

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE
MEETING

NAPLES, FLORIDA

AUGUST 16, 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 1:00 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 (Excused)
James Caton (Excused)
Dewey Enderle
Sonja Lee Samek (ZOOM)
Martin de St. Pierre (Excused)

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 1:00 P.M.

2. Roll Call

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

3. Approval of Agenda

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

4. Approval of Minutes

a. June 20, 2023

The minutes of the June 20, 2023, Public Transit Advisory Committee meeting will be considered at the September 20, 2023, meeting.

5. Committee Action

None

6. Reports and Presentations

a. LeeTran Coordination Meeting

Mr. Showalter presented an Executive Summary “*CAT/Lee Tran Coordination Meeting*” to update the Committee on the information received at the August 8, 2023, meeting of the two regional transit providers at the LeeTran Headquarters in Fort Myers. CAT and LeeTran will meet quarterly to discuss their long-term goals.

- Jacob’s Engineering presented a Regional Transit Fare Study.
Tasks 1 & 2 are completed -
 - Data collection analysis.
 - A Policy assessment.Tasks 3 & 4 are in progress -
 - An Origin Destination (OD) study to determine regional travel patterns.
 - Determination of next steps.Fare sharing
 - The concept will be considered if the regional travel patterns are adopted.
 - Challenges to fare sharing may be posed by the fare box providers.
- CAT staff spoke regarding service changes and technology improvements made over the past year including introduction of the trans signal prioritization system.
- LeeTran staff reviewed their system changes noting:
 - Ridership decreased from three million to two million post Hurricane Ian.
 - The Mobility on Demand (MOD) system has been successful and will be expanded. It was noted the service cannot access gated communities; an area at the entrance to the communities is designated for pick-up.
- CAT staff toured the LeeTran maintenance facility.

Committee discussion:

- The ADA Passport system can be used with LeeTran MOD.

b. Performance Measures

Mr. Showalter presented an Executive Summary “*Performance Measures*” to update the Committee on the performance of the system off-season vs. season. Points and areas for possible improvement were identified. He noted:

- CAT underwent major service changes in 2022, removing and consolidation routes across the County.
- Comparison of season and off-season data, highlighting improvements resulting from the changes implemented in 2022 are compared below:

<u>Off-Season (May – Nov. 2022)</u>	<u>Season (Dec – Apr. 2023)</u>
57,655 Avg. Monthly Riders	62,934 Avg. Monthly Riders (+9%)
79.9% Avg. OTP	73.7% Avg. OTP
1.4 Accidents per Month	0.4 Accidents per Month (-72%)

Noted:

- On Time Performance (OTP) dropped 6.2% in season. Schedule adjustments will be reviewed.
- Accidents decreased significantly in season.
- Route 19, a consolidation of Routes 19 and 28, has exceeded past ridership possibly a result of increase accessibility.
- Route 21 ridership decreased 50%. Adjustments were made based on the customer’s feedback. The drivers will be consulted for information contributing to the decline.

c. Transit App Performance

Ms. Ortiz-Rosado presented Executive Summary “*Transit App Performance Measures*” to update the Advisory Committee on the Transit App and discuss passenger adoption rates since its introduction to the system in April 2023. She noted:

- The Transit app is available to download for iPhone and Android users.
- The app offers:
 - Real-time bus ETA’s.
 - Trip planning step by step navigation.
 - Crowdsourced real-time information.
- CAT passengers will receive an upgraded transit app subscription called *Royale*.
- Communication distribution channels to promote the app include:
 - Social Media
 - Digital Bus Advertising, Audio Announcements and Exterior Signage
 - Skip the Map, Get the App Campaign
 - QR Codes

Committee discussion:

- The internal goal for customers downloading and using the app has not yet been determined.

7. Member and Staff Comments

Member Comments

- Staff will provide an update at a future date on the customers’ ability to pay for service with the power bus app.
- Noting the pilot program has ended, Staff will research the basis for Queue app ride share pricing, failure to notify the user and lack of credit card acceptance for payment.

- The basis for the pilot program was to capture costs and rider usage if a ride share program was adopted. CAT does not currently have a plan to incorporate the system into the transit program.

Mr. DeLeon reported:

- An upgraded CAD/AVL software system, planned for the next phase, will integrate the *Ride to Care* app with the transit fare app and offer more features.

Staff Comments

Mr. DeLeon reported that the “*Transportation Disadvantaged Service Plan (TDSP) Major Update*” prepared for the Collier County Metropolitan Planning Organization (MPO), will be presented at the September 20th meeting.

He noted:

- A TDSP Major Update is required every three years.
- The consultant who prepared the report will present it to the Committee.
- A *Recommendation* to endorse the plan is required by the PTAC Advisory Committee.

8. Public Comments

None

9. Next Meeting Date

September 20, 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 1:30 P.M.

Public Transit Advisory Committee



John DiMarco III, Chairman

These minutes approved by the Board/Committee on September 20, 2023 as presented X or as amended _____.