



**Public Transit Advisory Committee
Collier Area Transit
Hybrid Meeting
Collier County Museum Lecture Hall
3331 Tamiami Trail East Naples, Florida
March 20th, 2024
1:00 p.m.**

Agenda Packet

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. January 17th, 2024 Minutes
- 5) Committee Action
 - a. Approval of Draft PIP for TDP Major
 - b. Approval of CAT Regional Service and Fare Study
- 6) Reports and Presentations
 - a. CAT Paradise Beach Trolley
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – April 17th, 2024, 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

JANUARY 17, 2024

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 (ZOOM)
Dewey Enderle
Sonja Lee Samek
Martin de St. Pierre (Excused)
Open Seat

ALSO PRESENT:

Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Keyla Castro, Operations Specialist, Collier County PTNE
Elena Ortiz-Rosado, Events, Sales & Marketing Coordinator PTNE
Liz Soriano, Project Manager, Collier County PTNE
Dusty Siegler, Senior Planner, Collier County MPO
Jacob Stauffer, Transit Planner, MV Transportation
Nolan Begley, Fixed Route Manager, MV Transportation
Carmen Monroy, Stantec Engineering

1. Call to Order

Chair DiMarco called the meeting to order at 1:04 P.M.

2. Roll Call

Roll call was taken, and a quorum four was established.

Chair DiMarco motioned to allow Mr. Browne to participate in the meeting as a virtual participant. Second by Vice Chair Berry. Carried unanimously 4 – 0. A quorum of five was present.

3. Approval of Agenda

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

4. Approval of Minutes

November 15, 2023

Ms. Samek moved to approve the minutes of the November 15, 2023, meeting of the Public Transit Advisory Committee as presented. Second by Mr. Enderle. Carried unanimously 5 - 0.

5. Committee Action

None

6. Reports and Presentations

a. FY23 Year in Review – CAT Fact Sheet

Mr. Showalter presented the Executive Summary “*FY23 Year in Review*” updating the Committee on the service provided and key statistics from CAT operations throughout Fiscal Year 2023. He noted:

- Changes to the fixed route system, including the removal and consolidation of routes, achieved the goal of increased ridership.
- Statistics provided on the CAT Fact Sheet distributed with the Agenda, showed that the changes made have been beneficial to ridership.
- The fact sheet highlighted other key measures including On Time Performance, Transit App downloads and usage, and Paratransit ridership.
- Transit App downloads skyrocketed enabling riders to pay the fare without cash.
- Improvements to On Time Performance will be researched.
- The statistics will be reviewed for the impact of changes and initiatives and provide a baseline for comparison and improvement during FY-24.

Chair DiMarco will submit the report to the Community Foundation of Collier County to raise awareness of CAT’s mission and explore opportunities for mutual benefit.

b. Regional Fare and Service Update

Mr. Showalter presented the Executive Summary “*Regional Service and Fare Study Update*” to update the Committee on the progress and next steps for the ongoing Regional Service and Fare Study. He noted:

- Collier Area Transit and Jacobs Engineering initiated the Regional Service and Fare Study in March 2023.

- Completion of the development of a Study which evaluates the prospect of implementing regional service from Collier County into adjacent Counties, including evaluation and recommendation for a Regional Fare structure, is the purpose of the Study.
- CAT and Jacobs Engineering released a survey available to the public in December 2023, closing on January 3, 2024, requesting feedback on routes ridden and riders route choice recommendation.
- The UF/IFAS to Lehigh Acres route was the top recommendation based on the survey results submitted by one hundred ninety-nine (199) respondents; the I75 Express route was the second most popular response.
- Development of the UF/IFAS to Lehigh Acres will be the route selected for study finalization in March 2024.

A recommendation to endorse implementation of the proposed UF/IFAS to Lehigh Acres route will be requested of the Committee in March 2024.

c. Construction and Facility Updates

Ms. Soriano presented the Executive Summary “*Construction Update*” to update the committee on the bus shelter construction program and transit facilities project. She noted:

Mobile App Boarding Pass

- The CAT App to buy bus passes, plan trips, identify bus schedules, and track a bus ride in real time has been activated.

Bus Stop Improvements

- Twenty-eight (28) ADA compliant bus stops will be constructed in 2024.
- The three (3) levels of bus stop facilities include a) pads, b) pads with benches and c) pads with benches and a protective shelter.
- The Pads will be large enough to accommodate future upgrades.
- The PTNE collaborates with communities such as the Bayshore CRA to install bus stops.
- Bus stop construction criteria level, a, b, or c noted above, is based on ridership.

Transit Facilities

1. Immokalee Transfer Station

- A new transfer facility is under construction on Immokalee Road with an estimated completion date of fall 2023.
- Three (3) bus routes connect on a regular basis via this facility.

2. O & M Facility

- The 25,000 square foot transit-oriented facility will include operational offices, a drive-through maintenance area for the buses, service for electric buses, and secure fleet parking.
- Grant funds were received for the project.
- Approval of the design consultant’s contract is on the Board of County Commissioners (BCC) Agenda for February 13, 2024.
- The design phase is projected to take one (1) year.
- Construction project bid invitations will be solicited on completion of the design phase.

7. Member and Staff Comments

New Member

Mr. DeLeon introduced Nolan Begley, Operations Manager for MV Transportation.

TDP Update

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

He noted:

- A TDP Major Update is required every five years.
- A *Recommendation* to endorse the plan is required by the PTAC Advisory Committee.

Committee Vacancy

A seat is available on the Public Transit Advisory Committee. The term is four (4) years.

8. Public Comments

None

9. Next Meeting Date

March 20, 2024 - 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 the order of the chair at 1:24 P.M.

Public Transit Advisory Committee

John DiMarco III, Chair

These minutes approved by the Board/Committee on _____, 2024 as presented _____ or as amended _____.

EXECUTIVE SUMMARY
Reports and Presentations
Item 5a
PIP for 2025 TDP Major Update

Objective:

To inform and gain the committee's recommendation of the draft Public Involvement Plan required as a part of the 2025 Major Update to Collier Area Transit's Transit Development Plan.

Considerations:

In order to receive State Block Grant Funds for transit system operations, each transit agency must develop a Transit Development Plan (TDP) Major Update every five years and an annual update/progress report for all other years. As part of the requirements for developing the Major Update, a Public Involvement Plan must be established to indicate how the plan will be distributed and collect public comments. This draft was prepared by CAT Staff, Collier MPO Staff, and Stantec consultants who have been chosen to complete the TDP Major Update.

Recommendation:

Approval of the TDP Major Update Draft PIP

Attachment:

CAT PIP Final Draft

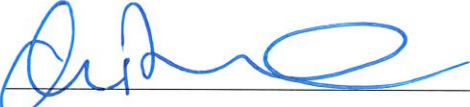
Prepared by: _____


Alexander Showalter, PTNE Senior Planner

Date: _____

3/14/24

Approved by: _____


Omar DeLeon, Transit Manager

Date: _____

3/14/24



Collier County Public Transit and Neighborhood Enhancement Division

Collier Area Transit – Public Involvement Plan

A Component of the Transit
Development Plan – Major Update



Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

Collier County Public Transit and
Neighborhood Enhancement Division
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Prepared by



Version Control

Document Control & Draft Review		
NO.	Description	Date
1	PIP.01 Draft	2/22/2024
2	DRAFT v2 Dusty markups	2/26/2024
3	Draft 2024 03 04	3/7/2024
4	Draft with edits for final	3/8/2024
5	Draft final with Dusty's markups	3/13/2024

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

This table provides an overview of FDOT compliance requirements and references where the requirement may be found in this document.

2025 Major Update Compliance Items of Collier Area Transit's Transit Development Plan

Public Participation Process

Specific FDOT requirements for public participation process for TDP	Reference where requirement is found.
1 Obtain Public Involvement Plan (PIP) approval from FDOT at the initiation of the TDP development process	Item 6, page 11
2 Solicit comments from the regional workforce board and/or MPO	Item 4, page 11
3 Advise FDOT, the regional workforce board, and the MPO of all TDP related public meetings	Item 4, page 11-12
4 Provide FDOT, the regional workforce board, and the MPO an opportunity to review and comment during the development of the mission, goals, objectives, alternatives, and ten-year implementation program	Item 4, page 11
5 Establish time for receipts of comments	Item 7, page 18



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Collier Area Transit Public Involvement Plan

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INTRODUCTION

Background

Collier County's Public Transit and Neighborhood Enhancement (PTNE) Division is responsible for the management of the Collier Area Transit System (CAT). The Collier Metropolitan Planning Organization (MPO) conducts transportation planning activities within Collier County and receives Federal Transit Administration (FTA) Section 5305(d) grant funding. The MPO, as project manager in coordination with PTNE, is leading the preparation of a major update to CAT's Transit Development Plan (TDP).

The TDP is a state mandated major planning document, serving as a business plan to evaluate current conditions, assess system performance, and incorporate previous documents into a comprehensive document with actionable recommendations. The TDP, when completed will cover federal fiscal years 2026 – 2035, transit revenue projections through 2050 and coordinate with the MPO's 2050 Long Range Transportation Plan (LRTP) consistent with Rule 14-73.001 Florida Administrative Code (FAC).

The TDP will reflect key concepts, including:

- **Realigning the Fixed Route Network** based on findings from public involvement and key performance indicators from the comprehensive operational analysis.
- **Role of Technology** that leverages current and future projects, the proliferation of mobile devices and intelligent infrastructure.
- **Transit Supportive Language** within state, regional and local plans that provide the foundation for growth to support success transit service.
- **Enhanced Regional Integration** served by cross county routes, explore a multi-agency fare collection system and as data and technical memoranda with adjacent Lee County.
- **Sustainable Development Strategies** that balance environmental protection, economic development, and social objectives and can meet today's needs without compromising quality of life for future generations.
- **Alternative Dedicated Revenue Sources** to support the enhancement of the system based on what is proposed from the TDP.
- **Coordination between Modes** that identifies the most appropriate service option for the density and travel market it will serve. Layering and integrating services into a seamless mobility system.
- **Performance Measurement** of comprehensive mobility in addition to individual modes.

As the TDP is developed, care will be taken to ensure the final document is in an easily accessible format that highlights the most relevant information using clear, direct, and plain language. Documents developed as part of the TDP will be developed to be accessible to persons with disabilities, recognizing access to information, electronic data, information, and content follow Section 508 standards. Section 508 is a law requiring federal agencies to make information and communication

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technology accessible to persons with disabilities comparable to access experienced by others without disabilities.

The development of the TDP follows an accepted schedule which includes opportunities for public involvement. These opportunities, the project schedule, and engagement strategies are detailed in the plan to demonstrate the overall goal of continuous stakeholder involvement.

Purpose

The development of the TDP requires a separate plan for defining a public involvement process that meets specific objectives. The TDP's Public Involvement Plan (PIP) must set forth a plan for *creating meaningful public engagement* and which *considers comments* by the public, stakeholders, policymakers, and others when making recommendations. The TDP PIP will build on and incorporate adopted public engagement strategies and approaches developed in the Collier MPO Public Participation Plan and Collier Area Transit's public engagement plans.¹

The purpose of this PIP is to provide guidance, written procedures, documentation, and a model for effective communication and meaningful participation by the public. The PIP includes standards and recommended processes and tools for addressing and responding to public comments resulting from outreach, notices, meeting participation, and/or other opportunities where public comment is solicited. It is the intent of the plan to give proper and careful consideration to all comments received and provide a thoughtful response that informs the development of the TDP.

Where possible, this public involvement plan will utilize existing outreach activities, identify gaps, and develop strategies to fill those gaps and meet the following goals:

- Use emerging channels to reach users and non-users of the public transportation system, demonstrating their implementation;
- Identify potential major events to target public outreach activities;
- Define a process to reach all demographic groups including commuters, students, transportation disadvantaged, senior citizens, and persons with disabilities;
- Solicit input from riders whose primary transportation is transit, riders who may use transit occasionally for certain trips, non-riders that would like to use transit at least for some trips, and those who do not consider transit an option to meet their transportation needs;

¹ Collier MPO's Public Participation Plan is available on Collier MPO's website at <https://www.colliermpo.org/get-involved/>. CAT's Public Participation Plan is located on its website at <https://www.ridecat.com/wp-content/uploads/2022/07/Public-Participation-Plan-Update-2022-Final.pdf>.

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- Ensure that questions raised throughout the process are considered, responded to, documented, and synthesized; and
- Complies with federal civil rights and environmental laws and regulations.

Other public engagement activities and plans that may include transit service providers and users to allow the opportunity efficiently and effectively for public comment, and support the planning, development, and provision of public transit, will be consulted. In development of the TDP and within this PIP, opportunities to collaborate on transit services efficiently and effectively with the community will be noted and advanced.

In order to be sufficient, the public involvement plan will be consistent with the state and federal laws and regulations as required. This includes previously provided certifications and assurances with the US (United States) Department of Transportation Federal Highway Administration (USDOT FHWA (Federal Highway Administration)), FTA, Florida Department of Transportation (FDOT), specifically the Transit Development Plan Rule, the Collier MPO PPP, and guidance provided by Collier County.

Title VI

The development of this PIP, its initiatives and strategies comply with Collier MPO, CAT, and Collier County's commitment to ensure compliance with Title VI of the Civil Rights Act. No person shall on the basis of race, color, or national origin, sex, age, disability, family or religious status, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and the Florida Civil Rights Act of 1992 shall be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any program or activity.

Environmental Justice

Title VI of the 1964 Civil Rights Act and the 1994 US Department of Transportation Order on Environmental Justice requires the transportation planning process to identify the needs of low-income and minority populations. This public involvement plan identifies opportunities, initiatives, and the commitment to enhancing public engagement activities that identify and address the needs of minority and low-income populations, facilitating their participation in the planning for and development of transit services.

Limited English Proficiency

Public transportation providers receiving federal funding from USDOT have a responsibility, under Title VI of the Civil Rights Act of 1964, to take reasonable steps to ensure persons with Limited English Proficiency (LEP) have access to benefits, services, information, and other important programs and activities. Persons with LEP including those with a limited ability to read, write, speak, or understand English. This public involvement plan recognizes the needs of LEP communities and seeks their meaningful participation and access.

Special Accommodations

This plan recognizes the importance of facilitating the participation of persons who require special accommodations. Persons who require accommodations under the Americans with Disabilities Act (ADA) or persons who require translation services to participate in public meeting activities will be

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advised on how to request services. This document is consistent with other plans, a notice advising requests for special accommodation should be made at least 48 hours prior to public meetings or workshops. Requests for alternative formatted materials or translations should also be made in advance to accommodate the provision of these materials. All public meeting materials developed will include contact information for the request for special accommodation.

Florida Department of Transportation

The State Public Transit Block Grant program provided by FDOT requires recipients to provide a 10-year TDP, with a major update every 5 years as provided in Rule 14-73.001, FAC.

Specific FDOT requirements for public involvement processes for preparation of the TDP include approving the PIP, soliciting comments from the local Regional Workforce Board, advising partners of all public meetings, and providing partners the opportunity to review and comment during the development of the mission, goals, objectives, alternatives, and development of the 10-year implementation program.

FDOT will be provided with the PIP for review and approval.

TDP PLAN REVIEW AND COMMENT OPPORTUNITIES

At least **30 days** prior to the final public meeting for formal adoption of the TDP, CAT staff will post the draft plan and comment forms on the CAT website.



Review of the draft TDP will include a 30-day public comment period before formal adoption. Public comments will be provided to the Board of County Commissioners and the MPO Board for their consideration in the adoption of the TDP.

Transit Advisory Network – CAT staff will distribute electronic copies of the draft TDP with notice of the public comment period to the Transit Advisory Network (TAN) and others as identified.

Collier MPO Adviser Network/News Announcement – MPO staff will distribute electronic copies of the draft TDP with notice of the public comment period to its adviser network and post a news article on its website inviting public comment.

Advisory Committees – CAT/MPO staff will provide electronic copies of draft plans to applicable advisory committees for review. This will be coordinated with appropriate advisory committee staff liaisons.

Public Comment – CAT/MPO will respond verbally or in writing to all public input received during the public comment period. If Board action is required, when significant written and/or oral comments are received on the draft TDP an amended submission will be prepared. A summary of comments received, and responses will be provided to the adopting Board for review. Public comments follow the 30-day public involvement review period.

MPO Board – The Collier MPO Board will meet after conclusion of the public comment period. The Board will consider the recommendations of reviewing committees, boards, and other stakeholders when adopting the TDP.

Board of County Commissioners - The Collier County Board of County Commissioners will meet after conclusion of the public comment period. The Board will consider the recommendations of reviewing committees, boards, and other stakeholders when adopting the TDP.

Public Workshops and Meetings - If a public workshop is scheduled outside of regularly noticed meetings, CAT staff will submit a news release at least **7 days prior** to the workshop and post notice in the interior advertising area on all buses. CAT staff will respond, and document public comments received at public workshops and note how the comments were considered and incorporated into the plan.

Advertisements - CAT staff will submit a legal advertisement announcing the public comment period in a newspaper of general circulation.

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Local Government Participation - At least 30 days prior to the public meeting and final adoption of the plan, CAT staff will distribute copies of the draft TDP along with public comment forms to local government agency offices and libraries.

PUBLIC INVOLVEMENT PLAN GOALS AND OBJECTIVES

The successful implementation of this PIP is advanced through key objectives identified in the scope for development of the TDP. These objectives are based on overall goals that consider the critical role stakeholders hold and the value they bring by participating in the planning processes. This PIP focuses on the engagement of the public, agency partners, and other stakeholders in the development of the TDP.

Goals

Key goals for this Public Involvement Plan focus on:

- *Engaging all stakeholders, partner agencies, the workforce board and community leaders across Collier County and encouraging their active participation in the development of this major update to the TDP.*
- *Matching public participation and engagement with the appropriate outreach tools to advance TDP objectives including business strategies, compliance, and future transit planning for Collier County.*
- *Aligning with existing public engagement plans which encourage the active participation of stakeholders, residents, and visitors.*

Objectives

To meet the goals of this PIP, the following objectives establish the approach for engagement, involvement, and development of the TDP.

Key Objectives for accomplishing the goals set for this PIP include:

- *Building on existing outreach activities already completed.*
- *Matching existing outreach activities and opportunities to this PIP's needs and identifying and actively addressing any gaps which may exist.*
- *Carrying out the activities identified.*

PUBLIC INVOLVEMENT PLAN TOOLS AND ACTIVITIES

A variety of tools, techniques, and activities are available to meet the goals and objectives of this PIP. While some techniques are well known and established, where possible this plan seeks to expand these tools to include newer tools. The tools noted in this section will be used throughout the development of the TDP and provide sufficient time for meaningful engagement. At least 30 days will be provided for the public to review and comment on the draft TDP.

Existing Public Outreach

Public outreach activities are already underway by CAT and the MPO. CAT routinely conducts online surveys of its riders. CAT and LeeTran, in coordination with Collier and Lee MPOs, recently conducted surveys to determine cross-county transit needs. Both CAT and LeeTran bus operators were interviewed regarding potential regional routes, ridership, and logistics. Collier MPO solicits public input on CAT's paratransit service annually via a public workshop. The workshop is advertised in Naples Daily News and flyers are distributed to numerous stakeholder agencies.

Additional Public Involvement Tools and Activities

TDP Project Working Group – A project working group functions as a project management team providing oversight to ensure tasks, requirements, and compliance items are appropriately considered, planned, and programmed in the development of the TDP. The project team meetings are documented informally with meeting summaries and notes which will become part of the background and premise for this TDP update. The project working group includes representatives from the Collier MPO, Collier PTNE, the Stantec consulting team, and others as needed. This working group held a project kickoff meeting on January 19, 2024, with FDOT to discuss the approach, goals, and overall objectives of the TDP Major Update used to formulate the study's scope. The working group has scheduled monthly meetings to provide project oversight.

TDP Project Review Committee – A project review committee has been established to advance and guide the development of the TDP. The committee includes representatives from the Collier MPO, Collier County PTNE, the Workforce Development Board and FDOT. The project review committee will convene at key milestones to review and comment on draft documents, providing guidance and recommendations to the final outcomes in the TDP update. The project review committee's work will be documented in meeting summaries.

Public Workshops – At least **2 public workshops** will be held during the development of the TDP. The first workshop will focus on feedback, existing services, and gap identification. The second public workshop will be used to vet recommendations, analysis, and future opportunities for transit. All public comments received will be documented and become part of the documentation for this TDP.

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Regional Workforce Development Board – The working group will coordinate with local and the regional workforce development board, providing regular updates at their meetings and at opportunities identified where the Workforce Development Board is present. The Workforce Development Board representative (and FDOT representatives) will be provided with invitations to all meetings where TDP updates are presented and discussed. The working group will identify opportunities for engagement with the Workforce Development representative as part of the TDP development process.

Comprehensive Planning Department – The working group will align development of the TDP with planning efforts of local comprehensive planning departments (set forth in Table 5), identifying strategies that specifically address and enhance the transit system. The planning departments will be advised of all public meetings where the TDP is to be presented or discussed and shall be given an opportunity to review and comment on the TDP during the development of the proposed public transportation projects and services and the 10-year implementation program.

Surveys – PTNE staff may conduct additional surveys to identify the needs of those who do not currently utilize public transit, but potentially could utilize public transit. On-board surveys may also be conducted to obtain passenger feedback and input.

Community Events – Education regarding the TDP effort, surveys and requests for community feedback may be solicited at scheduled community events, such as farmers' markets.

Stakeholder Interviews – Collier MPO and PTNE staff will identify key stakeholders to be interviewed as part of the PIP. Stakeholder interviews may be held in person, or virtually as necessary to facilitate participation. The goal of stakeholder interviews is to gauge the policy, long-term strategies, goals, and objectives of key decision-makers and identify obstacles and opportunities in the development of recommendations and plans. Stakeholder participation will be documented and become part of the TDP.

Discussion Groups/Listening Sessions – The opportunity to discuss the TDP with focused groups will allow for the TDP to consider the specific needs of key stakeholders. Business groups, partner agencies, and others such as the newly formed Affordable Housing Committee provide opportunities for more in-depth and focused conversations. Invitations to hold listening sessions will be extended to 3 to 5 partners to include major employers through economic development initiatives, the Immokalee Community Redevelopment Agency (CRA), the Affordable Housing Advisory Committee, educational institutions, and agencies serving the elderly and transportation disadvantaged. Representatives of the partner and stakeholder agencies will be notified of public meetings and opportunities for participation in the development of the TDP. These opportunities will be documented as part of the TDP development.

Public Transit Advisory Committee (PTAC) – The PTAC will receive updates on the progression of the TDP at their meetings. Their participation and active engagement in the update of the TDP will be solicited and considered. TDP progress reports, opportunities to review draft documents, and other related materials will be submitted as part of the PTAC's agenda and noticed as part of regular meetings. The participation of the PTAC will be documented as part of the development of the TDP. The PTAC will review draft documents and provide feedback and endorsement, as appropriate.

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Transit Advisory Network (TAN) – Notice of the opportunities for participation and invitations to comment on the development of the TDP will be sent out to the TAN. Notices sent out via the TAN will be provided at least 7 days prior to a public workshop or public meeting. Notices may include ongoing opportunities to review and comment as the TDP development progresses.

Open Comment – Through the use of social media, the CAT and MPO website, CAT’s phone app, CAT’s public information kiosk and with invitations, the public will be invited to provide comment throughout the development of the TDP. The recommended email address to capture comments is RideCAT@CollierCountyFL.gov.

Newspaper and Print Media – As the TDP develops and progresses toward adoption by the Collier MPO Board and the Collier County Board of County Commissioners, CAT will publish a public comment period notice in a newspaper of general circulation, including those serving underrepresented communities. Print media may include interior bus cards, handouts, and other printed materials as identified. A notice will be provided encouraging the review and commenting on adoption of the TDP in print media.

Collier MPO Board & Committees – The draft TDP will be provided for review, comment, and potential endorsement at the Collier MPO’s Technical Advisory Committee (TAC) and Citizens Advisory Committee (CAC). The final TDP will be presented to the MPO Board for approval. Other opportunities for TAC/CAC review and other committees’ review may be identified and provided updates, invitations to participate, along with discussion and review of recommendations for their comment. Public comments received during board and committee meetings will be tracked and reflected in the public comment matrix and included as part of the TDP update.

Collier County Public Offices and Libraries – The draft TDP will be provided for review and comment at various public locations including Collier County government offices and at Collier County libraries.

Previous Public Comments Received – The development of the TDP will include a review of previous comments received which have relevance for the updated plan.

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FDOT TDP RULE

The Florida Department of Transportation requires, as a condition of the State Public Transit Development Block Grant program, compliance with TDP Rule 14-73.001 FAC. Specially, FDOT reviews and approves the activities and intentions of TDP’s PIP. FDOT requirements include:

- ✓ Review and approval of the TDP’s Public Involvement Plan
- ✓ Identification of Public Involvement activities to be held in development of the TDP
- ✓ Notice and participation of the local Regional Workforce Board

The following table identifies the FDOT checklist for compliance with public involvement activities in support of development of the TDP. It is noted, pending legislation and state rule making may change the requirements and evaluation criteria used by FDOT to determine compliance. Where needed, adjustments and documentation will be provided to meet FDOT requirements for adoption of the TDP by the established deadline.

Table 1 FDOT Compliance Matrix

This table identifies the Florida Department of Transportation’s Transit Development Plan rule requirements for Public Involvement, explains how the requirement was met and where the activity is discussed in this Public Involvement Plan.

TDP RULE REQUIREMENT	HOW THE REQUIREMENT WAS MET	REFERENCE
Must be approved by FDOT	FDOT will be provided with the Public Involvement Plan for review and approval.	PIP Page 7 states this requirement. A placeholder has been provided for the transmittal letter and FDOT approval.
Provide opportunity for public involvement	Public involvement efforts in the early and later phases of the TDP development have been identified.	PIP Page 8 identifies tools to be used throughout the development process. These include advance notice of opportunities to review and comment on the TDP.
Establish time limits for receipt of comments	Established time limits for receipt of comments has been established.	PIP Page 9 identifies time limits for receipt of comments.
Outline of public involvement activities planned	Outline of public involvement activities and resources in support of the TDP development is documented in the PIP.	PIP Page 8 identifies tools to be used throughout the development process. These include advance notice of opportunities to review and comment on the TDP.

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A Component of the Transit Development Plan -Major Update

TDP RULE REQUIREMENT	HOW THE REQUIREMENT WAS MET	REFERENCE
Solicit comments from Regional Workforce Board	An invitation to the local Regional Workforce Board to serve on the Project Review Committee is part of the review process. Comments from the Regional Workforce Board will be solicited, documented, and addressed as part of public comments.	PIP Page 11 identifies the Workforce Board participation, notification, and invitations to participate will be provided.
Invite FDOT, Regional Workforce Board, and MPO to all public meetings	Coordination efforts with FDOT, Regional Workforce Board, and MPO are planned, documented and part of the PIP.	PIP Page 9.
Provide opportunities for FDOT, Regional Workforce Board, and MPO to review and comment on the mission, goals, objectives, alternatives, and 10-year implementation program	Plan for sharing items with FDOT, Regional Workforce Board, and MPO for comment are noted in the PIP, built into the project schedule and currently ongoing.	PIP Page 8.
Include a description of the process used and the public involvement activities undertaken	Description of each activity is provided.	PIP Pages 5-6; 8-10.
Establish time limits for receipt of comments	Time limits for receipt of comments are provided for each activity. In addition, CAT has provided an ongoing open comment period so as to provide the best opportunity to engage the public.	PIP Pages 5-6.

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

Placeholder to Transmittal Letter to FDOT

RESPONDING TO PUBLIC COMMENTS

This PIP documents the standard the working group has established for responding to public comment. There is recognition that soliciting and engaging the public is only part of the plan's goals. Careful consideration and appropriate documentation of public comments is necessary to the development of the TDP.



CAT/MPO staff will respond verbally or in writing to all public input received during the public comment period within 30 days of receipt of the public comment. All comments received will become part of the TDP development.

Should formal BCC action be required when significant written and/or comments are received on the draft plan, appropriate action will be undertaken to address the comment for BCC action.

The Public Comment Matrix illustrated below will be used to capture and document public comments received. This matrix will be included in the final documents for transparency and accountability.

Where appropriate and to the greatest extent possible, the public comment matrix will capture public comments and document critical information, including the following:

- Context - The context in which the public comment was provided and/or solicited. Identification of the document, agenda, topic, or meeting which is the subject of the public comment is necessary to understanding effective outreach.
- Public Comment – The unchanged and noted comment received.
- Contact Information – The name and contact information and where possible, demographic information will be requested to help understand participation and outreach levels.
- Comment Type – Identification and grouping of comment types allows for analysis and identification of major comments. This will include identification of key words to allow for cross-referencing and reporting.
- Response - Documentation of the acknowledgement and response provided, if any. This will include how the public comments were considered.

Table 2 Public Comment Matrix

This table represents the matrix used to document public comments received throughout the project. The matrix provides critical information, documenting how comments were solicited, received, and addressed. The matrix will be updated throughout the project.

REF. NO.	PUBLIC COMMENT	RESPONSE	KEY WORDS – ACTION AREA	RESULTING ACTION
<i>The table is blank.</i>				

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

APPENDIX A: PROJECT SCHEDULE

This public involvement plan includes the project schedule with key milestone dates. It is important to note that the project schedule is updated monthly as progress towards completion of the TDP is noted. The schedule provided here provides the key activities, date scheduled, and the public involvement activity completed. Upon completion of the TDP major update, the final project schedule will be provided in the completed plan.

TDP Project Schedule and Public Involvement Opportunities

This table shows the current project schedule, noting the activity, date scheduled, and a description of the activity undertaken. Public Involvement activities are noted for emphasis. The table will be updated as public engagement activities are scheduled.

TDP ACTIVITY	DATE	ACTIVITIES
Request for Proposal	October 25, 2023	<ul style="list-style-type: none">• Collier MPO requested a proposal and fee for the major update to CAT's TDP. The proposal acknowledged the importance of a Public Involvement Plan• Requirements for a PIP were included in the Scope of Services, documenting requirements for robust public engagement
Notice to Proceed	January 15, 2024	<ul style="list-style-type: none">• Notice to Proceed includes identified deliverables including the PIP• Requires development of a project plan and schedule which includes a PIP
Collier County Public Transit Advisory Committee (PTAC)	January 17, 2024	<ul style="list-style-type: none">• Attendance at PTAC• Committee advised major update to the TDP underway• Advised PTAC review, comment and continued engagement requested• The committee provides for comments from the public. Meeting is advertised
Deliver Project Schedule	January 19, 2024	<ul style="list-style-type: none">• Developed project schedule• Identified PIP deliverable• Early identification of Public Involvement Opportunities. Information sharing
TDP Kickoff Meeting	January 19, 2024	<ul style="list-style-type: none">• Reviewed project schedule• Discussed Public Involvement Plan, state, federal, Collier County and Collier MPO requirements for PIP• Discussion of PIP approach, identification, and team coordination

Collier Area Transit Public Involvement Plan

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TDP ACTIVITY	DATE	ACTIVITIES
Collier MPO Technical Advisory Committee (TAC)	January 22, 2024	<ul style="list-style-type: none"> Attendance at TAC Committee advised major update to the TDP underway Advised TAC that its review, comment and engagement requested The committee provides for comments from the public. Meeting is advertised
Collier MPO Citizen Advisory Committee (CAC)	January 22, 2024	<ul style="list-style-type: none"> Attendance at CAC Committee advised major update to the TDP underway Advised CAC that its review, comment, and continued engagement requested The committee provides for comments from the public. Meeting is advertised
Collier MPO Local Coordinating Board for the Transportation Disadvantaged (LCB)	March 6, 2024	<ul style="list-style-type: none"> At the LCB annual public workshop, MPO staff advised major update to the TDP underway Advised that LCB members and public workshop attendees' engagement in public involvement opportunities was requested The committee provides for comments from the public. Meeting is advertised
Public Engagement Plan	March 30, 2024	<ul style="list-style-type: none"> Develop in partnership with working group Submit draft to FDOT for comment and approval
Tech Memo 1 – System Analysis	July 1, 2024	<ul style="list-style-type: none"> Review draft with working group Finalize draft Present for review and comment
Tech Memo 2 – TBEST Model Analysis & Recommendation	August 1, 2024	<ul style="list-style-type: none"> Review draft with working group Finalize draft Present for review and comment
Tech Memo 3 – Trend Analysis & FDOT Rule Compliance	September 1, 2024	<ul style="list-style-type: none"> Review draft with working group Finalize draft Present for review and comment
Tech Memo 4 – Revenue Tables	September 1, 2024	<ul style="list-style-type: none"> Review draft with working group Finalize draft Present for review and comment
Draft TDP with Required Elements	March 1, 2025	<ul style="list-style-type: none"> Review draft with working group Finalize draft Present for review and comment
Public Comment Period Issued (minimum of 30 days)	March 2025	<ul style="list-style-type: none"> Solicit public input on the draft TDP

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

TDP ACTIVITY	DATE	ACTIVITIES
PTAC Review and Comment of TDP Draft	March 19, 2025	<ul style="list-style-type: none"> • Present draft TDP for review and comment • The committee provides for comments from the public. Meeting is advertised
MPO-TAC	March 24, 2025	<ul style="list-style-type: none"> • Present draft TDP for review and comment • The committee provides for comments from the public. Meeting is advertised
MPO- CAC	March 24, 2025	<ul style="list-style-type: none"> • Present draft TDP for review and comment • The committee provides for comments from the public. Meeting is advertised
Analysis of Public Involvement	April/May 2025	<ul style="list-style-type: none"> • Finalize analysis of public comment • Draft summary document
Final Proposed TDP	June 1, 2025	<ul style="list-style-type: none"> • Incorporate necessary revisions based on comments received • Provide proposed final TDP to PTNE and MPO
MPO Board	June 13, 2025	<ul style="list-style-type: none"> • Final proposed TDP presented to MPO Board for approval • The Board provides for comments from the public • Meeting is advertised
Collier BCC	June/July 2025	<ul style="list-style-type: none"> • Final proposed TDP presented to Collier BCC for approval • The Board provides for comments from the public • Meeting is advertised
Final Deliverable	September 1, 2025	<ul style="list-style-type: none"> • Final TDP Major provided to FDOT for review and approval

**Note – this table provides the project schedule, which will continue to be updated with accomplishments*

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

APPENDIX B: CONTACTS

The implementation of this plan and its objectives relies on the efforts and contributions of various stakeholders. Stakeholder collaboration ensures the development of the Collier Area Transit's Transit Development Plan is developed with the input and insight of the residents and visitors of Collier County and other interested parties. The work, as documented in this Public Involvement Plan, seeks to create meaningful engagement through readily available partners whose information is listed below.

Contacts

This table provides the name, agency and contact information for persons involved in the development of this plan and the major update of Collier Area Transit's Transit Development Plan. Notices will be provided via electronic mail or telephone, as appropriate. Contacts will be updated as they are identified.

NAME	AGENCY	CONTACT INFORMATION
COLLIER MPO		
Dusty May Hansen, Senior Planner Project Manager	Collier MPO 2885 S Horseshoe Drive Naples, Florida 34104	239-252-5850 office 239-315-1019 mobile Dusty.Hansen@colliercountyfl.gov
Anne McLaughlin, Executive Director	Collier MPO 2885 S Horseshoe Drive Naples, Florida 34104	239-252-5884 office 239-919-4378 mobile Anne.Mclaughlin@colliercountyfl.gov
COLLIER AREA TRANSIT		
Brian Wells, Division Director	Public Transit & Neighborhood Enhancement Division 8300 Radio Road Naples, Florida 34104	239-252-5841 office Brian.Wells@colliercountyfl.gov
Omar DeLeon, Transit Manager	Public Transit & Neighborhood Enhancement Division 8300 Radio Road Naples, Florida 34104	239-252-4996 office 239-207-0424 mobile Omar.deleon@colliercountyfl.gov
Alexander Showalter, Senior Planner	Public Transit & Neighborhood Enhancement Division 8300 Radio Road Naples, Florida 34104	239-252-5849 office Alexander.showalter@colliercountyfl.gov
FLORIDA DEPARTMENT OF TRANSPORTATION		
Michelle Peronto, Transit Programs Administrator	Florida Department of Transportation – District 1	863-519-2551 Michelle.peronto@dot.state.fl.us
Candice Monroy, Transit Projects Coordinator	Florida Department of Transportation – District 1	239-225-1982 Candice.Monroy@dot.state.fl.us

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

NAME	AGENCY	CONTACT INFORMATION
FLORIDA DEPARTMENT OF TRANSPORTATION		
Peyton McLeod, Congestion Management Multi-modal Planner	Florida Department of Transportation – District 1	813-486-6917 Peyton.Mcleod@dot.state.fl.us
Rohan Sadhai, Congestion Management Multi-Modal Planner	Florida Department of Transportation – District 1	863-519-2484 Rohan.sadhai@dot.state.fl.us
STANTEC – CONSULTING TEAM		
Frank Domingo, PE Project Manager	Stantec Consulting Services Inc	941-232-1534 Frank.Domingo@stantec.com
Carmen Monroy, Deputy Project Manager	Stantec Consulting Services Inc	239-225-4819 Carmen.Monroy@stantec.com
WORKFORCE DEVELOPMENT BOARD		
Suseth Cunningham, Center Supervisor	CareerSource Southwest Florida 750 S 5 th Street Immokalee, Florida 34142	239-658-3300 scunningham@careersourcesouthwestflorida.com
Edward Conrad	SWFL Regional Workforce Development Board / CareerSource Southwest Florida 3050 Horseshoe Dr N STE 110 Naples, Florida 34104	239-436-4301, ext. 2172 econrad@careersoucesouthwestflorida.com
INTERGOVERNMENTAL COORDINATION		
Daniel R. Rodriguez	Collier County Deputy County Manager	(239) 252-8383 Dan.Rodriguez@colliercountyfl.gov
Beth Petrunoff	City of Naples Council Member	239-213-1004 bpetrunoff@naplesgov.com
Raymond Christman	City of Naples Council Member	239-213-1035 rchristman@naplesgov.com
Jay Boodheshwar	Naples City Manager	239-213-1030 citymanager@naplesgov.com
Jared Grifoni	Marco Island Council Member	jgrifoni@marcocitycouncil.com
Becky Irwin	Marco Island Council Member	BIrwin@marcocitycouncil.com
Michael McNees	Marco Island City Manager	239-389-5000 mmcnees@cityofmarcoisland.com

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

NAME	AGENCY	CONTACT INFORMATION
	Collier MPO Board	c/o Ann McLaughlin, MPO Executive Director (239) 252-8602
Chris Hall	Collier County Commissioner for District 2	Chris.hall@colliercountyfl.gov louise.jarvis@colliercountyfl.gov
William L. McDaniel, Jr.	Collier County Commissioner for District 5	(239) 252-8605 Bill.McDaniel@colliercountyfl.gov cristina.tiberia@colliercountyfl.gov
Scott Teach, Deputy County Attorney	Collier County Attorney's Office	239-252-5755 Scott.Teach@colliercountyfl.gov
Dominic Gemelli, Director	Lee County Transit (LeeTran)	239-533-0319 DGemelli@leegov.com

COMPREHENSIVE PLANNING DEPARTMENT

Lorraine Lantz, Manager	Collier County Transportation Planning	239-252-5779 Lorraine.Lantz@colliercountyfl.gov
Trinity Scott, Department Head	Collier County Transportation Management Services Department	239-252-5873 Trinity.Scott@colliercountyfl.gov
James French, Department Head	Collier County Growth Management Division	239-252-2400 James.French@colliercountyfl.gov
Christopher Mason, Director	Collier County Community Planning & Resiliency	239-252-2932 Christopher.Mason@colliercountyfl.gov
Cormac Giblin, Director	Collier County Housing Policy & Economic Development	239-252-2460 Cormac.Giblin@colliercountyfl.gov
Mike Bosi, Director	Collier County Zoning Division	239-252-1061 Michael.Bosi@colliercountyfl.gov
Mary Holden, Planning Manager	City of Marco Island Growth Management Department	239-389-3975 mholden@cityofmarcoisland.com
Erica Martin, Director	City of Naples Planning Department	239-213-1050 emartin@naplesgov.com PlanningEmail@naplesgov.com
Don Scott, Executive Director	Lee MPO	239-244-2220 dscott@leempo.com

TECHNICAL SUPPORT

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

NAME	AGENCY	CONTACT INFORMATION
Jay Ahmad, P.E., Director	Collier County Transportation Engineering Division	239-252-5826 Jay.Ahmad@colliercountyfl.gov
Justin Martin, Director	City of Marco Island Public Works Department	239-389-5184 jmartin@cityofmarcoisland.com
Alison Bickett	City of Naples Traffic Engineer	(239) 213-5000 abickett@naplesgov.com
MOBILITY PARTNERS		
c/o Cormac Giblin, Division Director of Collier County Economic Development & Housing	Collier County Affordable Housing Advisory Committee	239-252-2460 Cormac.Giblin@colliercountyfl.gov
Tami Scott, Project Manager	Bayshore Gateway Triangle CRA	239-252-8845 <u>tami.scott@colliercountyfl.gov</u>
Christie A. Betancourt, Program Manager	Immokalee CRA	239-867-0028 Christie.Betancourt@colliercountyfl.gov
Arthrex c/o Mike Boose, HR	Larger Employer	mike.boose@arthrex.com
Kristina Park, CEO Greater Naples Chamber of Commerce	Small Business	239-262-6376 kristina@napleschamber.org
Danny Gonzalez, President Immokalee Eastern Chamber of Commerce	Small Business	239-657-3237 immokaleechamberofcommerce@gmail.com
Collier County Tourism Department Sandra Rios, Public Relations	Tourism	239-252-2379 <u>Sandra.Rios@colliercountyfl.gov</u>
John Lai, Collier Chapter Director	Florida Restaurant & Lodging Association	239-209-6068 jlai@frla.org
Collier County Community and Human Services Division Kristi Sonntag, Director	Social Services	(239) 252- 2273 Kristi.Sonntag@colliercountyfl.gov

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

NAME	AGENCY	CONTACT INFORMATION
Fla. Dept. of Children & Families Circuit 20 Krystalee Salgado, Client Relations	Social Services	877-595-0384 SCR.C20.client.relations@myflfamilies.com
Youth Haven Kelly Starke, VP of Programs Lighthouse of Collier, Inc.	Social Services	(239) 774-2904 kelly.starke@youthhavenswfl.org
Rick Hart, Supervisor Asst. Tech.	Social Services	239-430-3934 rick@lighthouseofcollier.org
Area Agency on Aging for SWFL Sarah Gualco, Director of Programs & Planning	Senior Services	(239) 652-6926 sarah.gualco@aaaswfl.org
Collier County Public Services, Services for Seniors Danielle Mordaunt, Program Manger	Senior Services	239-252-2233 Danielle.Mordaunt@colliercountyfl.gov
Florida Agency for Healthcare Administration Michael Stahler, Human Services Specialist	Health Care	(239) 335-1251 Michael.Stahler@ahca.myflorida.com
NCH	Health Care	(239) 624-5000
Physicians Regional Healthcare System	Health Care	(239) 354-6000
Collier County Public Schools Dr. Leslie Ricciardelli, Superintendent	Education	239-377-0001 ricciale@collierschools.com
Florida Southwestern State College Gail Murphy, Collier Campus Director	Education	239-732-3792 gail.murphy@fsw.edu
Lorenzo Walker Technical College John Monda, Director	Education	(239) 377-0900 mondaj@collierschools.com

Collier Area Transit Public Involvement Plan

A Component of the Transit Development Plan -Major Update

Collier County Public Offices and Libraries

The draft TDP will be provided at various public locations during the 30-day review period. These locations include the Collier County government offices and libraries listed below.

Collier County Government Offices

Collier County Administrative Offices

North Collier Government Offices

3299 Tamiami Trail East

Naples, Florida 34112

Tel 239-252-4311

Collier Area Transit

8300 Radio Road

Naples, Florida 34104

Tel 239-252-7777

Collier Museum at the Government Center

3331 Tamiami Trail East

Naples, Florida 34112

Tel 239-252-8476

Immokalee Pioneer Museum at Roberts Ranch

1215 Roberts Avenue West

Immokalee, Florida 34142

Tel 239-252-2611

Marco Island Historical Museum

180 South Heathwood Drive

Marco Island, Florida 34145

Tel 239-252-1440

Collier County Chamber of Commerce

2335 Orange Blossom Drive

Collier Area Transit Public Involvement Plan

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Naples, Florida 34109

Tel 239-252-8999

Collier County Transportation Management Offices

2885 Horseshoe Drive South

Naples, Florida 34104

Tel 239-252-8192

Collier County Libraries

Everglades City Library

102 Copeland Avenue, North

Everglades City, Florida 34139

Tel 239-695-2511

Naples Regional Library

650 Central Avenue

Naples, Florida 34102

Tel 239-252-5135

South Regional Library

8065 Lely Cultural Parkway

Naples, Florida 34113

Tel 239-252-7542

Vanderbilt Beach Library

788 Vanderbilt Beach Road

Naples, Florida 34108

Tel 239-252-7160

East Naples Library

8787 Tamiami Trail East, #3313

Naples, Florida 34113

Tel 239-252-7140

Estates Library

Collier Area Transit Public Involvement Plan

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1266 Golden Gate Boulevard

Naples, Florida 34120

Tel 239-252-7109

Collier Library System Headquarters Regional Library

2385 Orange Blossom Drive

Naples, Florida 34109

Tel 239-252-7356

Marco Island Library

210 S Heathwood Drive

Marco Island, Florida 34145

Tel 239-252-7064

Immokalee Library

417 North First Street

Immokalee, Florida 34142

Golden Gate Library

24323 Lucerne Road

Naples, Florida

Tel 941-455-1441

EXECUTIVE SUMMARY
Reports and Presentations
Item 5b
Draft Regional Fare and Service Study

Objective:

To present and gain committee's approval of the Draft Regional Fare and Service Study completed by Jacobs Engineering.

Considerations:

The Collier Area Transit (CAT) Regional Service and Regional Fare Study was performed with the Collier Metropolitan Planning Organization (MPO) and CAT to evaluate the prospect of implementing a new regional transit corridor for CAT to provide a new service between Collier County and Lee County, connecting to the Lee County Transit (LeeTran) system. This Study proposes a new regional connection operated by CAT and analyzes existing conditions and funding opportunities.

This draft is being presented today by the Jacobs Engineering team and will be discussed with PTAC to solicit any comment or feedback.

Recommendation:

Approval of the Regional Fare and Regional Service Study

Attachment:

CAT PIP Final Draft

Prepared by:  Date: 3/14/24
Alexander Showalter, PTNE Senior Planner

Approved by:  Date: 3/14/24
Omar DeLeon, Transit Manager



1

Agenda

1. Project Purpose
2. Study Methodology
3. Candidate Corridors and Ranking
4. Public Involvement
5. Recommended Regional Route
6. Route Development
7. Fare Policy Analysis
8. Conclusion

2

Project Purpose



To evaluate prospective additional regional bus routes to provide service between Collier County and Lee County. *CAT bus drops off in Lee County to connect to LeeTran.*



To evaluate and provide a recommendation for a regional fare structure that would be implemented with any future regional service.

3

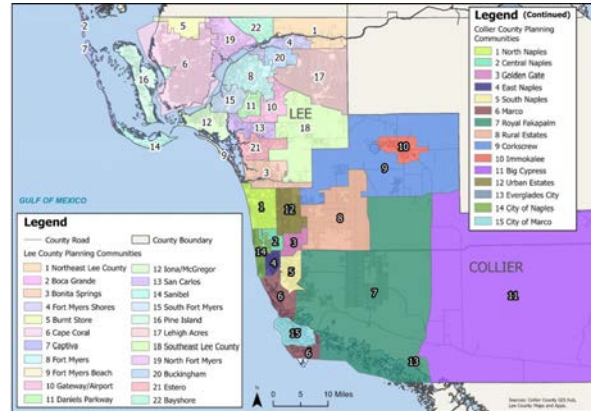
Study Methodology

4

Existing Travel Patterns

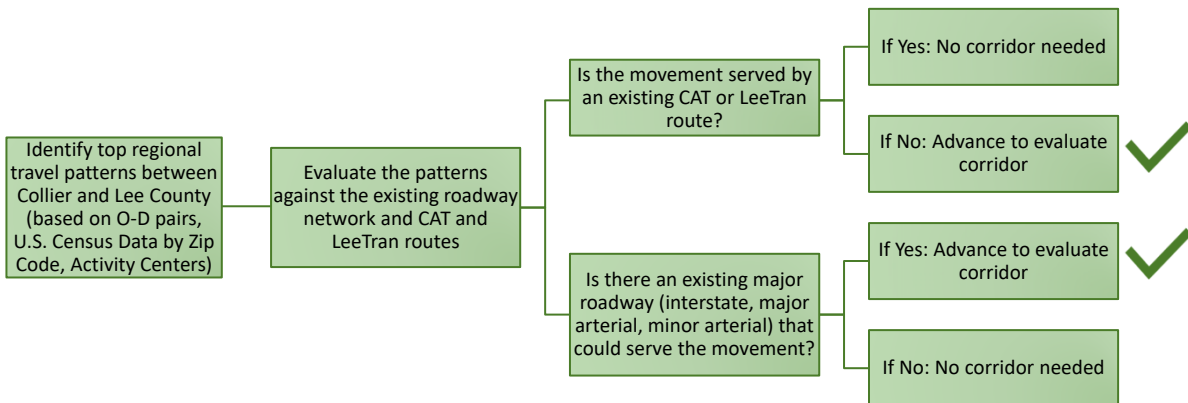
Travel patterns and cross-county transit needs were evaluated using 5 different data sets:

1. Collier MPO's 'Origin-Destination Report' Data
2. CAT and LeeTran Ridership
3. U.S. Census Data and Demographics
4. Key Activity Centers and Workforce Commutes
5. Existing Transit Development Plans for CAT and LeeTran



5

Candidate Corridor Evaluation Methodology



6

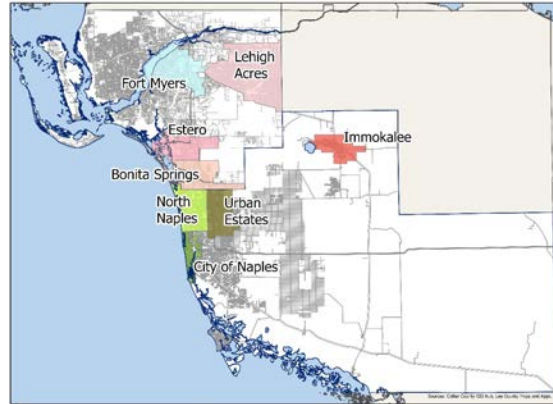
Origin-Destination Data

Top-four trips from Collier County to Lee County:

1. North Naples to Bonita Springs
2. Urban Estates to Bonita Springs
3. City of Naples to Bonita Springs
4. **Immokalee to Lehigh Acres**

Top-four trips from Lee County to Collier County:

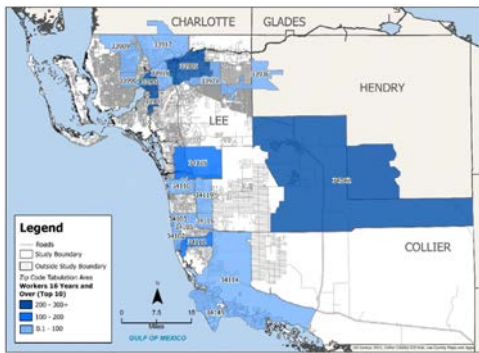
1. Bonita Springs to North Naples
2. Fort Myers to North Naples
3. Estero to North Naples
4. **Lehigh Acres to Immokalee**



7

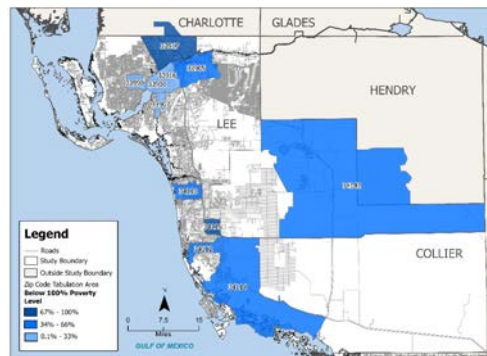
U.S. Census Data

Use Public Transportation as Means of Transportation to Work - Workers 16 Years and Over (Top 10)



Rank	County	Zip Code	Estimate	County	Zip Code	Estimate
1	Collier	34142	718	Lee	33901	319
2	Collier	34112	120	Lee	33905	302
3	Collier	34114	99	Lee	33907	223
4	Collier	34110	48	Lee	34135	130
5	Collier	34119	23	Lee	33909	93
6	Collier	34145	18	Lee	33936	90
7	Collier	34105	15	Lee	33916	89
8	Collier	34102	9	Lee	33917	80
9	Collier	34103	7	Lee	33990	78
10	Collier	34116	7	Lee	33971	61

Use Public Transportation as Means of Transportation to Work (workers 16 years and over) - For whom poverty status is determined below 100% of Poverty Level

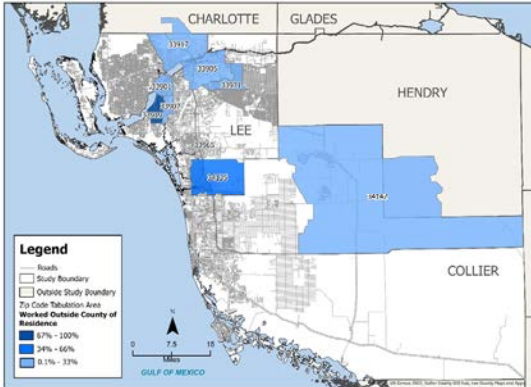


Rank	County	Zip Code	Estimate (%)	County	Zip Code	Estimate (%)
1	Collier	34116	71.4	Lee	33917	83.8
2	Collier	34114	53.5	Lee	33905	34.8
3	Collier	34142	42.5	Lee	33907	27.4
4	Collier	34112	40	Lee	33916	25.8
5	Collier	34110	39.6	Lee	33901	18.8
6				Lee	33990	1.3

8

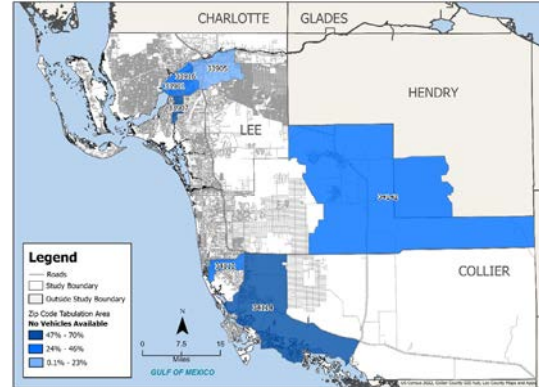
U.S. Census Data

Use Public Transportation as Means of Transportation to Work (workers 16 years and over) - **Worked outside County of Residence**



Rank	County	Zip Code	Estimate (%)	County	Zip Code	Estimate (%)
1	Collier	34142	8.5	Lee	33919	100
2				Lee	34135	43.1
3				Lee	33907	17.5
4				Lee	33905	15.9
5				Lee	33971	13.1
6				Lee	33901	11
7				Lee	33965	8.6
8				Lee	33917	1.3

Use Public Transportation as Means of Transportation to Work (workers 16 years and over) - **No Vehicles Available**

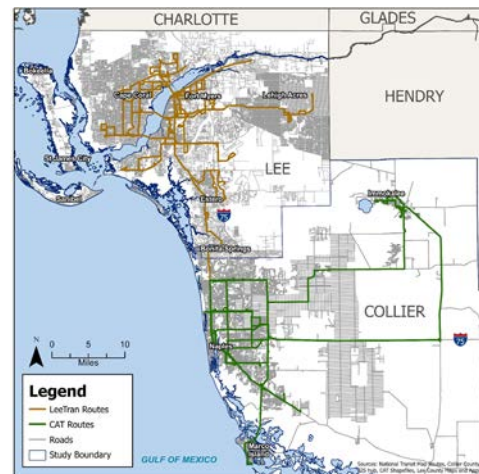


Rank	County	Zip Code	Estimate (%)	County	Zip Code	Estimate (%)
1	Collier	34114	68.1	Lee	33907	63.7
2	Collier	34142	39.2	Lee	33901	36.4
3	Collier	34112	33.3	Lee	33916	31
4				Lee	33905	21.2

9

Existing CAT and LeeTran Routes

There is no direct transit route connecting Immokalee and Lehigh Acres.



10

O-D Pair (Collier County to Lee County)	Is this pair served by an existing CAT or LeeTran route?	Source of O-D pair	Was this identified as a top O-D pair from a Lee County to Collier County? ^a	Is there a transit need or priority to serve the O-D pair? ^b	Should this be advanced as a candidate corridor?
UF/IFAS to Lehigh Acres Immokalee to Lehigh Acres	No	CAT and LeeTran TDPs	Yes, Immokalee is the top Collier County destination for trips beginning in Lehigh Acres.	All categories for both Collier and Lee counties: Workers 16 years old and older who use public transportation as main mode of transportation, poverty status below 100% of poverty level, place of work is outside county of residence, and no vehicles available in household	Yes, identified as a need in the CAT and LeeTran TDPs, and transit needs identified in U.S. Census data.
I-75 Premium Express Option 1: Collier County Government Campus to Gulf Coast Town Center East Naples to San Carlos	No	CAT TDP	No	Collier: Workers 16 years old and older who use public transportation as their main mode of transportation and have no vehicles available in household Lee: None	Yes, identified as a need in the CAT TDP, and transit needs identified in U.S. Census data.
I-75 Premium Express Option 2: Pine Ridge Road to RSW and Colonial Boulevard Urban Estates to Gateway/Airport and Fort Myers	No	LeeTran TDP	No	Collier: None Lee: (for ZCTA 33905 – Fort Myers) Workers 16 years old and older who use public transportation as main mode of transportation, poverty status below 100% of poverty level, work outside county of residence, and no vehicles available in household	Yes, identified as a need in the LeeTran TDP, and transit needs identified in U.S. Census data.
I-75 Premium Express Option 3: Collier County Government Campus to RSW and Colonial Boulevard East Naples to Gateway/Airport and Fort Myers	No	Combination form of CAT and LeeTran TDPs.	No	Collier: Workers 16 years old and older who use public transportation as main mode of transportation, poverty status below 100% of poverty level, no vehicles available in household Lee: (for ZCTA 33905 – Fort Myers) Workers 16 years old and older who use public transportation as main mode of transportation, poverty status below 100% of poverty level, work outside county of residence, and no vehicles available in household	Yes, identified as a need in the CAT and LeeTran TDPs, and transit needs identified in U.S. Census data.
North Naples to Bonita Springs	Yes – LinC Route	O-D Report Data	Yes, North Naples is the top Collier County destination for trips beginning in Bonita Springs.	Collier: None Lee: (Sections of Bonita Springs in ZCTA 34135) Workers 16 years old and older who use public transportation as main mode of transportation and work outside county of residence	No, there is already an existing route serving this O-D pair.

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Urban Estates to Bonita Springs	No	O-D Report Data	No	Collier: Small area identified as workers 16 years old and older who use public transportation and live below 100% of the poverty level Lee: (Sections of Bonita Springs in ZCTA 34135) Workers 16 years old and older who use public transportation as main mode of transportation and work outside county of residence	Yes, since the proposed I-75 Premium Express covers the area, an alternative corridor to evaluate would be Livingston Road to Imperial Parkway.
City of Naples to Bonita Springs	Yes – CAT network and LinC	O-D Report Data	No	Collier: None Lee: (Sections of Bonita Springs in ZCTA 34135) Workers 16 years old and older who use public transportation as main mode of transportation and work outside county of residence	No, there is already an existing route serving this O-D pair.
Immokalee to Lehigh Acres	No	O-D Report Data	Yes, Immokalee is the top destination in Collier County for trips beginning in Lehigh Acres.	All categories for both Collier and Lee counties: Workers 16 years old and older who use public transportation as main mode of transportation, poverty status below 100% of poverty level, place of work is outside county of residence, no vehicles available in household	This O-D pair can be serviced by the proposed UF/IFAS and Lehigh Acres Route as identified in both CAT and LeeTran TDPs.
Golden Gate to Bonita Springs	No	U.S. Census Data	No	Collier: Transit need for area below 100% of poverty level; however, O-D Report data are showing top trips are not going to Lee County Lee: (Sections of Bonita Springs in ZCTA 34135) Workers 16 years old and older who use public transportation as main mode of transportation and work outside county of residence	No. Since most daily trips from Golden Gate are staying within Collier County, implementing a cross-county route is not a priority for this O-D pair.

^a Based on the O-D Report data.
^b Based on U.S. Census data.

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Candidate Corridors

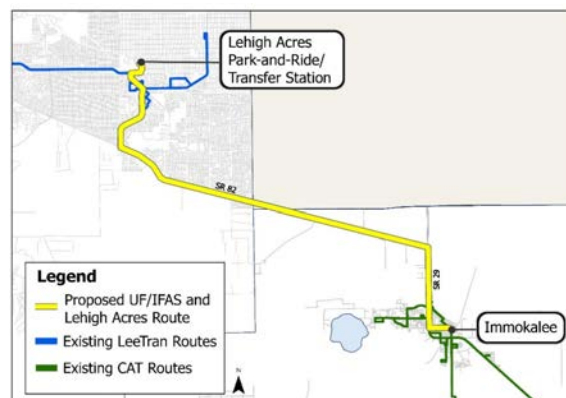
Based on the evaluation matrix, we developed the following candidate corridors:

1. UF/IFAS and Lehigh Acres Route
2. I-75 Premium Express
3. Urban Estates and Bonita Springs Route

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UF/IFAS and Lehigh Acres Route

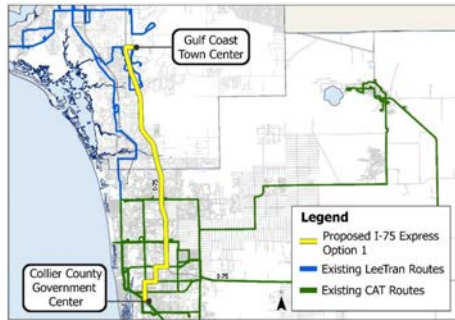
- Provides service between the Immokalee Health Department Transfer Station and Lehigh Acres Park-and-Ride Transfer Station.



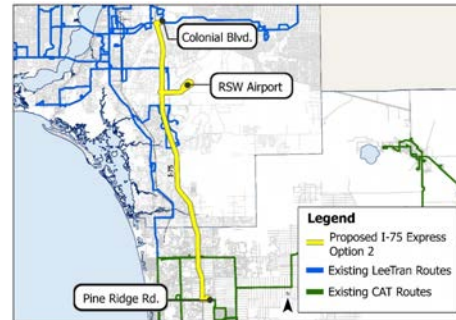
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I-75 Premium Express

Option 1: Collier County Government Center to Gulf Coast Town Center



Option 2: Pine Ridge Road to RSW and the Forum/Colonial Blvd

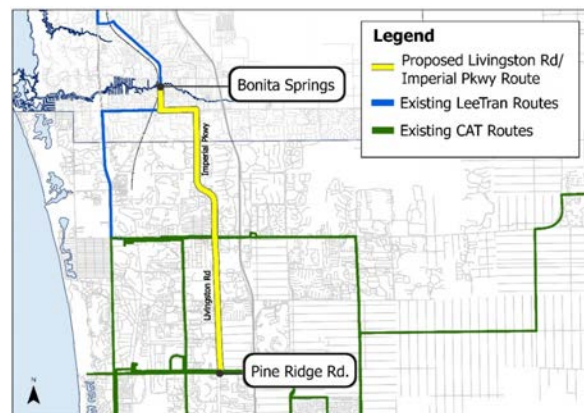


Option 3: Collier County Government Center to RSW and the Forum/Colonial Blvd – developed as hybrid version of Options 1 and 2 following discussions with CAT and LeeTran.

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Urban Estates and Bonita Springs Route

- Provides transit service between the Urban Estates and Bonita Springs subareas.



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Candidate Corridor Rankings

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Corridor Evaluation Form

Origin-Destination (O-D) Pair
Planning Communities: Collier ZCTA(s): 34142 Lee ZCTA(s): 33936, 33971, 33972, 33973, 33976, 33974

Proposed Regional Corridor (Identify proposed main road and general endpoints):
 UF/IFAS and Lehigh Acres Route - from Immokalee Health Department to new Lehigh Acres Transfer Center, along SR 29 and SR 82

Evaluation Criteria

Based off US Census Data:

1. Are either of the corridor endpoints within the top ZCTA's within 2019, 2020, or 2021 for workers whose means of transportation to work was public transportation?
(both endpoints in top 3= 10 pts; one endpoint in top 3= 8 pts; both endpoints in top 5= 6 pts; one endpoint in top 5= 4 pts)

Immokalee (34142) is the top endpoint for Collier County in this category for 2019-2021.	8	1	8
--	---	---	---

2. Are either of the corridor endpoints within the top ZCTA's within 2019, 2020, or 2021 for workers who take public transportation to work who are at or below the poverty level?
(both endpoints in top 3= 10 pts; one endpoint in top 3= 8 pts; both endpoints in top 5= 6 pts; one endpoint in top 5= 4 pts)

Immokalee (34142) is the top endpoint for Collier County in this category for 2019-2021.	8	3	24
--	---	---	----

3. Are either of the corridor endpoints within the top ZCTA's within 2019, 2020, or 2021 for workers who take public transportation to work and also work outside their county of residence?
(both endpoints in top 3= 10 pts; one endpoint in top 3= 8 pts; both endpoints in top 5= 6 pts; one endpoint in top 5= 4 pts)

Immokalee (34142) is the top endpoint for Collier County in this category for 2019-2021. Lehigh Acres (33971) is within the top 3 endpoints in this category for 2019-2021.	10	3	30
---	----	---	----

4. Are either of the corridor endpoints within the top ZCTA's within 2019, 2020, or 2021 for workers who take public transportation to work and also live in a household with no vehicles available?
(both endpoints in top 3= 10 pts; one endpoint in top 3= 8 pts; both endpoints in top 5= 6 pts; one endpoint in top 5= 4 pts)

Immokalee (34142) is within the top 3 endpoints for Collier County in this category for 2019-2021.	8	3	24
--	---	---	----

5. Do either of the corridor endpoints fall within a Census-designated place?
(both endpoints= 10 pts; one endpoint= 5 pts)

Immokalee and Lehigh Acres are both CDPs.	10	1	10
---	----	---	----

Based off O-D Report Data:

6. Does the Collier County subarea fall within the top 5 Collier County origins for trips from Collier to Lee County?
(Collier subarea ranked first= 10 pts; ranked second= 8 pts; ranked third= 6 pts; ranked fourth= 4 pts; ranked fifth= 2 pts)

Immokalee produces the fourth most external trips to Lee County.	4	3	12
--	---	---	----

7. Does the Lee County subarea fall within the top 5 Lee County origins for trips from Lee to Collier County?
(Lee subarea ranked first= 10 pts; ranked second= 8 pts; ranked third= 6 pts; ranked fourth= 4 pts; ranked fifth= 2 pts)

Lehigh Acres produces the fourth most external trips to Collier County.	4	3	12
---	---	---	----

General Questions:

8. Is this corridor identified as regional transit need in a long range plan for CAT or LeeTran?
(Within 1 min= 10 pts; Within 2 min= 8 pts; Within 5 min= 4 pts; > 5 min= 0 pts)

This route was identified as a future need in the CAT and LeeTran TDPs.	10	3	30
---	----	---	----

Corridor Evaluation Form

	Score	Weight	Total
9. Do the proposed planning communities in the O-D pair have an existing or planned transfer station? <small>(both endpoints= 10 pts; one endpoint= 5 pts; a planned transfer station in 2040 LRTP= 2 pts)</small>	10	2	20
10. Do either of the corridor endpoints fall within an area of high employment density according to the CAT or LeeTran TDPs? <small>(both endpoints= 10 pts; one endpoint= 5 pts)</small>	10	3	30
11. Approximately how much longer does using the existing transit system take compared to driving a direct route on this corridor? <small>> 1 hour= 10 pts; between 30 minutes and 1 hour= 8 pts; between 10 and 30 minutes= 4 pts; < 10 minutes= 0 pts)</small>	10	2	20

Comments:

Total Score:
220
of 270 pts
81.48%

It is important to note how inconvenient it is for people traveling from Immokalee to Lehigh Acres via public transit. The shortest option is still over 6 hours and not at a convenient time. Bus riders have to first travel into Naples, then to Fort Myers, before finally ending in Lehigh Acres.

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Corridor Ranking

Ranking	Candidate Corridor	Score	Percentage
1	UF/IFAS and Lehigh Acres Route (Immokalee to Lehigh Acres)	220/270	81.48%
2	I-75 Premium Express – Option 2 (Pine Ridge Road to RSW and the Forum)	178/270	65.93%
3	I-75 Premium Express – Option 3 (Collier County Government Center to RSW and the Forum)	168/270	62.22%
4	Urban Estates and Bonita Springs Route (Livingston Road/Imperial Parkway Route)	133/270	49.26%
5	I-75 Premium Express – Option 1 (Collier County Government Center to Gulf Coast Town Center)	128/270	47.41%

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Public Involvement

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Public Outreach

Public outreach was collected through:

- Paper and online survey
- Bus stop interviews
- Bus operator interviews

Public involvement materials were available in:

- English
- Spanish
- Creole - contact



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Public Input Survey

The Regional Survey was distributed to:

- Current Riders
 - Onboard CAT and LeeTran busses and at stops (flier and paper survey)
- CAT Stakeholders (email)
- CAT webpages and social media
- Lee MPO boards and committees
- FDOT Transit Office (app and social media)

In the survey, participants were asked to rank how often they would use each of the proposed regional transit routes.

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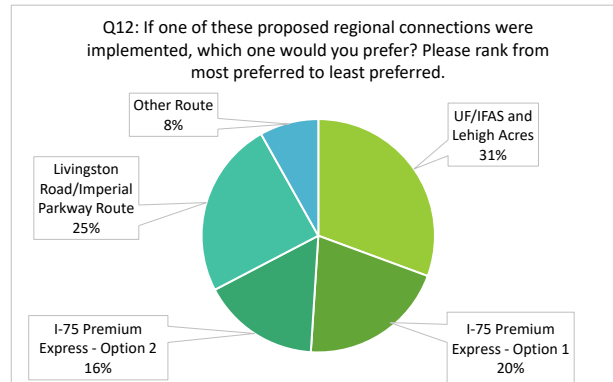
Public Survey - Candidate Corridor Ranking

All Participants: The **I-75 Premium Express – Option 2** received the most first place rankings.

- 140 out of 199 (70%) of these participants do not ride the bus.

Bus Riders only: The **UF/IFAS and Lehigh Acres** route received the most first place rankings.

- 59 participants indicated that they ride the bus.



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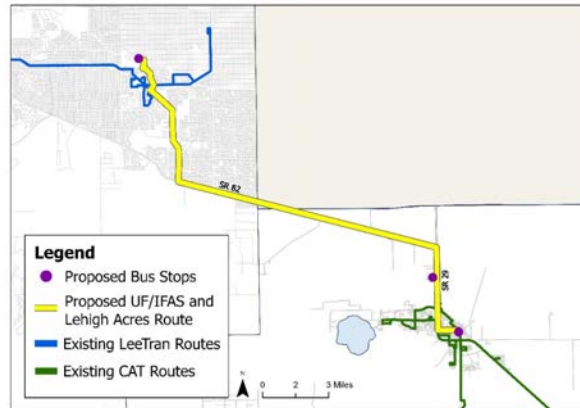
Recommended Regional Route

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Recommended Regional Route

UF/IFAS and Lehigh Acres Route

Based O-D data, U.S. Census Data, identified transit needs, and public comments this recommended route was determined.



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Route Development

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Route Development

Collier County Bus Stops:

Immokalee Health Department Transfer Facility: This facility is under construction and expected to be completed by late 2024.

- Starting point for the proposed route.
- Turnaround point for the route’s inbound and outbound service.

UF/IFAS Satellite Campus Bus Stop: This stop is proposed along the existing southbound right-turn lane to the campus.

- Proposed for inbound service only.

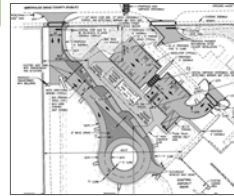
Lee County Bus Stop:

Lehigh Acres Park-and-Ride Transfer Facility: This facility is under construction and expected to be completed by early 2025 as a park-and-ride lot and a transfer station for the Lehigh Acres area

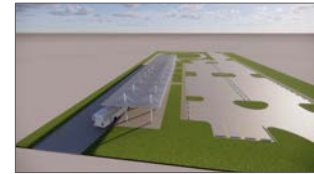
- Turnaround point for the route’s inbound and outbound service.



SDPA Application



LeeTran – Current Projects



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Cost Estimate

Capital Costs:

- Cost of bus and equipment
- Bus stop improvements
 - Immokalee and Lehigh Acres are in progress for upgraded transfer stations

Annual Operating Cost:

- Approx. \$605,000 per year
- Using CAT’s current average operating cost of \$112/hour for a route.

Expense	Cost
30-foot Diesel Bus	\$571,000.00
Fare Collection Equipment	\$7,700.00
Bus Stop Improvements ^a (UF/IFAS satellite campus bus stop only)	\$50,000.00
Total Capital Cost (2024 Dollars)	\$628,700.00

^a Includes design and permitting

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Annual Operating Costs

Annual Operating Cost is approximately \$605,000 per year. This was determined using CAT's current average operating cost of \$112/hour for a route.

Travel Type	Miles	Travel Type	Hours	Annual Cost Type	Annual Operating Cost
Daily Revenue Miles	333.3	Daily Revenue Hours	11.0	Total operating cost per revenue hour	\$450,000.00
Deadhead Miles	87.2	Deadhead Hours	3.8	Total deadhead cost (hours)	\$155,000.00
Daily Platform Miles	420.5	Daily Platform Hours	14.8	Total operating cost per platform hour	\$605,000.00

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Proposed Route Schedule

Outbound			Inbound				
Immokalee Health Department	Anticipated Drive Time ^a	Lehigh Acres Park-and-Ride Transfer Facility	Anticipated Drive Time ^a	UF/IFAS Satellite Campus	Anticipated Drive Time ^a	Immokalee Health Department	Layover
6:00 a.m.	40 minutes	6:40 a.m.	40 minutes	7:20 a.m.	15 minutes	7:35 a.m.	10 minutes
7:45 a.m.	45 minutes	8:30 a.m.	35 minutes	9:05 a.m.	10 minutes	9:15 a.m.	10 minutes
9:25 a.m.	40 minutes	10:05 a.m.	35 minutes	10:40 a.m.	10 minutes	10:50 a.m.	130 minutes
Break							
1:00 p.m.	40 minutes	1:40 p.m.	35 minutes	2:15 p.m.	10 minutes	2:25 p.m.	10 minutes
2:35 p.m.	40 minutes	3:15 p.m.	35 minutes	3:50 p.m.	10 minutes	4:00 p.m.	10 minutes
4:10 p.m.	45 minutes	4:55 p.m.	35 minutes	5:30 p.m.	10 minutes	5:40 p.m.	10 minutes
5:50 p.m.	40 minutes	6:30 p.m.	30 minutes	7:00 p.m.	10 minutes	7:10 p.m.	

^a Anticipated drive time is estimated based on Google Maps drive time at each departure time period, using the longest duration from the range identified. An additional 5 minutes was added to the drive time for traffic delays.

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Public Input Recommendations

Perform additional public survey to collect input on specific details for the new route including:

- Preferred times of service
- Service frequency
- Bus stops

Have a bilingual staff member available to perform the surveys at Immokalee and Lehigh Acres bus stops.

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Fare Policy Analysis


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Advantages and Disadvantages of Separate and Joint Fare Structures		
Fare Policy Type	Advantages	Disadvantages
Separate Fare Structure	<ul style="list-style-type: none"> ▪ No additional fees caused by analyzing/distributing revenue shares. ▪ No need to develop an interlocal agreement for fare/revenue shares. ▪ No "lost fares" or disagreements over fares due to changes in costs and payment programs. ▪ Immediate revenue collection (no delay in money distribution). 	<ul style="list-style-type: none"> ▪ Requires riders to purchase multiple bus passes when traveling between jurisdictions. ▪ May cost riders more money if frequently traveling between jurisdictions (for example, must buy a monthly pass from each agency or the daily fare capping). ▪ If both agencies operate the same route, inconvenience to riders to determine the amount of funds to load on each bus pass. ▪ If both agencies operate the same route and fares vary, overcrowding may occur on the less-expensive bus.
Joint Fare Structure	<ul style="list-style-type: none"> ▪ Seamless payment options that may be used across jurisdictions. This is only applicable if the regional pass is valid on all routes in both counties, including local and regional. ▪ May encourage ridership. ▪ May provide cost savings for riders frequently traveling between jurisdictions. 	<ul style="list-style-type: none"> ▪ Potential for "lost fares" if one jurisdiction decides to adopt a fare-free policy (for example, the case with the Manatee-Sarasota agreement). ▪ Additional administrative fees (split proportionately based on responsibilities) due to analyzing/distributing revenue shares between transit agencies. ▪ Requires additional staff hours and responsibilities including: <ul style="list-style-type: none"> - Development and approval of an interlocal agreement - Assign personnel for host agency, project manager, and administrative staff - Meetings and coordination - Consistency with hardware and software systems and updates - Establishment of a shared bank account ▪ Delay in money distribution/revenue collection.

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Fare Policy Recommendation

Maintain a Separate Fare Structure.



Since the proposed additional regional route would be operated by a CAT bus and there is only one existing regional route, which is operated by a LinC bus, **it is recommended to maintain the existing separate fare structure**, where each agency charges their own fares and retains revenues collected on their own respective vehicles. This was reviewed and agreed to by both LeeTran and CAT.

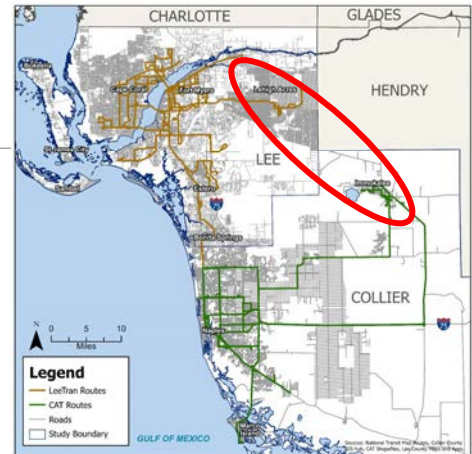
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Conclusion

Recommendation:

- **Implement the UF/IFAS and Lehigh Acres Route.**
- **Maintain a Separate Fare Structure.**

- ✓ Both Immokalee and Lehigh Acres demonstrate a **significant transit need**.
- ✓ Immokalee and Lehigh Acres are within the **top-four intercounty O-D pairs** for travel between Collier County and Lee County.
- ✓ There is **no existing transit route** that connects Immokalee and Lehigh Acres.
- ✓ The route has been previously **identified in the CAT and LeeTran TDPs** as a future need.
- ✓ The route was ranked **most preferred** by survey participants that typically ride the bus.
- ✓ The route provides a needed transit connection for workforce commutes that is anticipated to **support economic growth**.

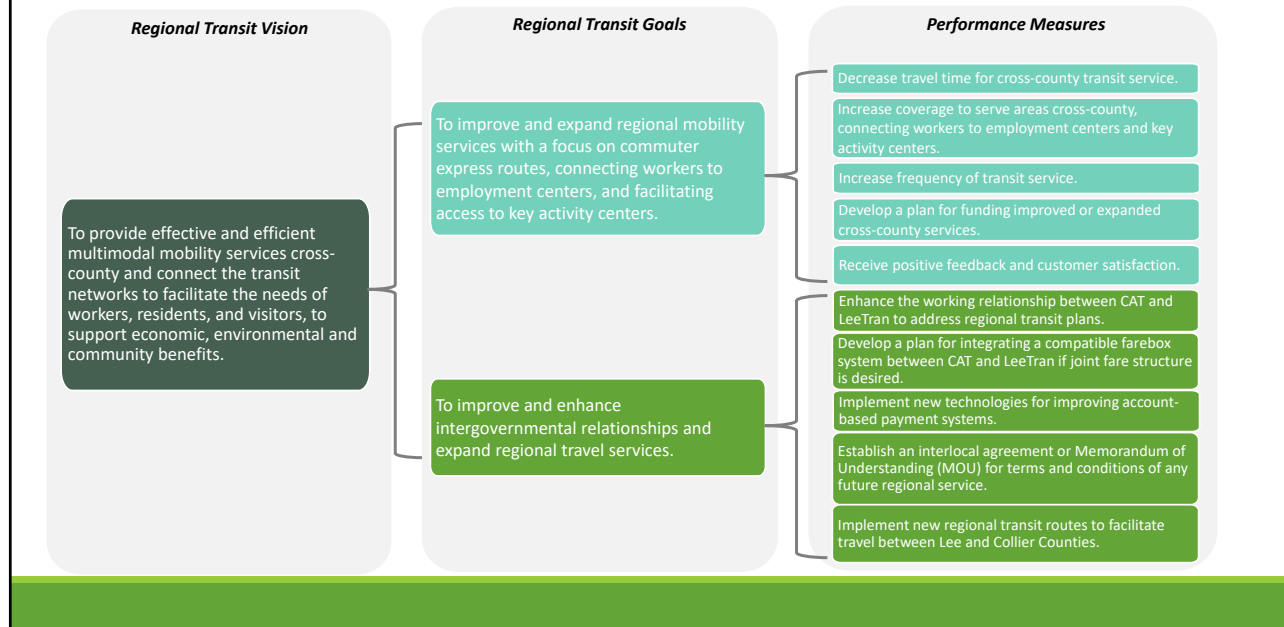


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Thank you!

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Regional Transit Vision Framework



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Task II: Transit Investment and Policy Assessment

Neighboring regional service agreements were evaluated for their fare/revenue structures.

- Manatee County (MCAT) and Sarasota County (Breeze)
- Hillsborough County (HART), Pinellas County (PSTA), Hernando County (TheBus)
- Miami-Dade County (Metrobus) and Broward County (BCT)
- Miami-Dade County (Metrobus) and Monroe County

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Joint Fare Structures

- Regional Inter-Jurisdictional Mobility Project
 - Hillsborough County (HART)
 - Pinellas County (PSTA)
 - Hernando County (TheBus)

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Regional Inter-Jurisdictional Mobility Project

- Implemented a shared-payment system, “Flamingo Fares” which allows for seamless purchases of bus passes on one application that may be used across jurisdictions.
 - *These routes operate a joint-fare structure.*
- Consists of a Regional Working Group (RWG) that includes:
 - Hillsborough Area Regional Transit (HART)
 - Pinellas Suncoast Transit Authority (PSTA)
 - Hernando County Transit (TheBus)



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Regional Inter-Jurisdictional Mobility Project

Sarasota County and Pasco County dropped out of the agreement:

- Sarasota County: Manatee County opted out of using the Flamingo Fares system which left a gap in the regional service area since Sarasota and Manatee Counties jointly-operate a regional route. This resulted in Sarasota County dropping out in Spring 2021.
- Pasco County: Per the Executive Summary for the BCC for Termination letter approval (1/11/22):

BACKGROUND SUMMARY/ALTERNATIVE ANALYSIS:

The Pasco County BOCC has participated in the Regional Revenue Collection and Inter-Jurisdictional Mobility Project through Hillsborough Area Regional Transit since April 2013. Since that time, the project has seen a sharp increase in costs to the County and citizens with minimal operational success. The ability to provide the same or greater customer service with lower cost alternatives confirms Pasco County should procure a more cost-effective service for the citizens.

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Regional Inter-Jurisdictional Project Operating & Administrative Responsibilities

- HART (host agency) is responsible for:
 - Creating a shared bank account and serving as fiscal agent
 - Distributing funds
 - Paying for (or finding grant funding for) administrative costs for the project for the first year only
 - Distributing the administrative costs split proportionately by boardings after the first year (farebox's calculation for distribution of revenues).
 - Coordinating with third-party vendors for equipment, software, and services.

Operating Responsibilities by Function

Function	HART	Hernando County (TheBus)
Back Office Configuration	X	
Back Office Monitoring	X	
Back Office Equipment Maintenance	X	
Data Warehouse	X	
Disaster Recovery	X	
Device Monitoring	X	X
Front End Device Monitoring	X	X
Cash Revenue Collection	X	X
E-fare Fiscal Agent	X	
Financial Settlement	X	
Customer Service	X	X
Card Fulfillment	X	
Reporting	X	
Cellular Service Provider	X	X
Software Maintenance Contract	X	
Marketing and Communications	X	X

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HART/PSTA Passport

- Monthly pass that provides unlimited intercounty service on any HART or PSTA **local or express bus**, including regional express routes.
- Fare revenue is **split based on tap allocations** and distributed to each agency based on percentage of taps within the 1-month period.
 - For example, out of 100 taps, if HART received 40 and PSTA received 60, the monthly revenue would be distributed by 40% to HART and 60% to PSTA.

HART/PSTA PASSPORT

Provides unlimited travel on all HART and PSTA local, and express service for an entire calendar month.

INTERCOUNTY FARE	\$85.00
------------------	---------

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Financial Implications of a Joint-Fare Structure

HART projected an overall increase in annual credit card costs due to the implementation of this program. These numbers are based on an assumption of 3.5% rider increase.

\$2,281.44 increase in annual credit card/administrative costs after implementing Flamingo Fares system

HART Monthly Credit Card Costs FY 16	HART Annual Credit Card Costs FY 16	HART Monthly Estimated Credit Card Costs FY 19	HART Estimated Annual Credit Card Costs FY 19
\$ 5,432.00	\$ 65,184.00	\$ 5,622.12	\$ 67,465.44
Model for Entire RWG per month FY 16	Model for Entire RWG Annual Costs FY 16	Model for Entire RWG per month FY 19	Model for Entire RWG Annual Costs FY19
\$ 12,179.37	\$ 146,152.44	\$ 12,605.65	\$ 151,267.78

- How is the CAT payment system setup? Any fees?

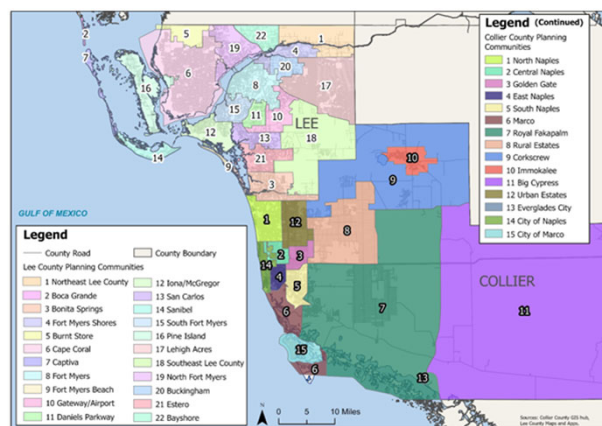
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Origin-Destination Report – Regional Travel Data

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Top Trips between Collier and Lee Counties

- O-D Data based off Collier and Lee County Planning Community boundaries
- O-D Report Data was evaluated for travel patterns between Collier and Lee County



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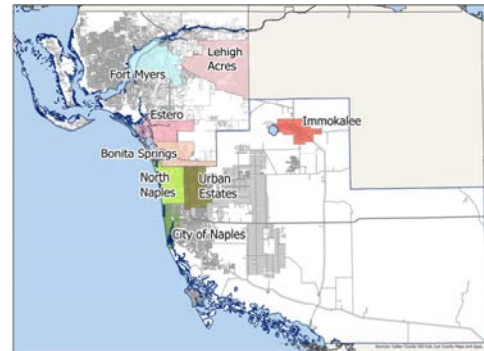
Top Trips between Collier and Lee Counties

Top trips from Collier County were evaluated based on Lee County subareas and the number of trips ending in these destinations daily based on O-D data.

The top four trip producers from Collier County to Lee County are:

1. North Naples
2. Urban Estates
3. City of Naples
4. Immokalee

Each of these four origins was evaluated separately for their top three destinations in Lee County.

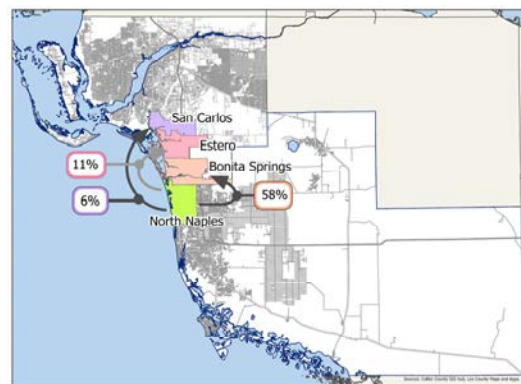


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Top Trips from North Naples to Lee County

North Naples generates the most external trips to Lee County, with over 30,000 trips daily. The origin-destination pair with the most intercounty trips is North Naples-Bonita Springs.

Origin	Total Trips from North Naples to Lee County	Destination	Total Trips	Percent of total trips from North Naples to Lee County
North Naples	31,499	Bonita Springs	18,387	58%
		Estero	3,392	11%
		San Carlos	1,950	6%

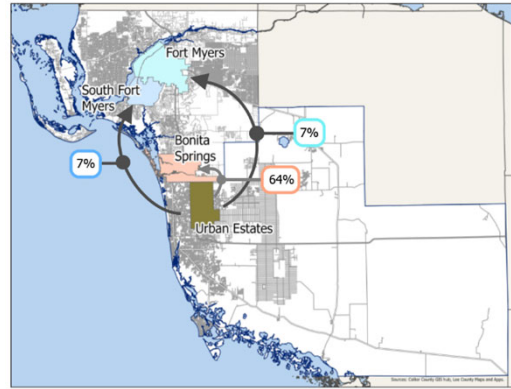


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Top Trips from Urban Estates to Lee County

The Collier County subarea with the next most trips to Lee County is Urban Estates, with over 10,000 daily trips. The top three destinations for these trips are Bonita Springs, Fort Myers, and South Fort Myers. Of these three, Bonita Springs occupies a significant portion with over 6,000 daily trips

Origin	Total trips from Urban Estates to Lee County	Destination	Total Trips	Percent of total trips from Urban Estates to Lee County
Urban Estates	10,676	Bonita Springs	6,796	64%
		Fort Myers	772	7%
		South Fort Myers	726	7%

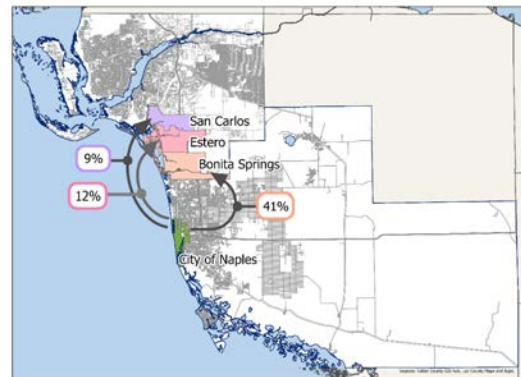


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Top Trips from City of Naples to Lee County

The City of Naples subarea in Collier County generates over 7,000 daily trips to Lee County with Bonita Springs being the destination for approximately 41% of these trips with over 3,000 total.

Origin	Total trips from City of Naples to Lee County	Destination	Total Trips	Percent of total trips from City of Naples to Lee County
City of Naples	7,436	Bonita Springs	3,047	41%
		Estero	907	12%
		San Carlos	668	9%



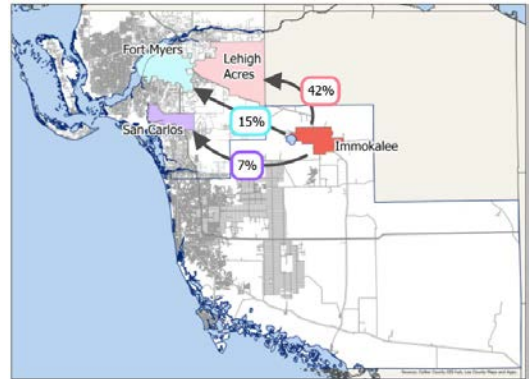
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Top Trips from Immokalee to Lee County

Of the 6,263 external trips from Immokalee to Lee County subareas, the highest trips to Lee County have the destination of Lehigh Acres at 42% of these trips.

Origin	Total Trips from Immokalee to Lee County	Destination	Total trips	Percent of total trips from Immokalee to Lee County
Immokalee	6,263	Lehigh Acres	2,639	42%
		Fort Myers	967	15%
		San Carlos	453	7%

✓ **Priority O-D Pair:**
Immokalee-Lehigh Acres



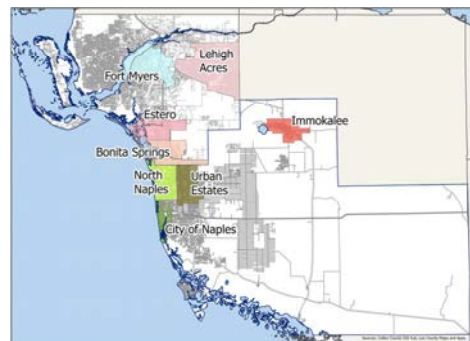
51

Top Trips from Lee County to Collier County

Top trips from Lee County were evaluated based on Collier County subareas and the number of trips ending in these destinations daily. The top four trip producers to Collier County from Lee County are:

- Bonita Springs
- Fort Myers
- Estero
- Lehigh Acres

Each of these four origins were evaluated separately for their top three destinations in Lee County.

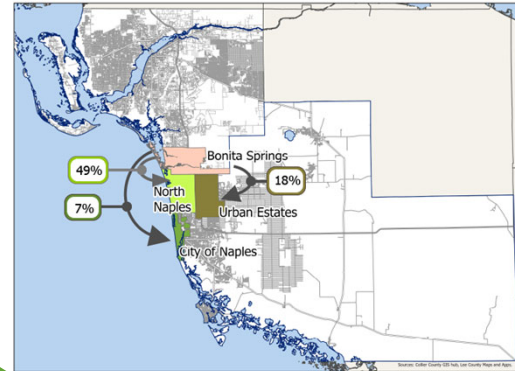


52

Top Trips from Bonita Springs to Collier County

North Naples receives the highest percent of these trips with almost half of the total trips from Bonita Springs to Lee County destinations.

Origin	Total trips from Bonita Springs to Collier County	Destination	Total Trips	Percent of total trips from Bonita Springs to Collier County
Bonita Springs	31,828	North Naples	15,689	49%
		Urban Estates	5,748	18%
		City of Naples	2,377	7%



✓ **Priority O-D Pair: Served by existing LinC Route**

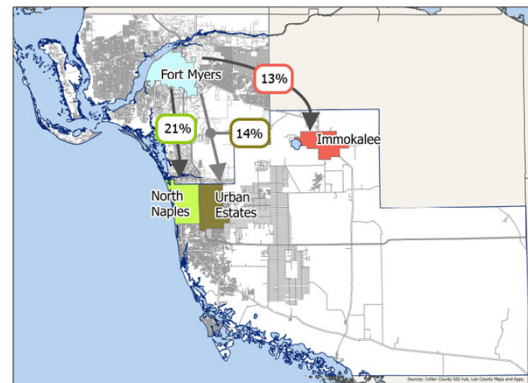
Origin	Total Trips from North Naples to Lee County	Destination	Total Trips	Percent of total trips from North Naples to Lee County
North Naples	31,499	Bonita Springs	18,387	58%
		Estero	3,392	11%
		San Carlos	1,950	6%

53

Top Trips from Fort Myers to Collier County

The Fort Myers subarea produces the second most trips to Collier County, with approximately 9,500 daily trips. The largest percentage of these trips end in North Naples at about 21%.

Origin	Total trips from Fort Myers to Collier County	Destination	Total Trips	Percent of total trips from Fort Myers to Collier County
Fort Myers	9,552	North Naples	2,051	21%
		Urban Estates	1,378	14%
		Immokalee	1,230	13%



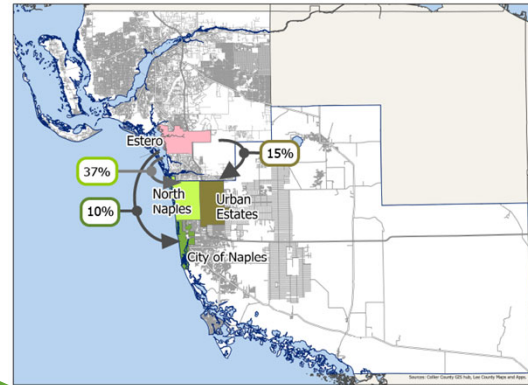
Origin	Total Trips from North Naples to Lee County	Destination	Total Trips	Percent of total trips from North Naples to Lee County
North Naples	31,499	Bonita Springs	18,387	58%
		Estero	3,392	11%
		San Carlos	1,950	6%

54

Top Trips from Estero to Collier County

Estero produces the third most trips to Collier County, with over 9,000 trips daily. Of these 9,000 trips, 37% of them end in North Naples.

Origin	Total Trips from Estero to Collier County	Destination	Total Trips	Percent of total trips from East Naples to Collier County
Estero	9,211	North Naples	3,437	37%
		Urban Estates	1,360	15%
		City of Naples	940	10%



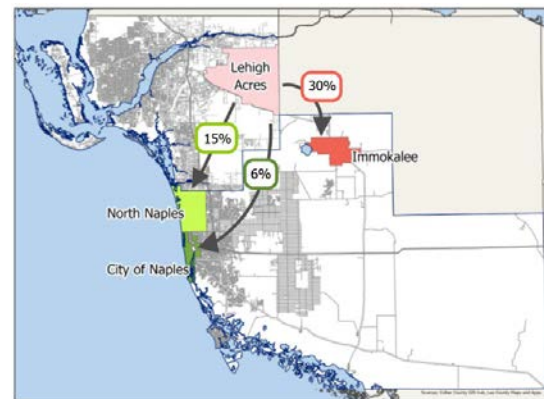
Origin	Total Trips from North Naples to Lee County	Destination	Total Trips	Percent of total trips from North Naples to Lee County
North Naples	31,499	Bonita Springs	18,387	58%
		Estero	3,392	11%
		San Carlos	1,950	6%

55

Top Trips from Lehigh Acres to Collier County

The Immokalee subarea has the highest proportion of trips that begin in Lehigh Acres and end in Collier County.

Origin	Total Trips from Immokalee to Lee County	Destination	Total Trips	Percent of total trips from Lehigh Acres to Collier County
Lehigh Acres	8,422	Immokalee	2,542	30%
		North Naples	1,307	15%
		City of Naples	566	6%

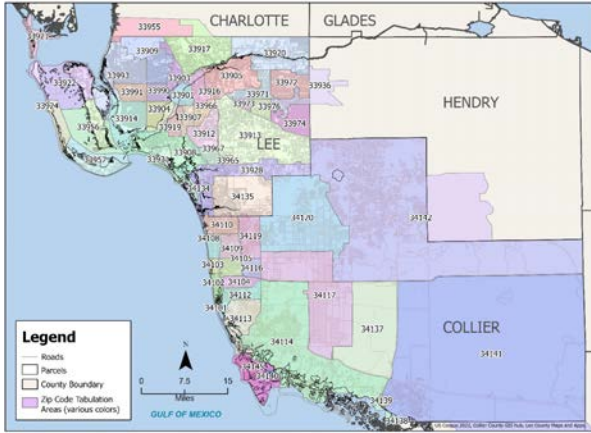


✓ **Priority O-D Pair:**
Lehigh Acres-Immokalee

Origin	Total Trips from Immokalee to Lee County	Destination	Total trips	Percent of total trips from Immokalee to Lee County
Immokalee	6,263	Lehigh Acres	2,639	42%
		Fort Myers	967	15%
		San Carlos	453	7%

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U.S. Census Data



- US Census Data was evaluated using Zip Code Tabulation Areas
- Demographic analysis for populations who are most likely and report to use public transit to get to work
- American Community Survey 5-year estimates, subject tables for 2021
 - Means of Transportation to Work: Public Transportation
 - By selected characteristics

EXECUTIVE SUMMARY
Reports and Presentations
Item 6a
Collier Area Transit Paradise Beach Trolley

Objective:

To update the Committee on the Beach Bus route to be reintroduced as the Paradise Beach Trolley, providing service from Conner Park to Delnor-Wiggins Pass State Park and Vanderbilt Beach.

Considerations:

Collier Area Transit (CAT) is again offering a beach bus, rebranded as Paradise Beach Trolley, to Collier County residents and visitors.

The Paradise Beach Trolley started service on President's Day weekend, February 16th-20th, and will last until April 28th, 2024. The service consists of a free trolley traveling in a loop from Delnor-Wiggins Pass State Park to Vanderbilt Beach stopping at Conner Park in between.

The Paradise Beach Trolley operates from 8:00 a.m. to 3:00 p.m., then again from 4:30 p.m. to 7:00 p.m. The service will be offered Fridays through Mondays with a 30-40 minute frequency. Additionally, CAT will be offering the Paradise Beach Trolley through the week of spring break (Mar. 10-15) and the week leading up to Easter (Mar. 25-30).

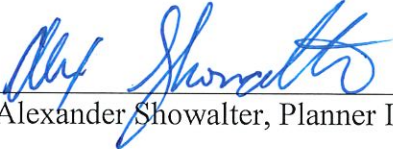
Overall, CAT has had great success in growing the Beach Bus service in previous operating years and plans continue to provide the service.

Recommendation:


None

Attachment:

Beach Bus Route Map

Prepared by: 
Alexander Showalter, Planner II

Date: 3/14/24

Approved by: 
Omar DeLeon, Transit Manager

Date: 3/14/24



2

Bluebill Ave.

1

Conner Park

Wiggins Pass

Gulf Shore Drive

Vanderbilt Drive

3

Vanderbilt Beach Rd.

Vanderbilt Beach

