

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE  
MEETING

NAPLES, FLORIDA

SEPTEMBER 18, 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  
Cliff Donenfeld  
Dewey Enderle  
Sonja Lee Samek (Excused)  
Benita Staadecker  
Open Seat

ALSO PRESENT: Brian Wells, Director, Collier County PTNE  
Omar DeLeon, Public Transit Manager, Collier County PTNE  
Alexander Showalter, Senior Planner, Collier County PTNE  
Keyla Castro, Operations Support Specialist, Collier County PTNE  
Rosio Garcia, Operations Analyst, Collier County PTNE  
Marika Maldonado, Paratransit Manager, Collier County PTNE  
Samantha Markham, Project Manager, Stantec  
Elena-Ortiz Rosado, Marketing Manager, Collier County PTNE  
Corene Sanger, Management Analyst, Collier County PTNE  
Liz Soriano, Project Manager, Collier County PTNE  
Jacob Stauffer, Transit Planner, MV Transportation  
Mark Talaga, Collier Area Transit IT Manager, Collier County PTNE  
Nolan Begley, Fixed Route Manager, MV Transportation

**1. Call to Order**

**Chair DiMarco** called the meeting to order at 1:00 P.M.

**2. Roll Call**

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

**3. Approval of Agenda**

*Vice Chair Berry moved to approve the Agenda as presented. Second by Ms. Staadecker. Carried unanimously 5 - 0.*

**4. Approval of Minutes**

*Ms. Staadecker moved to approve the minutes of the August 21, 2024, Public Transit Advisory Committee meetings as amended:*

*Add: Also Present – Dusty Siegler, Senior Planner, Collier County MPO.*

*Second by Vice Chair Berry. Carried unanimously 5 - 0.*

**5. Committee Action**

**a. None**

**6. Reports and Presentations**

**a. Marco Trolley Update**

**Mr. Showalter** presented the Executive Summary “*Marco Island Trolley Pilot*” to update the Committee on the status of the proposed Marco Island Trolley route.

He noted:

- Collier Area Transit (CAT), in conjunction with the City of Marco Island, is considering the introduction of a trolley route to the island with two buses circulating daily on an approximate twenty-minute frequency.
- Conversations with Rich Blonna, Marco Island Councilman, and representatives of the business community resulted in a three-month pilot program.
- The program is designed to reduce traffic congestion on the island and will commence in January 2025.
- The route spans from the Rose Marina on the north side of the island, to Caxambas Park on the south side of the island, travelling along Collier Boulevard. The vehicles would stop at Veterans Community Park and existing beach access points along the way.
- The service, at no cost to the rider, will run from 9 AM to 9 PM.
- At the September 9, 2024, Marco Island City Council meeting, members voted 4 – 3 in favor of the program.

**Committee Discussion**

**Ms. Staadecker** reported:

- As an attendee at the council meeting, she voiced support for the trolley service, citing alleviation of traffic congestion as a benefit to residents.
- Many attendees voiced opposition to the trolley program.
- She suggested a town hall style meeting with Rich Blonna prior to the September 25<sup>th</sup> budget meeting would be advantageous.

**Mr. DeLeon** reported:

- PTAC intends to work closely with the Marco Island City Council to market the project and its benefits.
- Ideas and/or methods of working with the group and providing project information are welcome.
- Mr. Wells will work with Councilor Blonna on a Memorandum of Understanding for the Program (MOA).

**b. Major Transit Development Plan (TDP) Update**

**Mr. Showalter** reported that the TDP process, which identifies recommendations and implementation strategies to achieve the goals and objectives of Collier Area Transit, is a work in progress. He apprised the Committee of the status noting:

- To receive State Block Grant Funds for system operations, each transit agency must develop a Transit Development Plan (TDP) Major Update every five (5) years.
- The TDP is a ten (10) year plan for transit needs, cost and revenue projections, community transit goals, objectives and policies and serves as an operational guidance document.
- The major update is developed in coordination with the Metropolitan Planning Organizations (MPO) long range transportation plan.
- Collier Area Transit staff have been working with the Consulting Team of Stantec and MPO Staff to update the plan.
- The consultant has produced the Public Involvement Plan, consistent updates to each section of the TDP and identified new peers for comparison of transit systems.
- MPO and CAT comments have been incorporated into the documents.
- Three updated tech and stakeholder memos were distributed to the Committee for review.

*If members of the Committee have any comments or questions on the update they should contact Mr. Showalter.*

**c. CAT Technology Update**

**Mr. Talaga** provided an update to the Committee on technology enhancements, ongoing and completed, noting:

Equans CAD/AVL Deployment

Fixed route operation system replacement upgrades include:

- New HDTS (high-definition video recording) on board.
- Upgraded APC sensors (passenger count system).
- New on-board infotainment screens.
- On bus integration for route scheduling.
- Traffic signal priority system integration.

*Vice Chair Berry left the meeting at 1:22 PM. A quorum of four was present.*

Data Transformation and Integration

The new Transit App was deployed to improve efficiency for riders including pass purchases, tracking routes, etc.

**Committee discussion:**

- The current app will be updated automatically if the rider has downloaded the appropriate settings on their phone.
- QR codes are available on signage to assist riders with transit information.
- Data transformation is run nightly.

**EVIR Mobile Deployment**

- An emergency vehicle integration response system was deployed to improve safety and response times by using technology to alert drivers and coordinate between fire and EMS vehicles and command centers.

**Inspection Builder**

- Zonar Systems for fleetwide diagnostics are being utilized.
- Repair costs are reasonable.

**Fare Box**

- A reliable, user-friendly Fare Box is being researched for installation on the buses.

**New Projects**

New projects on the ParaTransit side are in progress including upgraded Wi-Fi systems and new tablets.

**Data Warehouse**

A system that stores and organizes data from multiple sources for reporting, analysis, and business intelligence coordinating data access from all vendors has been adopted.

**7. Member and Staff Comments**

None

**8. Public Comments**

None

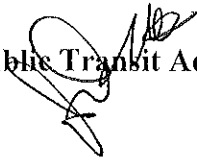
**9. Next Meeting Date**

October 16, 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 chair at 1:42 P.M.**

September 18, 2024

  
Public Transit Advisory Committee

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**John DiMarco III, Chair**

These minutes approved by the Board/Committee on November 20, 2024 as presented X or as amended \_\_\_\_\_.