

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE  
MEETING

NAPLES, FLORIDA

NOVEMBER 19, 2025

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 Government Center, Human Resources Building B, 3303 Tamiami Trail E, Naples, Florida 34112 with the following members present:

Chair: John DiMarco, III  
Vice Chair: Peter Berry  
Cliff Donenfeld (Excused)  
Dewey Enderle  
Sonja Lee Samek (Excused)  
Benita Staadecker  
Open Seat

ALSO PRESENT: Omar DeLeon, Public Transit Manager, Collier County PTNE  
Jacob Stauffer, Planner II, Collier County PTNE  
Keyla Castro, Operations Support Specialist, Collier County PTNE  
Rosio Garcia, Operations Coordinator, Collier County PTNE  
Elena Ortiz-Rosado, Events, Sales and Marketing Coordinator, PTNE  
Leslie Barnes, General Manager, MV Transportation  
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 four was established.

**3. Approval of Agenda**

*Mr. Enderle moved to approve the Agenda as presented. Second by Ms. Staadecker. Carried unanimously 4 - 0.*

**4. Approval of Minutes**

**a. September 17, 2025**

*Vice Chair Berry moved to approve the minutes of the September 17, 2025, Public Transit Advisory Committee meeting as presented. Second by Ms. Staadecker Carried unanimously 4 – 0.*

**5. Committee Action**

**a. Membership Application**

**Mr. DeLeon** presented Executive Summary “*Membership Application*” for Meghan E. Brown, noting one seat for a three-year term is available on the Committee.

*Ms. Brown was not present to share her credentials and confirm her interest in Advisory Committee membership.*

*Ms. Staadecker motioned to not consider Meghan E. Brown’s application. Second by Mr. Enderle. Carried unanimously 4 – 0.*

**b. 5310, 5311, 5339 – Grant Application**

**Mr. DeLeon** presented the Executive Summary “*Grant Applications for 5310, 5311, and 5339*” for submission of the FY26 Grants Program applications to the Florida Department of Transportation (FDOT). The Board of County Commissioners (BCC) must approve the grant application submissions. He noted:

**FTA Section 5310 Grant Request**

The 5310 Capital and Operating grant, FY26, provides capital and operating support to the elderly and people with disabilities.

- The Collier Area Transit (CAT) System will purchase four replacement paratransit vehicles and equipment in the amount of \$694,400 that have met their useful life.
- The capital grant includes Federal Funding (\$555,520), a State Match of (\$69,440) and a Local Match of (\$69,440) for a total of \$694,400.
- Replacement vehicles will not increase the overall paratransit fleet inventory.
- The acquisition will provide for ongoing transportation services to the elderly and disabled residents of the County.

**FTA Section 5311 Grant Request**

The 5311 Operation grant request, FY26, provides the Collier Area Transit (CAT) System’s operating funding to support fixed route service in the non-urbanized areas.

- Rural capital grant funding in the amount of \$1,558,000 will be used to provide transit services in rural areas.
- The Capital grant requires a 50% Local Match.
- If the grant is approved for the full amount requested, the Federal Share will be \$799,000 with a Local Match of \$799,000.

#### **FTA Section 5339 Grant Request**

The 5339 Capital grant request, FY26, provides funding to replace, rehabilitate and purchase buses, vans, and related equipment, as well as construct bus-related facilities in non-urbanized areas.

- Funding in the amount of \$1,503,750 will be used to purchase one forty-foot fixed route bus to replace a bus that has met its useful life and the purchase of a canopy for the Immokalee Transfer Station.
- The replacement vehicle purchase will not increase the overall fixed route fleet inventory.
- The Capital grant funding match requirements include an 80% Federal Share (\$1,203,000) with a 20% State Match (\$300,750) for a total grant funding request of \$1,503,750.

#### **Mr. DeLeon noted:**

- Grant funds, awarded to FDOT by the Federal Transit Administration (FTA), are utilized annually by the Program.
- Rural area boundaries, determined by PTAC, rely on census data, typically updated every ten years.
- Urbanized and non-urbanized delineation has already been determined with the urbanized area ending at Florida State Road 951 (Collier Boulevard). FDOT recently approved the boundaries.
- The census is traditionally updated every ten years.
- Typical useful life span of a vehicle is five to six years or two-hundred thousand miles.
- Buses acquired will duplicate vehicles previously purchased, known as “Cutaway” buses.
- Seven vehicles scheduled for receipt in December 2025, will have ramp access, versus steps. The ramp style bus, which is more expensive, will be evaluated after one year in service for operational and passenger functionality.

*Vice-Chair Berry motioned to endorse the submittal of Grant Applications 5310, 5311 Rural, and 5339 Rural in the amount of \$3,756,150.00 to the Board of County Commissioners (BCC) for approval and submission to the Florida Department of Transportation (FDOT). Seconded by Ms. Staadecker. Carried unanimously 4 – 0.*

## **6. Reports and Presentations**

### **a. Marketing Update**

**Ms. Rosado** presented the Executive Summary “*Transit Agency Marketing Initiatives*” to provide an overview of the Transit Agency’s marketing strategy and execution. She highlighted:

- Current, historical, and planned initiatives focused on educating the community of the service, enhancing the customer experience, and increasing community engagement.

#### Outreach and Marketing Campaigns

- Monthly “Outreach and Events” and results for 2025 were presented.
- Many campaigns engaged with students and people with disabilities.
- Campaigns emphasized the financial benefit of public transportation – saving money.

- Venues such as parades or the beach were used to promote CAT.
- Marketing Campaigns for 2025 included the Paradise Beach Trolley, Earth Day, Summer Student passes, and “Something Spooky” for Halloween.
- The Christmas theme this year is a Sleigh.
- Upcoming Marketing and Outreach Plans for 2026 were presented.

Marketing Distribution Channels for 2025

- MyCollier Newsletter – articles distributed to the public through the Communications distribution list.
- Collier@Work Newsletter – articles distributed to County Employees highlighting staff accomplishments and events.
- Videos – produced by the Communication staff.
- Face and Instagram – paid ads.
- Radio spots.
- News articles.

Comments

Members suggested a contest event to create videos celebrating CAT’s twenty-five anniversary.

**7. Member and Staff Comments**

**Mr. DeLeon** announced that Jacob Stauffer has joined Collier County PTNE as the Planner II.

The Committee congratulated Mr. Stauffer on his appointment and welcomed him to the group.

**8. Public Comments**

None

**9. Next Meeting Date**

December 17, 2025 - 1:00 P.M.  
Collier County Government Center  
Human Resources Building “B”  
3303 Tamiami Trail E  
Naples, FL. 34112

**10. Adjournment**

There being no further business for the good of the County, the meeting was adjourned by the chair at 1:55 P.M.

  
Public Transit Advisory Committee

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**John DiMarco III, Chair**

These minutes approved by the Board/Committee on February 26, 2026 as presented  or as amended \_\_\_\_\_.