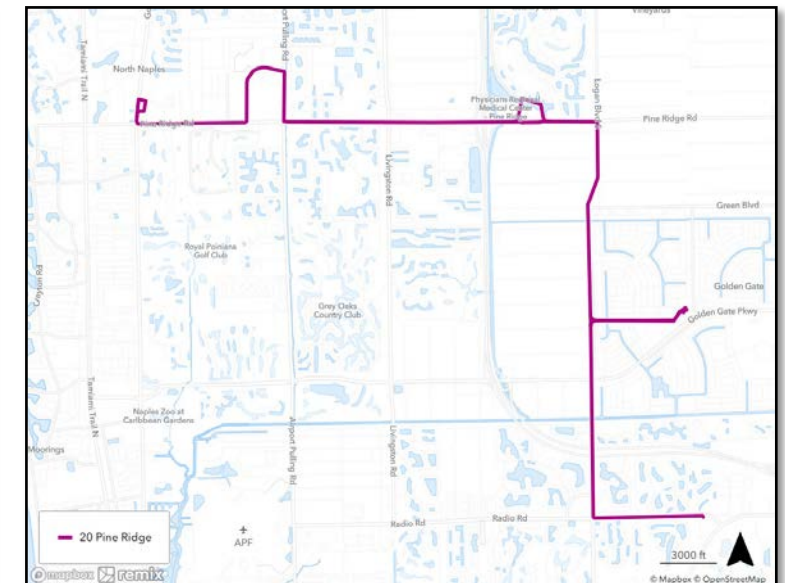
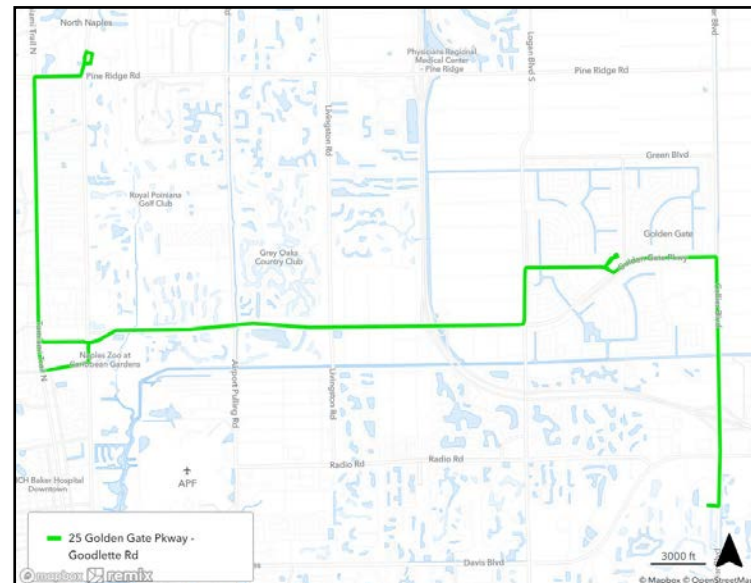
CAT Performance Measures Off-Season vs Season

Public Transit Advisory Committee

August 16, 2023

Service Changes Implemented in 2022

- April 2022
 - Route 22 removed last loop
 - Route 24 additional loop to Sunny Grove & timing adjustments
 - Route 25 adjusted to improve connections with Routes 20 & 26
- November 2022
 - Route 19 and Route 28 consolidated into the Route 19
 - Route 20 and Route 26 consolidated into the Route 20
 - Route 25 realigned to US41



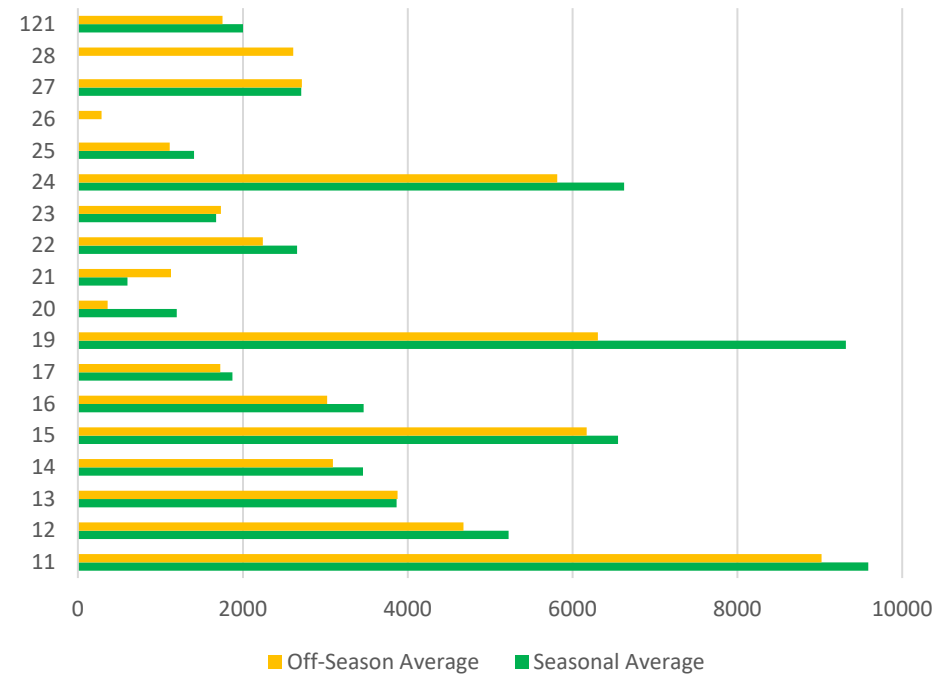
Overall System Ridership Comparison Season vs Off-Season

Off-Season (May-Nov '22)	Season (Dec-Apr '23)
57,655 Avg. Monthly Riders	62,934 Avg. Monthly Riders (+9%)
79.9 % Avg. OTP	73.7% Avg. OTP (-8%)
1.4 Accidents per Month	0.4 Accidents per Month (-72%)

Route Ridership Comparison Season vs Off-Season

Route	Off-Season Average	Seasonal Average	% Difference
11	9022	9587	6%
12	4678	5226	12%
13	3877	3864	0%
14	3093	3458	12%
15	6173	6550	6%
16	3025	3464	15%
17	1726	1874	9%
19	6309	9317	48%
20	360	1197	232%
21	1128	601	-47%
22	2242	2657	18%
23	1734	1675	-3%
24	5814	6625	14%
25	1111	1407	27%
26	284	0	-100%
27	2715	2710	0%
28	2610	0	-100%
121	1754	2000	14%
System Total	57655	62934	9%

Route Ridership
Season vs. Off-Season



EXECUTIVE SUMMARY
Reports & Presentations
Item 6c
Transit App Performance Measures

Objective:

To update the committee on the Transit App and discuss passenger adoption rates since its introduction to the system in April 2023.

Considerations:

Staff will discuss the Transit app, the new, officially adopted app of Collier Area Transit, which is used for planning trips, purchasing tickets and finding route information. Passenger usage will be highlighted with data from its first introduction to the public in April 2023 and the communication channels used to promote the app will be discussed.

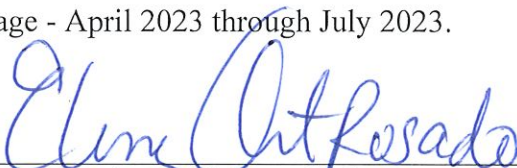
Recommendation:

None

Attachment:

Transit App Usage - April 2023 through July 2023.

Prepared by: _____


Elena Ortiz Rosado, Marketing Manager

Date: _____

8/10/2023

Approved by: _____


Brian Wells, PTNE Division Director

Date: _____

08/10/2023



Transit app

Launch Date: April 26, 2023



Introduction to the Transit app

- Transit app has millions of active users in more than 200 cities worldwide
- Available to download for iPhone and Android users
- Real-time bus ETAs, trip planning, step-by-step navigation and crowdsourced real-time information.

May 2022 vs. May 2023

How many riders opened Transit in May (Monthly active users):

2022-70

2023-823

How many app downloads in May:

2022:-33

2023-274

Most popular routes that users rode who used the Transit app:

2022- Route 11 73 taps

Route 19 4 taps

Route 20 3 taps

2023- Route 11 1387 taps

Route 19 1320 taps

Route 20 1213 taps



June 2022 vs. June 2023

How many riders opened Transit in June (Monthly active users):

2022-61

2023-911

How many app downloads in June:

2022:-34

2023-223

Most popular routes that users rode who used the Transit app:

2022- Route 11 49 taps

Route 19 17 taps

Route 20 0 taps

2023- Route 11 1590 taps

Route 19 1723 taps

Route 20 1497 taps





transit

- CAT passengers all receive an upgraded Transit app subscription called Royale
- Enables access to features such as unlimited future transit schedules, ability to track vehicles for any transit line, alter-ego emoji creations, custom themes, etc.

Royale Subscribers

(Monthly active users with a free royale subscription)

May 2023: 319

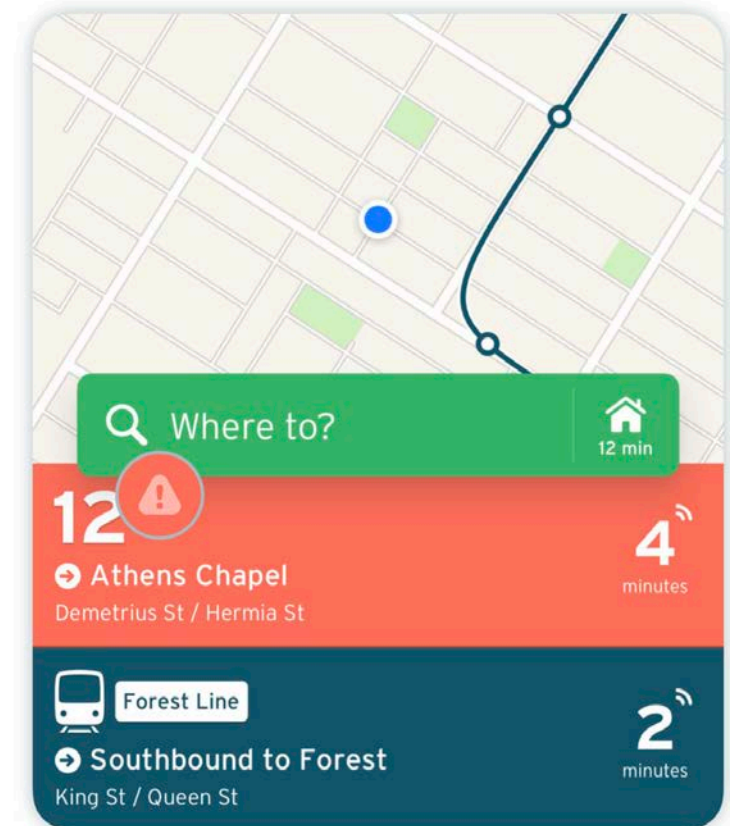
June 2023: 463

Service Alerts Subscribers

(Total number of users receiving alerts for individual transit routes)

- **May 2023: 148**
- **June 2023: 179**

When there is an active alert, you'll see a little triangle next to the line name or number. Tap the line to get more information.



Communication Distribution Channels

- Social Media
- Interior Bus Signs
- On-Board Digital ads/Audio Announcement
- Skip the Map, Get the App campaign
- QR code stickers / magnets

**SKIP THE MAP
GET THE APP!**

Get real-time updates, view route maps, and purchase bus passes all on the **Transit app!**

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