

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 20th 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

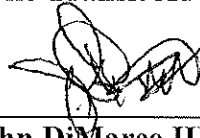
9. Next Meeting Date

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



John DiMarco III, Chairman

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