



Collier County
TRANSPORTATION
MANAGEMENT SERVICES

**Public Transit Advisory Committee
Collier Area Transit
Hybrid Meeting
Collier County Government Center Human Resources Building "B"
HR Training Room
3303 Tamiami Trail East Naples, Florida
February 25th, 2026
2:30 p.m.**

Agenda Packet

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. November 19th, 2025
- 5) Committee Action
 - a. Membership Applications – Jennifer Ginther, Cecelia Morales
 - b. Fare Study
 - c. Vote for Chair and new Vice Chair
- 6) Reports and Presentations
 - a. Title VI Update
 - b. Paradise Beach Trolley
- 7) Member Comments
- 8) Public Comments
- 9) Next Meeting Date – March 18th, 2026, Human Resources Building "B" HR Training Room
- 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

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

John DiMarco III, Chair

These minutes approved by the Board/Committee on _____, 2026 as presented _____ or as amended _____.

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 01/21/2026 05:28:15 PM

Name: Jennifer Lynn Ginther

Email Address: Jginther911@gmail.com

Home Address: 1743 Boxwood Ln

City/Zip Code: Naples, 34105

Primary Phone: 239-285-5553

Secondary Phone:

Board or Committee: Public Transit Advisory Committee

Category (if Applicable):

Place of Employment? Collier County Sheriff's Office

Do you or your employer do business with the County? Yes

Explain: The sheriff's office is commissioned by the citizens of Collier County.

How many years have you lived in Collier County? More than 15

Home many months out of the year do you reside in Collier County? I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Please list your community activities and positions held:

Education: Bachelor's degree in Management Master's degree in Business Administration / Project Management Master's degree in Public Administration

Experience / Background: As a resident of Collier County for over 40 years, I have witnessed the growth of our beautiful community and I would like to be a part of its future. My 10 years with the sheriff's office where I have worked as a 911 communications dispatcher, and then transferring to investigations along with my education, I believe I can be an asset to the county commissioners' committees.

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 01/27/2026 09:27:04 AM

Name: Cecelia Morales

Email Address: cecelia.morales@Arthrex.com

Home Address: 18656 Miami Blvd.

City/Zip Code: Fort Myers, 33967

Primary Phone: 239-537-7385

Secondary Phone:

Board or Committee: Public Transit Advisory Committee

Category (if Applicable):

Place of Employment? Arthrex, Inc.

Do you or your employer do business with the County? No

How many years have you lived in Collier County? 1-2

Home many months out of the year do you reside in Collier County? I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Are you a registered voter in Collier County? No

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Please list your community activities and positions held:

Education:

Experience / Background:

EXECUTIVE SUMMARY

Fare Study

Item 5b

Objective:

To inform and present to the committee of the Fare Study conclusion and results

Considerations:

As part of our 2015 Major Transit Development Plan, and again in 2020, it was determined that it is appropriate for CAT to periodically review and evaluate its fare structure to ensure the fares are fair and equitable, while also generating revenue needed to operate the services. Federal regulations outlined by FTA in Circular 4702.1B require that all service modifications and fare changes be fair and equitable to all citizens, regardless of race color, or national origin, and to complete an analysis of all proposed changes or modifications. To accomplish the above, CAT, in partnership with consultants Johnson Engineering and Benesch, is undertaking this study to evaluate its fixed-route and paratransit fare structures.

The study has now been concluded and we will be presenting the findings.

Recommendation:

Moving to the LCB for the next Presentation

Attachments:

1. Presentation
2. Final Documentation



CAT Fare Study Final Report

February 2026





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1 INTRODUCTION

1.1 Background and Study Purpose

The Collier County Public Transit & Neighborhood Enhancement Division (PTNE) administers Collier County's public transportation system, known as Collier Area Transit (CAT). CAT provides a fixed-route network comprised of 16 routes and also partners with Lee County Transit (LeeTran) to provide the LinC express route between the two counties. CAT provides paratransit service under the Collier Area Paratransit (CAP) program that includes complementary Americans with Disabilities Act (ADA) service and Transportation Disadvantaged (TD) services. Medicaid transportation services previously provided by CAT are now provided through a network of transportation providers overseen by MTM, Inc., the County's Medicaid transportation services broker. The County also serves as the Community Transportation Coordinator (CTC) under Chapter 427 of the Florida Statutes. As the CTC, the PTNE Division administers the coordination of countywide transportation services for individuals who are transportation disadvantaged.

Funding for transit services in Collier County is provided by a variety of sources, including the Florida Commission for the Transportation Disadvantaged (CTD), the Florida Department of Transportation (FDOT), the Federal Transit Administration (FTA), local funding, and directly generated revenue that primarily consists of passenger fares.

Collier County has the responsibility to ensure that a financially-sound and fiscally accountable transit system is available to citizens and visitors. Although fixed-route and paratransit fares only fund a portion of CAT's services, they are a critical component of the budget. It is appropriate for CAT to periodically review and evaluate its fare structure to ensure the fares are fair and equitable, while also generating revenue needed to operate the services. Federal regulations outlined by FTA in Circular 4702.1B require that all service modifications and fare changes be fair and equitable to all citizens, regardless of race color, or national origin, and to complete an analysis of all proposed changes or modifications. To accomplish the above, CAT is undertaking this study to evaluate its fixed-route and paratransit fare structures.

CAT last modified its fixed-route fares in 2018 and paratransit fares in 2012. This fare study is the second evaluation of the County's fare structure since it was recommended in their 2015 Transit Development Plan (TDP) that CAT's fare structure be evaluated every five years, starting in 2017. This will help Collier County ensure that it is maximizing potential farebox recovery in a fair and equitable manner and that passenger fares are consistent with peer transit agencies who provide similar services to those in Collier County.

1.2 Report Organization

This report documents the findings of the fare study completed for CAT for its fixed-route and paratransit services and, including this introduction, is organized as follows:

Section 2 includes an overview of CAT’s current and historical fare structure.

Section 3 provides an evaluation of CAT’s fixed-route and paratransit ridership and revenue trends since the most recent fare modifications occurred. An assessment of fare policies for selected peer systems compared to CAT also is documented.

Section 4 provides a profile of Collier County demographic variables used to develop and evaluate a series of subsequent fare policy concepts.

Section 5 documents the public input gathered during this study on the potential fare changes.

Section 6 presents initial fixed-route and paratransit fare concepts that were evaluated and presented to the public for comment prior to determining final recommendations. For each fare scenario identified, ridership and revenue impacts are estimated based on fare elasticity and a fare analysis model developed for this study to reflect likely behavioral responses by riders.

Section 7 examines the elasticity of demand for CAT’s fixed-route service paratransit service, which measures the sensitivity of ridership to changes in fares.

Section 8 documents the recommended changes to CAT’s fixed-route and paratransit fare structures and provides other policy recommendations for consideration.

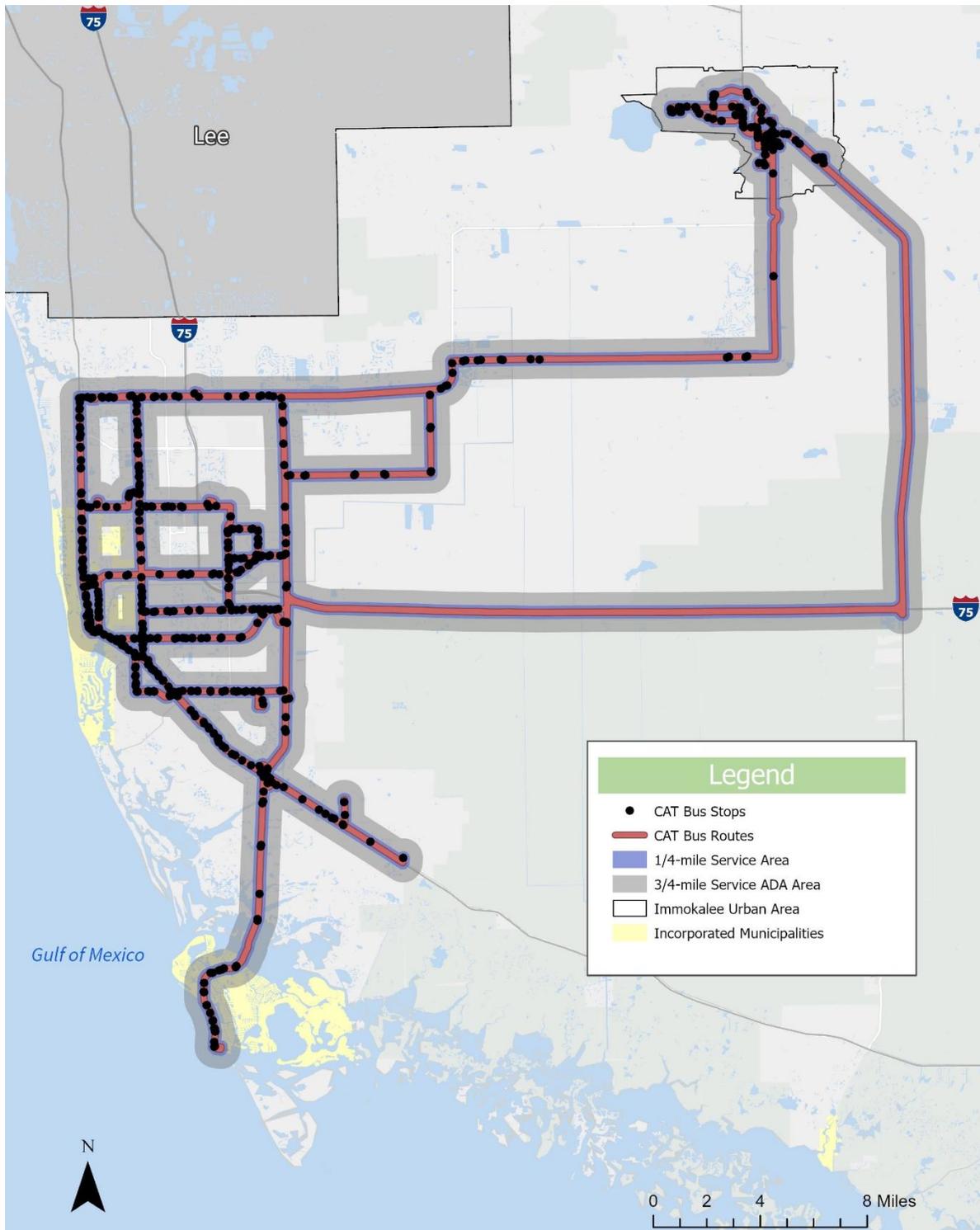
Artificial intelligence–based tools were used in limited ways to support drafting and idea generation. All substantive analysis, conclusions, and recommendations reflect the independent work, expertise, and judgment of the project team.

1.3 CAT Service Area

CAT’s fixed-routes and bus stops are shown in Map 1-1. Paratransit service is provided countywide, and most paratransit trips are provided for travel to medical appointments, nutrition sites, and employment. CAT’s fixed-route services are available to the general public, while customers utilizing the ADA or TD paratransit services must be approved for service through an eligibility process.



MAP 1-1: STUDY AREA AND EXISTING BUS ROUTES



Data Source: Collier Area Transit

2 EXISTING AND HISTORICAL FARE STRUCTURES

CAT's fixed-route service has a base fare of \$2.00 per one-way trip for all routes except the Marco Island Express route, which has a \$3.00 base fare. CAT also provides fare options for a daily, 15-day, or monthly (30-day) pass for more frequent customers. Reduced fares are provided for members of Medicare, persons with disabilities, passengers age 65 and older, children 17 and under, high school and college students, active and retired military personnel, and TD passengers. Children aged five and under may ride for free. Appropriate ID is required to receive the reduced fare rate. Transfers are free within 90 minutes on a different route. Students also have access to the Summer Paw Pass, a \$30.00 pass valid June 1st – August 31st. CAT has promoted the "Try Transit Day" on multiple occasions, such as Earth Day and Florida Mobility Week, offering everyone free transit for a day.

The one-way fare for ADA-eligible riders is \$3.00. FTA regulations prohibit the ADA fare to be more than twice the regular fixed-route fare for the same trip. CAT's TD fare is income-based, with customers below the poverty level paying a fare of \$1.00, \$3.00, or \$4.00 depending on their household income status. CAT has the ability to increase the TD fare to any level it deems appropriate, pending the completion of an equity analysis and approval of the Local Coordinating Board (LCB) and the Collier County Board of County Commissioners (BCC). As previously mentioned, all paratransit customers must be certified as eligible to use the system under the ADA and/or TD programs.

Table 2-1 presents CAT's historical and current fixed-route and paratransit fare structures. Fare structure updates were instituted in 2006 and 2009 for fixed-route service only, in 2012 for paratransit service, and in 2018 for the fixed-route system, the latter reflecting the current fare structure in place.

TABLE 2-1: CAT FARE STRUCTURE HISTORY

Fare Category	2005 & Prior	August 2006	March 2009	October 2012	October 2018
Fixed-Route Fares					
Full Fixed Route Cash Fare	\$1.00	\$1.25	\$1.50	\$1.50	\$2.00
Reduced Fixed-Route Cash Fare	\$0.50	\$0.60	\$0.75	\$0.75	\$1.00
Transfer	Free	Free	\$0.75	\$0.75	Free
Reduced Transfer	Free	Free	\$0.35	\$0.35	Free
Children	Age 6 & Under Free	Age 6 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
All Day Pass	\$3.00	\$4.00	\$4.00	\$4.00	\$3.00
Reduced All Day Pass	\$1.50	\$2.00	\$2.00	\$2.00	\$1.50
Weekly Pass	-	-	\$15.00	\$15.00	-
Reduced Weekly Pass	-	-	\$7.50	\$7.50	-
15-Day Pass	-	-	-	-	\$20.00
Reduced 15-Day Pass	-	-	-	-	\$10.00
Monthly Pass	\$30.00	\$35.00	\$35.00	\$35.00	\$40.00
Reduced Monthly Pass	\$15.00	\$17.50	\$17.50	\$17.50	\$20.00
Marco Express Single Fare	\$2.00	\$2.50	\$2.50	\$2.50	\$3.00
Reduced Marco Express Single Fare	\$1.00	\$1.20	\$1.20	\$1.20	\$1.50
Marco Express Monthly Pass	\$60.00	\$70.00	\$70.00	\$70.00	\$70.00
Reduced Marco Express Monthly Pass	\$30.00	\$35.00	\$35.00	\$35.00	\$30.00
Paratransit Fares					
ADA Fare	\$2.00	\$2.00	\$2.00	\$3.00 (\$1.00 at or under poverty level)	\$3.00 (\$1.00 at or under poverty level)
Medicaid Fare	\$1.00 fare or co-payment Services managed by Collier County	\$1.00 fare or co-payment Services managed by Collier County	\$1.00 fare or co-payment Services managed by Collier County	Services managed by MTM, Inc.	Services managed by MTM, Inc.
TD Fare - At or Under Poverty Level	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00
TD Fare - 101% to 150% of Poverty Level	\$2.00	\$2.00	\$2.00	\$3.00	\$3.00
TD Fare - 151% to 225% of Poverty Level	\$3.00	\$3.00	\$3.00	\$4.00	\$4.00
TD Fare - 226% to 337% of Poverty Level	\$4.00	\$4.00	\$4.00	\$5.00	\$4.00
TD Fare - +337% of Poverty Level	\$6.00	\$6.00	\$6.00	\$7.00	\$4.00

Data Source: Collier Area Transit

3 FARE POLICY AND STRUCTURE ASSESSMENT

This section presents the results of a trend analysis completed to examine historical fixed-route and paratransit ridership and revenue changes and a peer review analysis completed to benchmark CAT’s existing fixed-route and paratransit fare structure against selected peer transit agencies.

3.1 Trend Analysis

A ridership and fare revenue trend analysis was completed to review system ridership and fare revenue growth prior to and after the most recent fare increase for both fixed-route and paratransit services.

3.1.1 Fixed-Route Trends

Figure 3-1 provides the trend in annual ridership for CAT’s fixed-route service between FY 2017 and FY 2024. CAT’s last fare increase occurred in October 2018. Ridership steadily decreased between FY 2017 and FY 2019 with an overall loss of approximately 11% within that time frame. Ridership drastically decreased in FY 2020 and 2021 due to the COVID pandemic. Since FY 2021, ridership has slowly recovered at an annual rate of about 8% annually, for a total ridership increase of 23% since FY 2021.

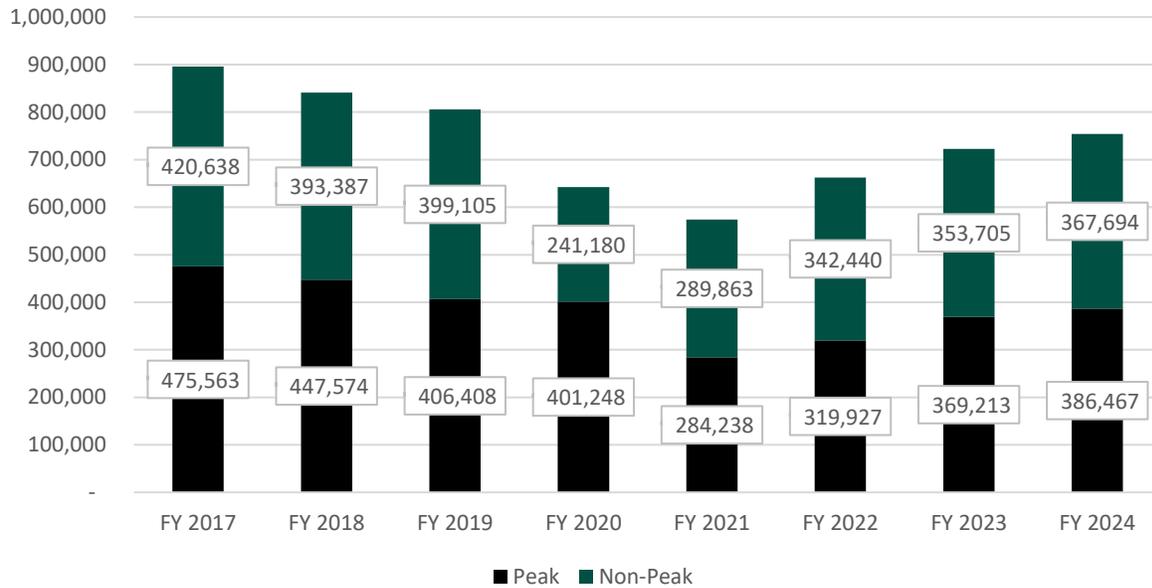
FIGURE 3-1: ANNUAL FIXED-ROUTE RIDERSHIP TRENDS, FY 2017-2024



Source: Collier Area Transit

Given Collier County’s significant peak population consisting of visitors and seasonal residents during the months of October through March, the fixed-route ridership is also examined during peak versus non-peak months. As shown in Figure 3-2, the peak ridership for FYs 2017-2024 is higher than the non-peak ridership for most years, ranging from 93% to 166% of peak ridership and averaging 12% more than non-peak ridership over the entire 8-year period. The Comprehensive Planning Section of the County’s Growth Management Division estimates the countywide population increases approximately $\pm 20\%$ during the peak season.

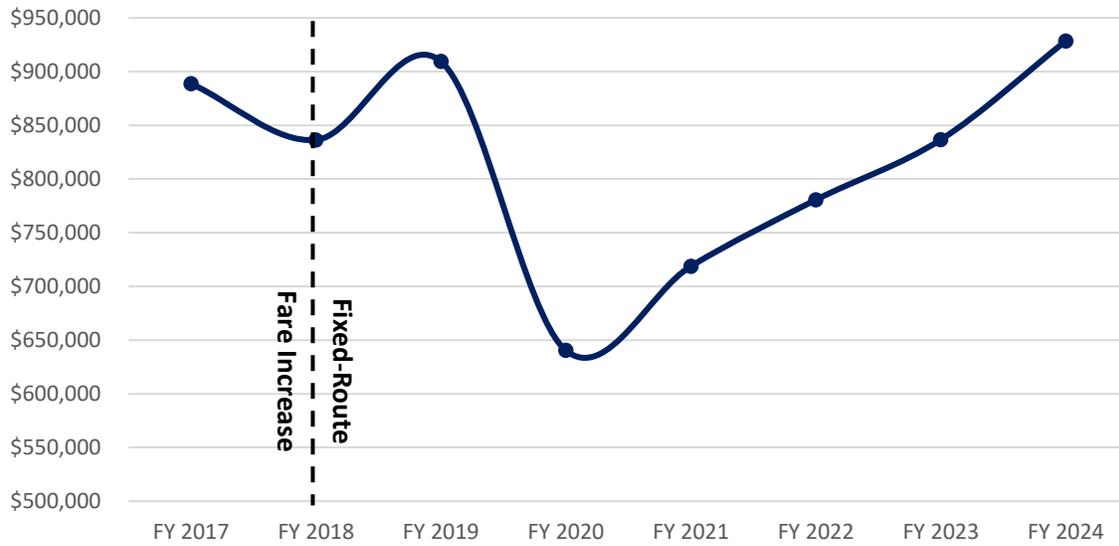
FIGURE 3-2: FIXED-ROUTE RIDERSHIP FOR PEAK & NON-PEAK MONTHS, FY 2017-2024



Source: Collier Area Transit

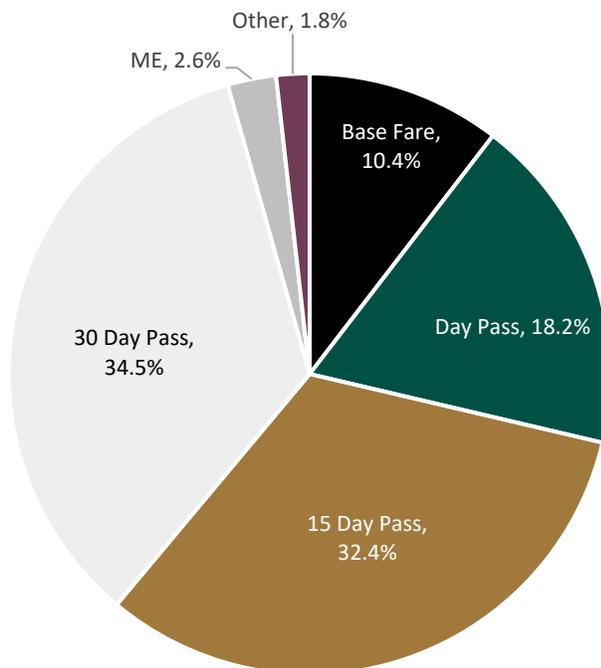
Figure 3-3 provides the trend in annual fare revenue for CAT’s fixed-route service between FY 2017 and FY 2024. As of FY 2024, fare revenue has recovered to pre-COVID numbers. Figure 3-4 illustrates the distribution of fixed-route fare usage by fare type between FY 2021 and FY 2024. Based on the Masabi electronic fare collection data, the 30-day and 15-day passes provide the highest percentage of usage (including full and reduced) at 34.5% and 32.4%, respectively. The day pass generates the third highest revenue, while the base fare generates the fourth highest revenue (18.2% and 10.4%, respectively). Masabi data records each time an electronic fare pass is used, so cash payments are not included in this figure.

FIGURE 3-3: FIXED-ROUTE FARE REVENUE, FY 2017-2024



Source: Collier Area Transit

FIGURE 3-4: FIXED-ROUTE FARE USAGE BY FARE TYPE, FY 2021-2024

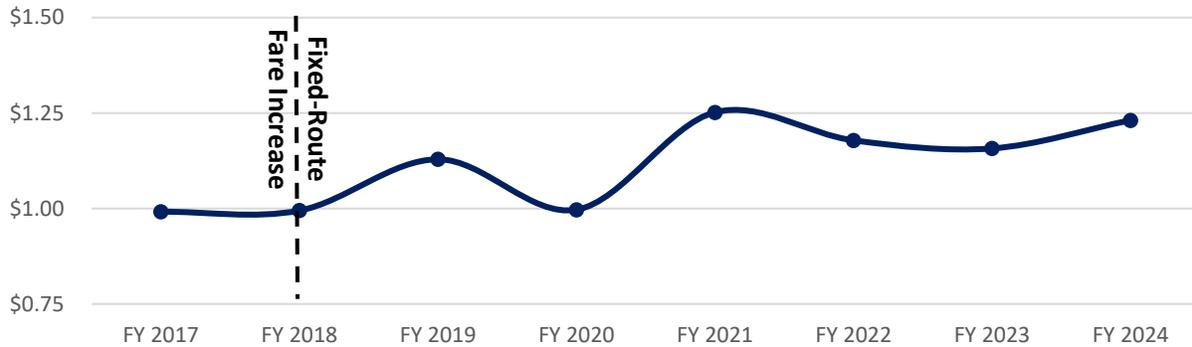


Source: Masabi data provided by Collier Area Transit

*ME: Marco Express

Figure 3-5 provides the trend in annual fixed-route fare revenue per passenger for FY 2017 through FY 2024. The implementation of fare increases in FY 2018 led to a per passenger fare revenue increase that is observable starting in FY 2019 and lasting through FY 2024 with irregularities in this trend during the pandemic years. During this eight-year period, the average fare revenue per passenger was \$1.12.

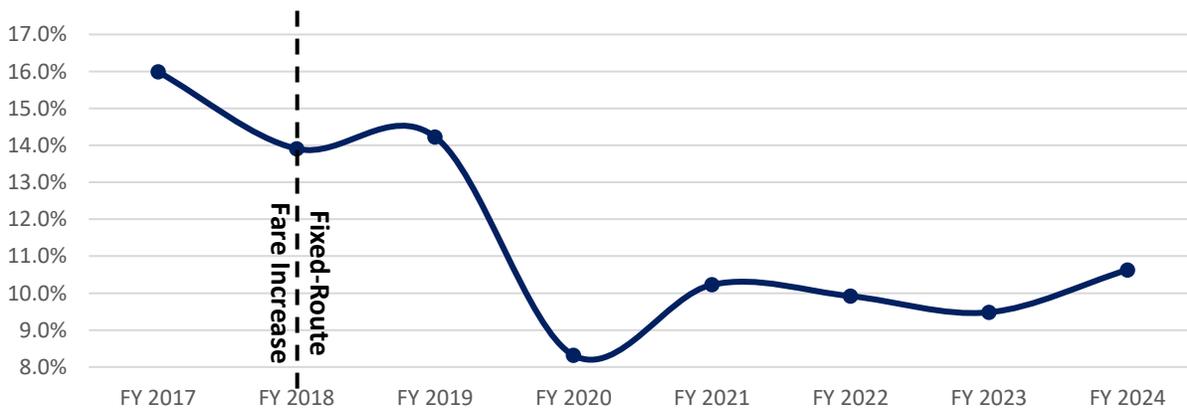
FIGURE 3-5: FIXED-ROUTE FARE REVENUE PER PASSENGER, FY 2017-2024



Source: Collier Area Transit

Fare revenue decreased and increased between FY 2017 and FY 2024 showing irregularities due to the pandemic (see Figure 3-3) but rebounded back to pre-COVID figures. Operating costs continued to increase, however, during this period. As a result, the annual farebox recovery ratio decreased by 5% overall, or from 16% in FY 2017 to 11% in FY 2024, during this period as demonstrated in Figure 3-6.

FIGURE 3-6: FAREBOX RECOVERY RATIO



Source: National Transit Database (FYs 2021-2023), Collier Area Transit (FY 2024)

The historical trend in type of fare media used was also analyzed. Table 3-1 displays the percentage of riders using each type of fare option from FYs 2021-2024. Full 15-day pass fare use was the largest fare media at 32%, followed closely by the full month pass fare at 31%, together accounting for almost two thirds of ridership fare use. These figures suggest that the 7-day pass being replaced by the 15-day pass was a major success in solidifying revenue recovery and in capturing a recurring ridership.



TABLE 3-1: DISTRIBUTION OF RIDERSHIP BY FARE USED, FY 2021-2024

FY	Full Fare	Reduced Fare	Full Fare Day Pass	Reduced Day Pass	Full 15 Day Pass	Reduced 15 Day Pass	Full Month (30-Day)	Reduced Month (30-Day)	Other*
21-24	10.4%	0.1%	18.1%	0.1%	32.3%	0.1%	31.0%	3.5%	4.4%

Source: Collier Area Transit

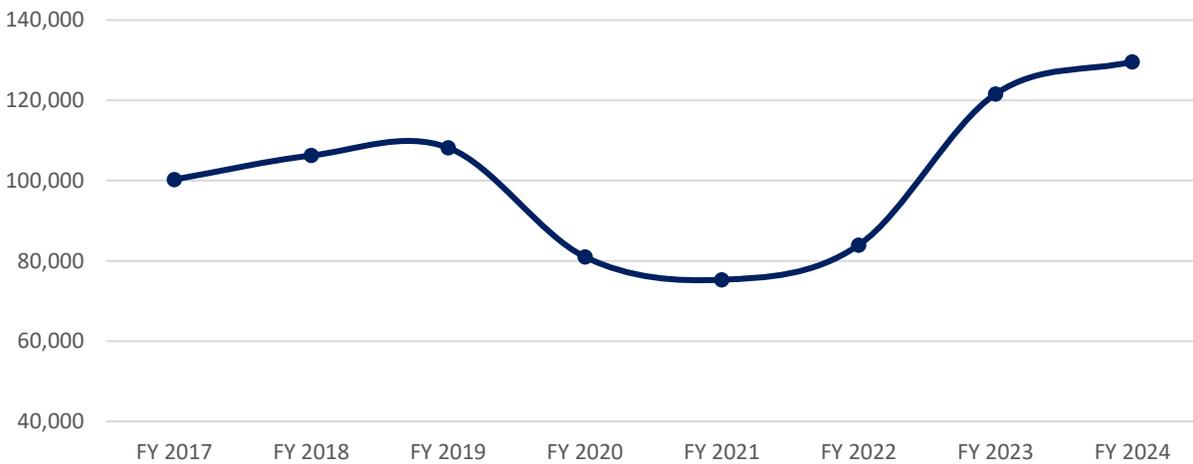
*Other includes CAT employee/family, county employee, child 5 and under, free/voucher, Marco Express (full and reduced), and Summer Paw Pass.



3.1.2 Paratransit Trends

Figure 3-7 shows the trend in total paratransit ridership between FY 2017 and FY 2024. Paratransit ridership has surpassed pre-COVID numbers, reaching 129,638 riders. Before the dip in ridership between FY 2020 and FY 2022, ridership had steadily increased to 108,214. Overall, ridership between FY 2017 and FY 2024 increased by 29%.

FIGURE 3-7: PARATRANSIT RIDERSHIP, FY 2017-2024

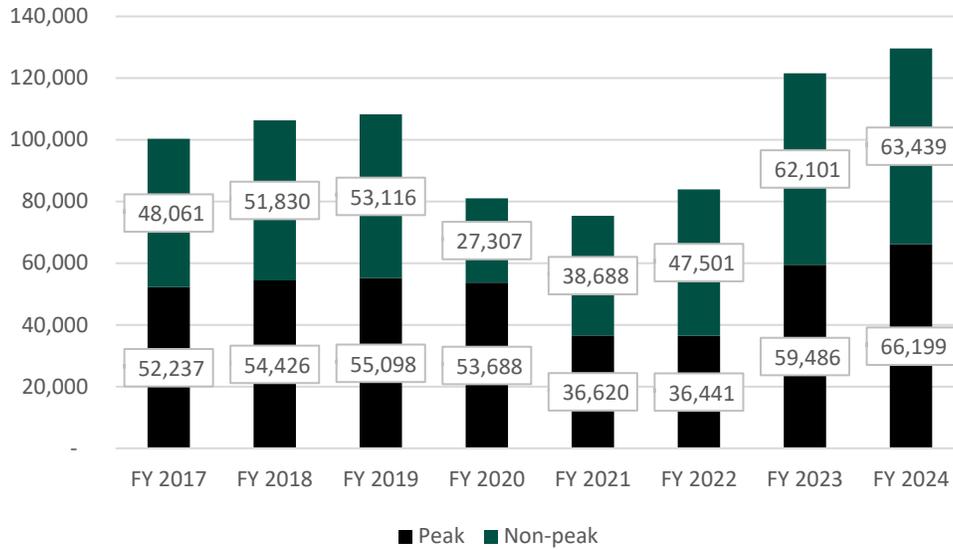


Source: Collier Area Transit

Figure 3-8 shows the paratransit ridership by peak and non-peak months for FY 2017-2024. There is a smaller difference in paratransit ridership during peak and non-peak than for fixed-route ridership, with the peak season ridership averaging a 2% increase over non-peak season ridership during this 8-year period. This indicates that paratransit riders are primarily local year-round residents rather than seasonal residents. According to Census data, the percentage of Collier County residents age 65 and over has increased 27% since 1990. This trend is expected to continue as the Baby Boomer generation continues to age and is expected to result in increasing paratransit service demand.



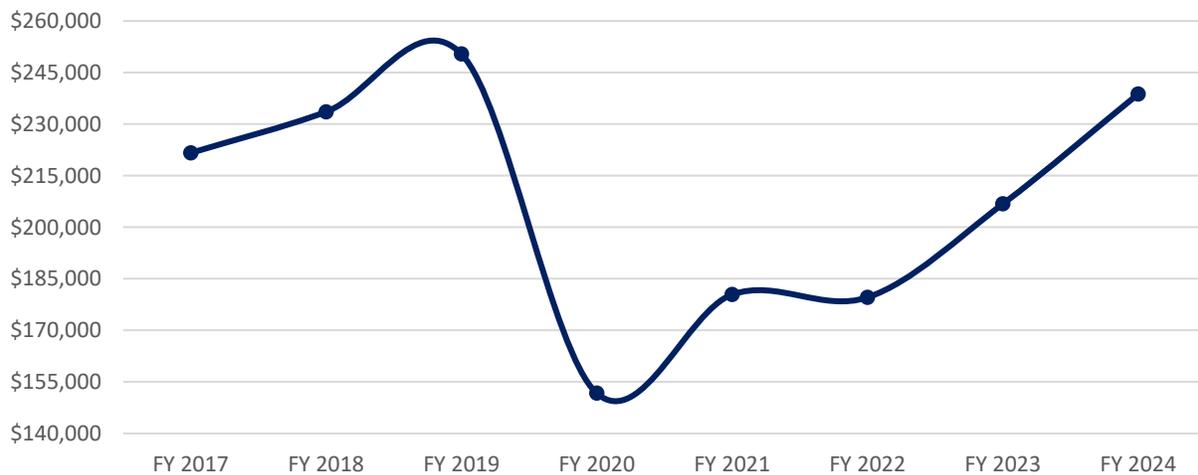
FIGURE 3-8: PARATRANSIT RIDERSHIP FOR PEAK & NON-PEAK MONTHS, FY 2017-2024



Source: Collier Area Transit

Figure 3-9 displays the trend in total paratransit revenue between FY 2021 and FY 2024. With the notable exceptions of the pandemic years, paratransit fare revenues have generally followed ridership and have continued to increase. The trend of paratransit ridership increasing due to an increase in the population over age 65 will potentially maintain fare revenues on track in coming years.

FIGURE 3-9: PARATRANSIT FARE REVENUE, FY 2017-2024

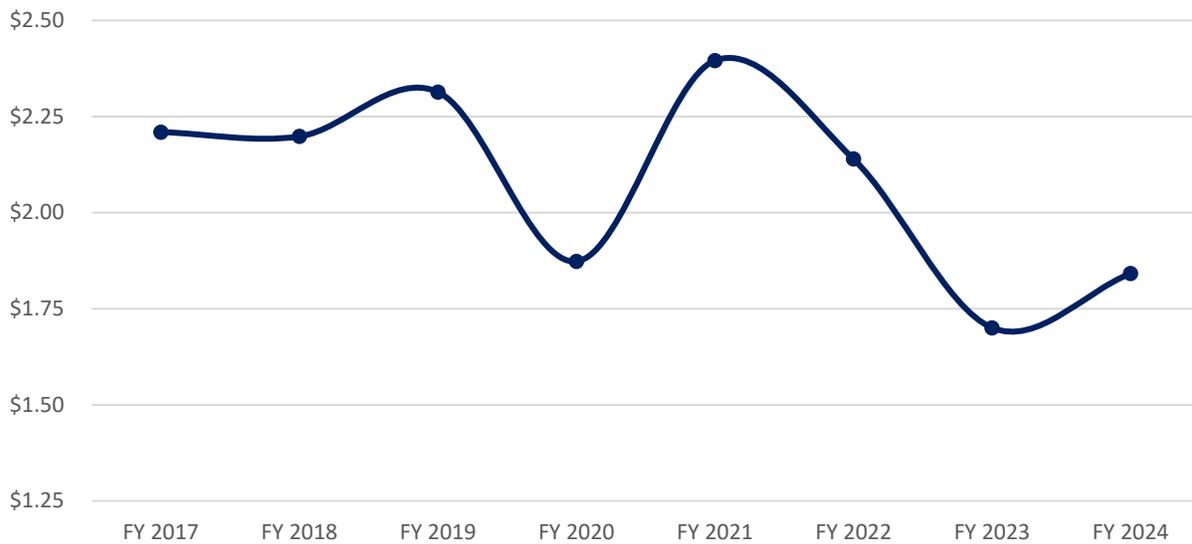


Source: Collier Area Transit



Figure 3-10 provides the trend in annual paratransit fare revenue per passenger for FY 2017 through FY 2024. Paratransit revenues per passenger have stagnated relative to the increase in ridership with an observable drop of \$2.25 to about \$1.80 by FY 2024.

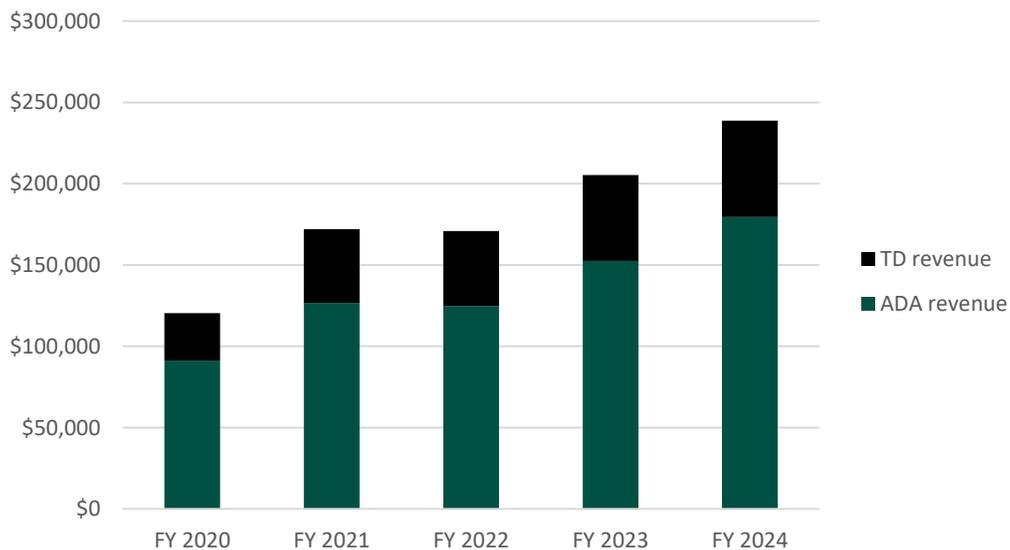
FIGURE 3-10: PARATRANSIT FARE REVENUE PER PASSENGER, FY 2021-2024



Source: Collier Area Transit

Figure 3-11 illustrates the distribution of paratransit fare revenue by fare type between FY 2020 and FY 2024. The ADA program generates an average of 74% of the annual paratransit revenue, including both ADA and TD revenue.

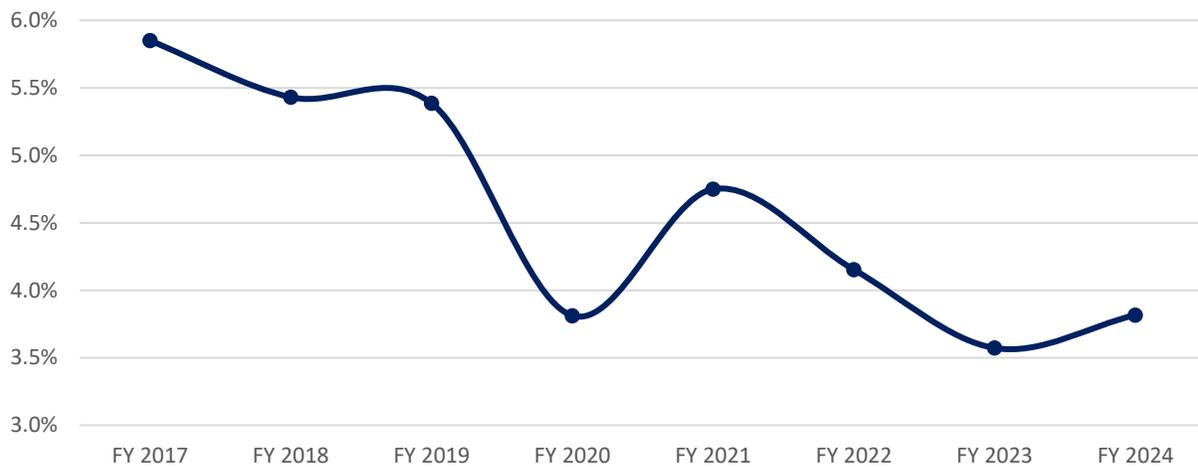
FIGURE 3-11: PARATRANSIT FARE REVENUE BY FARE TYPE, FY 2020 – FY 2024





Higher annual operating costs between FY 2017 and FY 2024 have continued impacting farebox recovery ratio year over year. While the paratransit fare has been trending positively, the paratransit farebox recovery ratio has decreased from nearly 6% to just below 4%, as demonstrated in Figure 3-12.

FIGURE 3-12: PARATRANSIT FAREBOX RECOVERY RATIO, FY 2017-2024



Source: National Transit Database (FYs 2021-2023), Collier Area Transit (FY 2024)

3.2 Peer Review

A peer review is a common tool utilized by transit agencies to compare and evaluate transit systems operating within a similar operating environment or that might share other similar system characteristics that can inform the decision-making process. Therefore, this fare study includes a comparative analysis of transit systems similar to CAT to assist in determining the appropriateness of specific fare policies and fare structures. For this fare policy review, peer systems were selected by reviewing transit systems from the most recent CAT TDP and Collier County Transportation Disadvantaged Service Plan (TDSP), and input from CAT staff. Table 3-2 presents the transit systems included in this peer review.



TABLE 3-2: SELECTED PEER SYSTEMS

Peer Systems	Location
Breeze Transit (Sarasota County Area Transit)	Sarasota, FL
LeeTran (Lee County Transit)	Fort Myers, FL
Bayway (Bay County Transportation)	Panama City, FL
ECAT (Escambia County Area Transit Authority)	Pensacola, FL
CCRTA (Cape Cod Regional Transit Authority)	Hyannis, MA
CARTA (Charleston Area Regional Transportation Authority)	North Charleston, SC
Citrus Connection (Lakeland Area Mass Transit District)	Lakeland, FL
The Wave (Cape Fear Public Transportation Authority)	Wilmington, NC
The Wave Transit System	Mobile, AL
Go Pasco (Pasco County Public Transportation)	New Port Richey, FL

Information on each system’s fare policy and fare structures was collected either directly from the transit agency’s website or by contacting each agency via telephone. Table 3-3 summarizes the fare structure, fares, and transfer policies for each peer transit agency compared to CAT, the peer group mean, and the percentage of CAT’s fare from the peer group mean, when applicable.

From this peer review, the following observations are made:

- CAT’s daily pass and monthly (30-day) pass cost less than the peer mean at 33% and 13% less, respectively. Only CAT’s base fare is higher than the peer mean (13%). CAT’s weekly pass option is not directly comparable with the peer group, since CAT offers a unique 15-day pass. The 15-day pass is 50% above the peer mean cost for weekly passes, however it provides twice the longevity. Therefore, the value of the 15-day pass is comparable to the peer mean for weekly passes.
- CAT’s ADA fare at \$3.00 is in line with the peer mean ADA fare of \$2.78.



TABLE 3-3: PEER COMPARISON OF FIXED-ROUTE & ADA FARE STRUCTURES

Transit System	Fixed-Route Fares					ADA Fare (One-Way)
	Base One-Way Fare	Daily Pass	Weekly/ 7-Day Pass	Monthly/ 30-Day Pass	Transfers	
CAT	\$2.00	\$3.00	\$20.00⁽¹⁾	\$40.00	Y	\$3.00
Breeze Transit	\$1.50	n/a	n/a	\$50.00	N	\$3.00
LeeTran	\$1.50	\$4.00	\$15.00	\$40.00	N	\$3.00
Bayway	\$1.50	\$4.00	n/a	\$35.00	N	\$1.50
ECAT	\$1.75	\$5.25	\$14.50	\$47.00	Y	\$3.50
CCRTA	\$2.00	\$6.00	n/a	\$60.00	Y	\$2.50
CARTA	\$3.50	\$7.00	\$15.00	\$57.00	Y	\$4.00
Citrus Connection	\$1.50	\$3.00	\$12.00	\$47.00	Y	\$2.00
WTS⁽²⁾	\$1.25	\$3.00	\$10.00	\$40.00	Y	\$2.50
GoPasco	\$1.50	\$3.75	n/a	\$37.50	N	\$3.00
Peer Group Mean	\$1.78	\$4.50	\$13.30	\$45.94	-	\$2.78
CAT % From Mean	13%	-33%	50%	-13%	-	8%

¹ CAT replaced their 7-day pass with a 15-day pass.

² WTS charges \$1.25 for transfers paid for in cash.

Using the fare information from Table 3-3, the base fare multiplier for each type of pass was calculated. The base fare multiplier refers to the number that is multiplied by the cash fare to determine the price of the pass. Table 3-4 compares the base fare multiplier for each of CAT’s fare pass options to those offered by the peer agencies and the peer agency mean, when applicable. Based on this analysis, the following conclusions are drawn:

- CAT’s base fixed-route fare (\$2.00) is above peer mean (\$1.78) by 13%.
- Daily pass (\$3.00) is 33% below peer mean (\$4.50).
- Monthly pass (\$40.00) is 13% below peer mean (\$45.94).
- ADA fare (\$3.00) is 8% above peer mean (\$2.78).



TABLE 3-4: CAT & PEER FIXED-ROUTE BASE FARE MULTIPLIERS

Agency	Base Fare	Daily Pass		Weekly/7-Day Pass		Monthly/30-Day Pass	
		Fare	Multiplier	Fare	Multiplier	Fare	Multiplier
CAT	\$2.00	\$3.00	1.50	\$20.00	10.00	\$40.00	20.00
Breeze Transit	\$1.50	n/a	n/a	n/a	n/a	\$50.00	33.33
LeeTran	\$1.50	\$4.00	2.67	\$15.00	10.00	\$40.00	26.67
Bayway	\$1.50	\$4.00	2.67	n/a	n/a	\$35.00	23.33
ECAT	\$1.75	\$5.25	3.00	\$14.50	8.29	\$47.00	26.86
CCRTA	\$2.00	\$6.00	3.00	n/a	n/a	\$60.00	30.00
CARTA	\$3.50	\$7.00	2.00	\$15.00	4.29	\$57.00	16.29
Citrus Connection	\$1.50	\$3.00	2.00	\$12.00	8.00	\$47.00	31.33
WTS	\$1.25	\$3.00	2.40	\$10.00	8.00	\$40.00	32.00
GoPasco	\$1.50	\$3.75	2.50	n/a	n/a	\$37.50	25.00
Peer Group Mean	\$1.78	\$4.50	2.53	\$13.30	7.71	\$45.94	27.20
CAT % From Mean	13%	-33%	-41%	50%	30%	-13%	-26%



3.2.1 Table 3-5: Peer Transportation Disadvantage Program Fare Structure Comparison

Table 3-5 presents TD eligibility, TD services, and TD fares for CAT and the selected peer transit systems based on information obtained from these systems. TD mobility services in Florida are a program-based support for persons with qualifying incomes below and/or relative to poverty level. While TD is a state-based program, TD services are deployed at the county level and policy varies county to county. Table 3-5 shows that TD eligibility is income based, but that the type of services and fares vary across the peers. CAT charges the most widely ranging fares for TD services compared to the selected peers. Notably, CAT does not provide a bus transit pass for TD eligible riders, while most other peers do.

TABLE 3-6: PEER COMPARISON OF TRANSPORTATION DISADVANTAGED FARES

Transit System	Eligibility Requirements	Fare/Fee	TD Bus Pass
CAT	Income-based	\$1, \$3, or \$4 per one-way trip depending on rider's household income	No
Breeze Transit	Income, age, or ADA	\$1.50 per one-way trip flat fee	No
LeeTran	Income-based	\$3.00 per one-way trip flat fee	Yes
Bayway	Income, age, or ADA	\$1.50 per one-way trip flat fee	No
ECAT	Income-based	\$2.50 per one-way trip flat fee	Yes
CCRTA	Income-based	Bus free, \$1.50 for DR	Yes
CARTA	Income-based	\$1.25 per one-way trip flat fee	Yes
Citrus Connection	Income-based	\$2.00 per one-way trip flat fee	Yes
WTS	N/A	N/A	N/A
GoPasco	Income-based	Bus free, \$2.50 per one-way trip flat fee	Yes



4 DEMOGRAPHICS

Transit providers within service areas containing more than 200,000 residents are required under Title VI of the Civil Rights Act of 1964 to complete an equity analysis of any major service change or fare change. The analysis must be completed during the programming stages, regardless of the proposed fare increase or decrease amount. Requirements for major service changes differ based on the magnitude of changes and established thresholds. The purpose of this equity analysis is to ensure that any potential fare structures are consistent with Title VI of the Civil Rights Act of 1964 and are fair and equitable to all citizens, regardless of race, color, or national origin. The objectives of FTA’s Title VI Program, as set forth in FTA Circular 4702.1B, “Title VI Program Guidelines for Federal Transit Administration Recipients,” are:

- To ensure that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin;
- To ensure that opportunities to participate in the transit planning and decision-making process are provided to persons without regard to race, color, or national origin;
- To ensure that opportunities to participate in the transit planning and decision-making process are provided to persons without regard to race, color, or national origin;
- To ensure that decisions on the location of transit services and facilities are made without regard to race, color, or national origin; and
- To ensure that corrective and remedial action is taken by all applicants and recipients of FTA assistance to prevent discriminatory treatment of any beneficiary based on race, color, or national origin.

Once modifications to CAT’s fare structure are identified during this study, an equity analysis will be completed to determine whether the planned changes will have a disparate impact on minority populations. While low-income populations are not a protected class under Title VI, it is recognized that there is an inherent overlap of environmental justice (EJ) principles in this area. Additionally, because it is important to evaluate the impacts of service and fare changes on passengers who are transit-dependent, FTA requires transit providers to evaluate proposed service and fare changes to determine whether low-income populations will bear a disproportionate burden of the changes. Therefore, the equity analysis will analyze whether there is a disproportionate burden between the existing fare and the proposed fare change on low-income riders.

This section presents demographic data from the 2019-2023 American Community Survey (ACS) 5-year Estimates used to map the low-income and minority populations throughout the CAT service area at the Census block group level. These results will be used in the forthcoming equity analysis to assess the impact of fare changes on low-income and minority populations within Collier County.

Table 4-1 shows the percentage of Collier County’s low-income households, defined as 200% of the federal poverty level or less. Map 4-1 depicts all low-income block groups where the number of below poverty households is greater than the County average of 10.7%. As shown in the map, the block groups with greater numbers of households below the poverty level are located in the more rural northern- and southern-most portions of the county, along with several in the denser areas within Naples. All low-



income block groups have full or partial fixed-route transit service in addition to ADA and TD services except for the block group in which Everglades City is located.

TABLE 4-1: COLLIER COUNTY LOW-INCOME HOUSEHOLDS, 2023

Total Households	Households Below Poverty	% Below Poverty
160,867	22,848	14.2%

Source: 2019-2023 ACS 5-year Estimates

Table 4-2 shows the percent of Collier County’s population that identify as a minority. Map 4-2 depicts all minority block groups where the minority population is greater than the County average of 37.6%. Block groups with the highest minority populations are located in the northern-most portion of the county and to the south and east of the urban area. These block groups all have full or partial fixed-route transit service in addition to ADA and TD services.

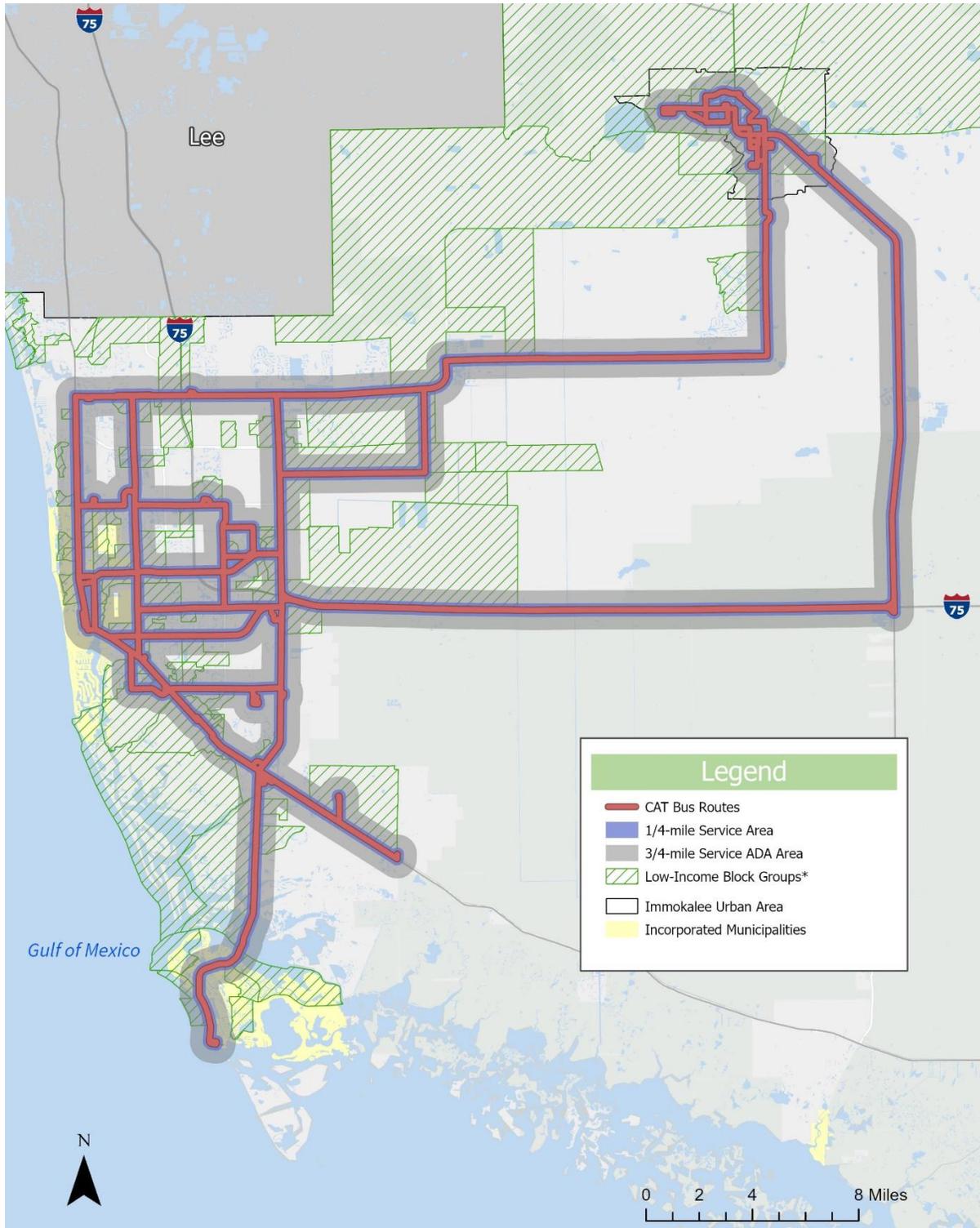
TABLE 4-2: COLLIER COUNTY MINORITY POPULATIONS, 2023

Total Population	Minority Population	% Minority
387,681	145,897	37.6%

Source: 2019-2023 ACS 5-year Estimates



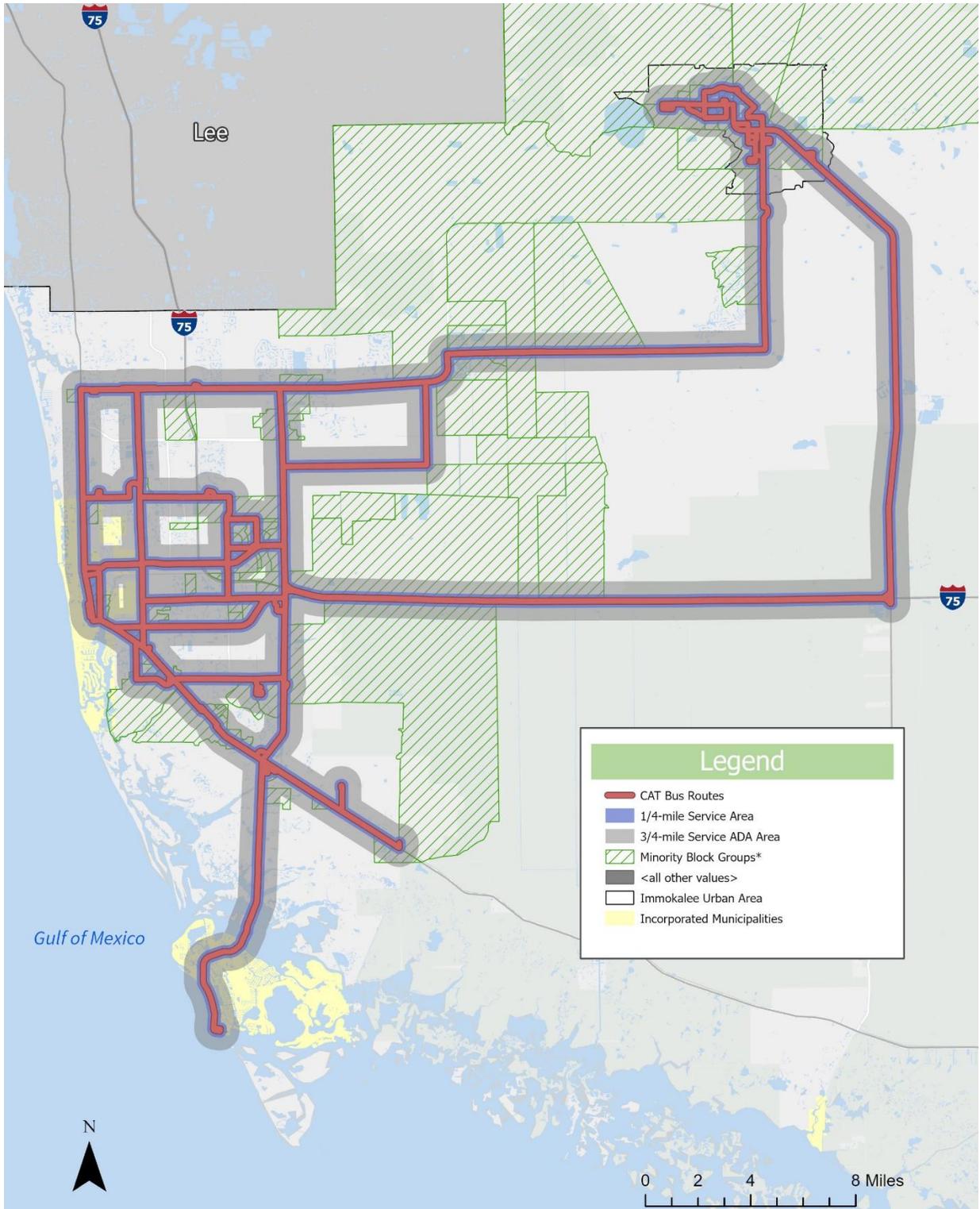
MAP 4-1: LOW-INCOME HOUSEHOLDS



*Source: 2019-2023 ACS 5-year Estimates (Block groups with % of households below poverty greater than the countywide figure of 14.2%)



MAP 4-2: MINORITY POPULATIONS



*Source: 2019-2023 ACS 5-year Estimates (Block groups with a minority population greater than the countywide figure of 37.6%)



5 PUBLIC OUTREACH RESULTS

As part of the 2025 CAT Fare Study, a comprehensive rider survey was conducted to better understand customer travel behavior, satisfaction with current fare products, and perspectives on potential fare adjustments. Surveys were distributed across both fixed route and paratransit services, available in English and Spanish, and accessible in print and online formats through CAT’s website, social media channels, and partner organizations.

The objectives of the survey include:

- Assessing awareness and satisfaction with existing fare media
- Identifying preferred payment methods, including mobile ticketing, reloadable smartcards, and cash options
- Measuring public sensitivity to potential fare adjustments
- Gathering input on affordability and equity considerations for seniors, students, veterans, and low income riders

Preliminary results indicate a general preference for maintaining current fare levels

5.1 Rider Intercept Survey

CAT staff conducted an intercept survey of current riders using a questionnaire between September and December 2025. A total of 52 responses were collected as of November 18th, 2025. Highlights of the updated survey findings are summarized below:

- Most respondents indicated that paying fares using a smartphone is the most convenient option, followed by purchasing or reloading a smart card at local retail locations.
- When asked which cash increments are most convenient, the majority selected even quarter or dollar amounts (e.g. \$2.25).
- Awareness of CAT smart cards was mixed. A significant portion of residents reported they were not aware that smart cards are sold, indicating the need for improved communication.
- Among those who do not use smart cards, the most common reason reported was not knowing where to obtain one.
- For riders currently using smart cards, most stated they would prefer to reload them at retail stores or online, rather than at the transfer center.
- When asked to rank proposed fare changes, riders most frequently placed daily fare caps and new 5-day/10-day passes as their preferred options, while increases to the base fare or day pass ranked lowest.
- When asked about additional fare options, common suggestions included introducing 5-day or 10-day passes and offering discounted off-peak fares
- Open ended comments indicated that many riders rely on CAT for essential or daily trips and expressed concern about affordability if fares were to increase.



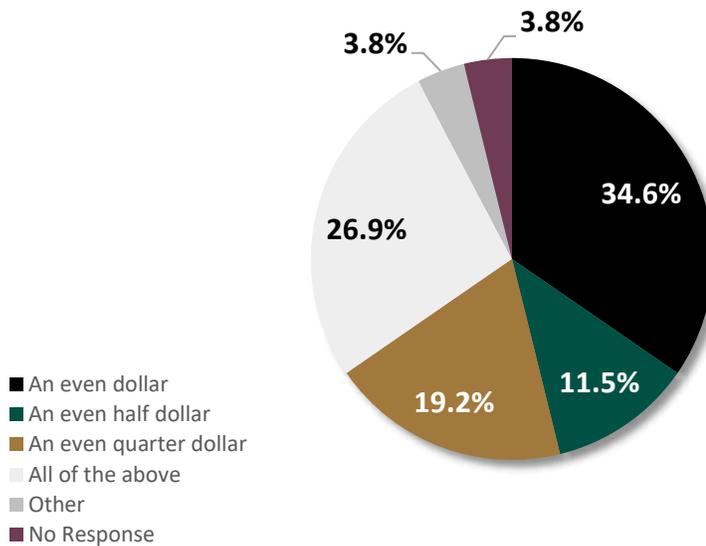
5.2 Public Workshop Results

CAT and the PTNE Division conducted a combination of in-person and virtual public workshops, along with outreach activities at major transfer centers and community events. These efforts were designed to meet Title VI and EJ requirements by engaging a broad and representative cross-section of the community. Key themes and feedback from the public workshops are summarized in Appendix A: Public Outreach Summary. In addition to public input, this summary incorporates findings from one-on-one interviews with CAT operations staff, which focused on identifying operational challenges and potential solutions related to the current fare structure.

A total of 54 people completed the exercise survey digitally to provide feedback for use in developing fare study recommendations. Highlights of the public workshop feedback are noted below.

As shown in Figure 5-1, most respondents (43%) stated that a fare rounded to a whole dollar is most convenient.

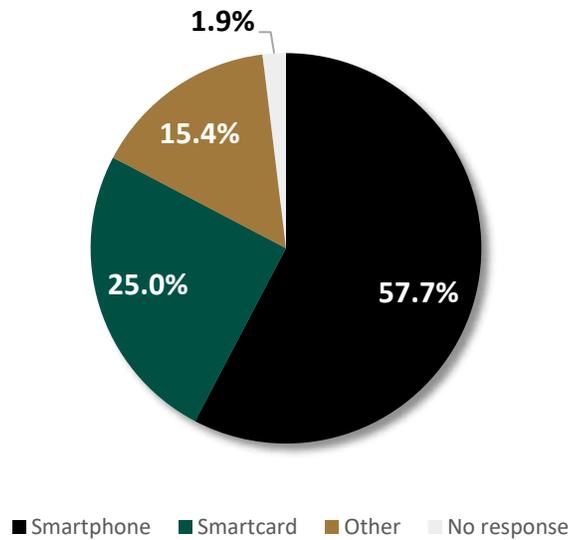
FIGURE 5-1: WHICH FARE INCREMENTS MAKE PAYING WITH CASH MOST CONVENIENT FOR YOU?



Nearly 60% of all respondents stated that the ability to buy a smart card at a third-party location (such as a convenience or grocery store) would be convenient. Just over 40% stated that being able to pay the fare using their smartphone or tablet also would be convenient (see Figure 5-2).

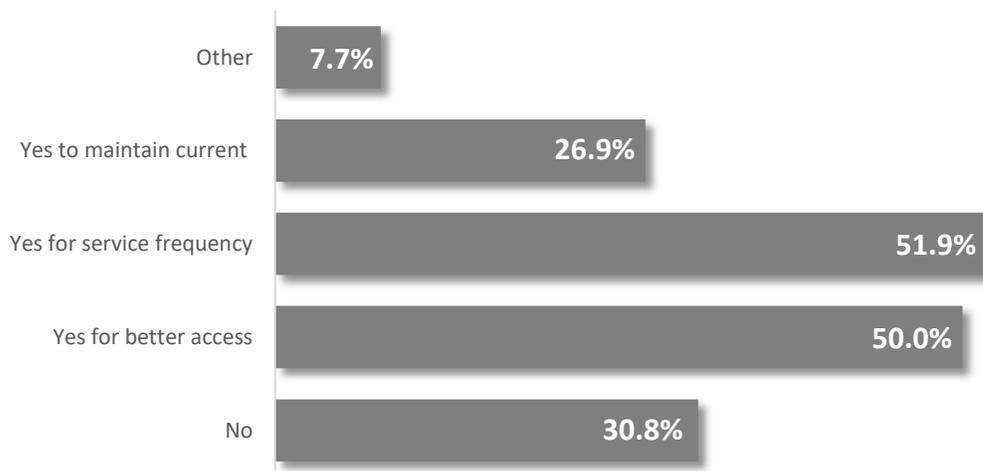


FIGURE 5-2: WHICH FARE PURCHASE/PAYMENT OPTION IS MOST CONVENIENT TO YOU?



As shown in Figure 5-3, 77% of all respondents stated that they would support a fare increase if the revenue was used to improve service frequency/availability or provide better access to other locations. The remaining 23% stated they do not support a fare increase. Additional service to Vanderbilt Beach, better locations of stops, and later/more frequent service were specific comments received.

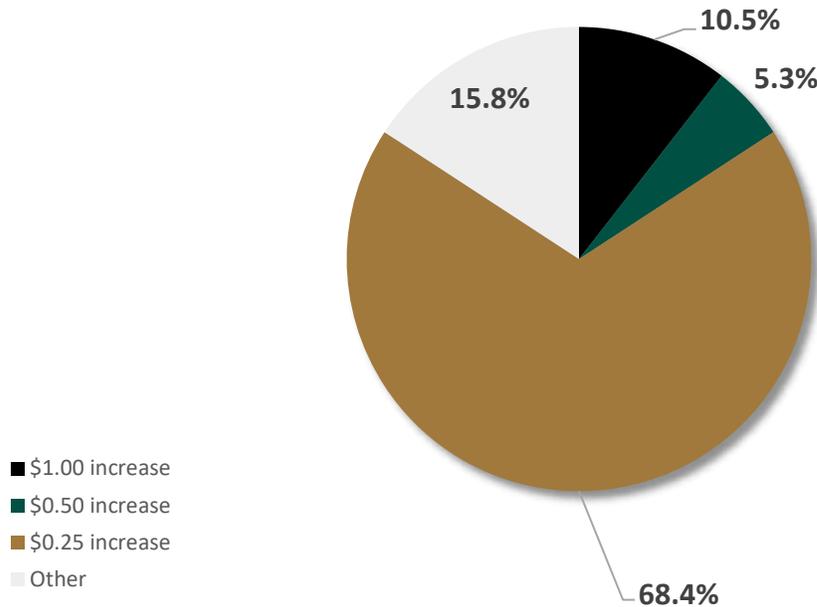
FIGURE 5-3: WOULD YOU SUPPORT A FARE INCREASE IF THE REVENUE WAS USED FOR THE FOLLOWING? (PICK ALL THAT APPLY)



Of respondents who use ADA service, 68.4% said they would support a fare increase of \$0.25, 10.5% would support an increase of \$1, and 5.3% would support an increase of \$0.50. The remaining 22% stated they did not support an ADA fare increase (Figure 5-4).



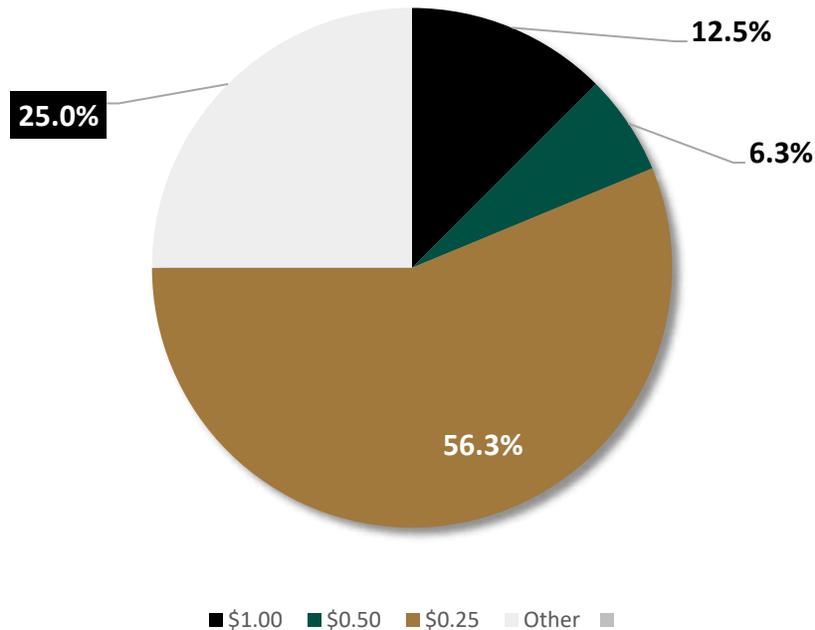
FIGURE 5-4: HOW MUCH YOU THINK THE FARES SHOULD BE INCREASED TO COVER THE COST TO PROVIDE ADA SERVICE?



As shown in Figure 3-5, 56.3% of the respondents who use TD service said they would support a fare increase of \$0.25, 6.3% would support an increase of \$0.50 and 12.5% would support an increase of \$1. Respondents indicated different amounts they would support other than the options supplied; one person stated they would support an increase of \$0.05, and the remaining 33% stated they did not support a TD fare increase.



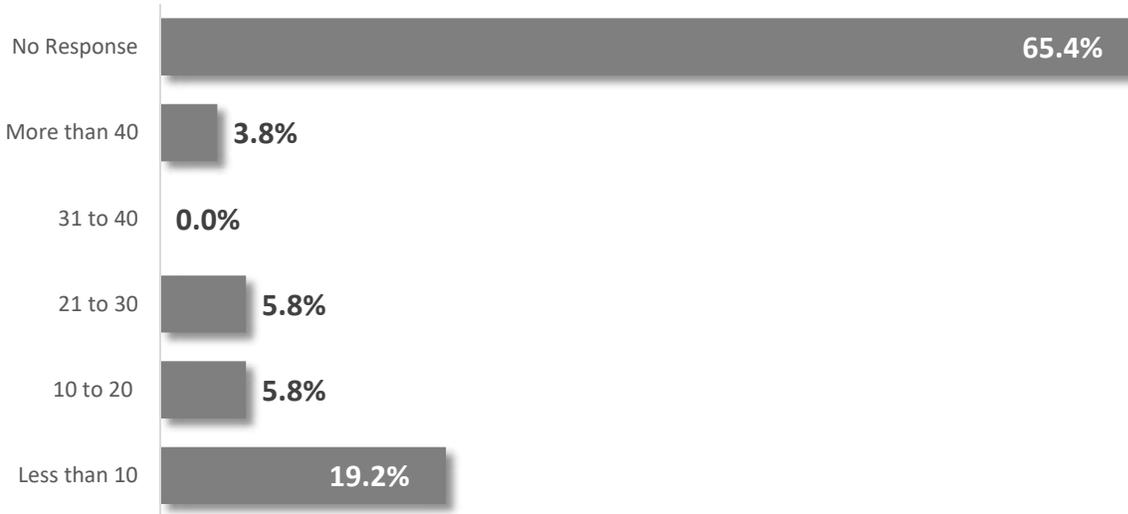
FIGURE 5-5: HOW MUCH DO YOU THINK THE TD FARES SHOULD BE INCREASED TO COVER THE COST TO PROVIDE TD SERVICES? (PICK ONE)



Respondents who use fixed-route service were asked how long their typical trip is in time and distance. As shown in **Error! Reference source not found.** and Figure 5-6, the distribution of responses was varied; however, more than half of riders indicated spending 30 minutes or more on their typical trip, and nearly one-quarter have an average trip distance of greater than 20 miles.

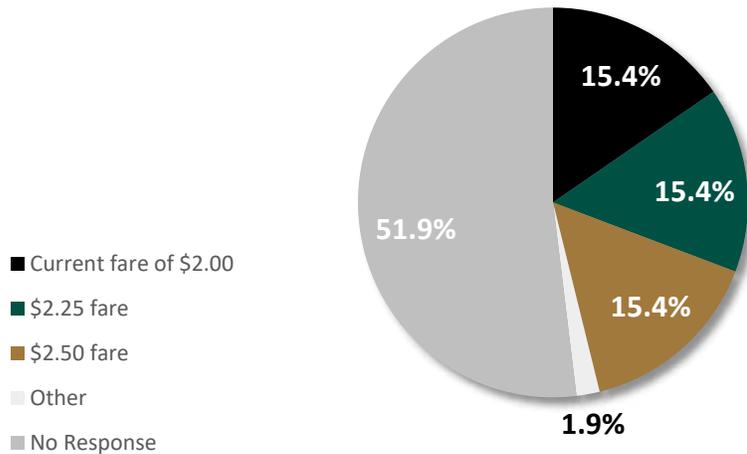


FIGURE 5-6: HOW LONG IS YOUR TYPICAL ONE-WAY TRIP?



As shown in Figure 5-7, of the respondents who use the fixed-route system, 31% indicated that a fare of \$2.00 would be too expensive and 40% indicated that a fare of \$2.50 would be too expensive. The remaining 29% indicated that the current fare of \$1.50 is already too expensive.

FIGURE 5-7: AT WHAT PRICE IS FIXED-ROUTE BUS SERVICE TOO EXPENSIVE?

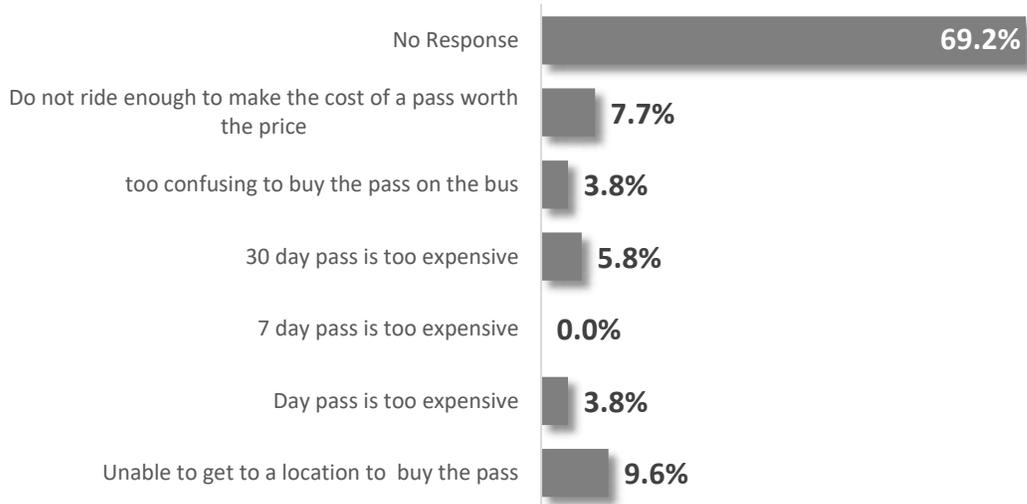


When asked about fare passes, 47% of fixed-route riders indicated that they do not ride the bus enough to make the cost of a pass worthwhile, and 41% stated that one of the pass options was too expensive (20% for the 30-day pass, 12% for the day pass, and 9% for the 7-day pass). The remaining 12% indicated



they are either unable to get to a location to buy a pass or it is too confusing for them to buy a pass on the bus (Figure 5-8).

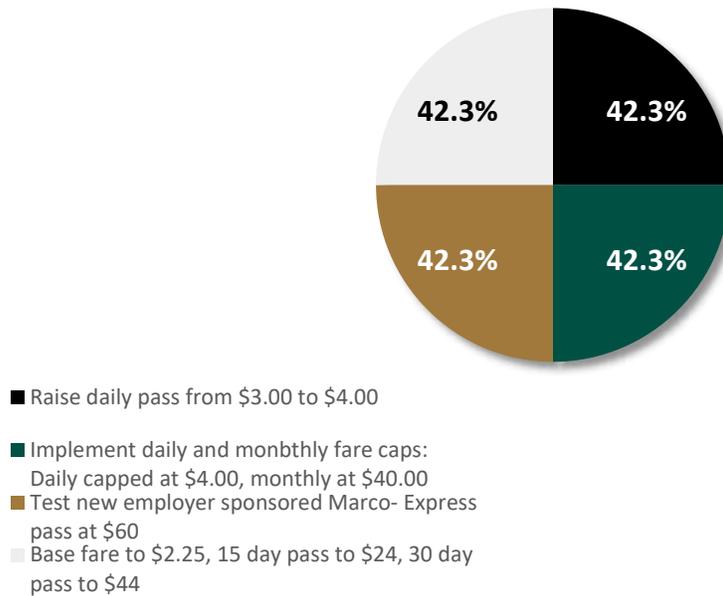
FIGURE 5-8: IF YOU CURRENTLY DO NOT USE PASSES, WHY?



As shown in Figure 5-9, when asked which three fixed-route fare pass options CAT should institute first, the top choice was reducing the day-pass from \$4.00 to \$3.00 as a stand-alone change, followed by increasing the base fare from \$1.50 to \$2.00 and with reducing the day-pass from \$4.00 to \$3.00.



FIGURE 5-9: RANK THE FOLLOWING PROPOSED FARE CHANGES FROM YOUR FAVORITE (1ST) TO LEAST FAVORITE (4TH)



Other comments received from the public workshop include:

- Provide a two-hour fare with transfer.
- Provide 1-day, 7-day, and 30-day pass options for service between Lee and Collier counties.
- Have a frequent-user program or other ways of purchasing a 30-day pass.
- Extend summer-season student Paw pass for athletes/college students during sports.
- Allow payment options for the 30-day pass.
- Provide reduced passes for college students.
- Provide Wi-Fi in buses.
- Provide a simpler (more user-friendly) website and a smartphone/tablet app with a trip planner.



6 CONCEPTUAL FARE ALTERNATIVES

CAT is evaluating a series of conceptual fare alternatives across its service types, including fixed route, paratransit, and the Transportation Disadvantaged program. These alternatives are intended to improve fare equity, streamline fare structures, and balance revenue recovery with customer affordability.

For fixed route services, alternatives focus on system alignment and sustainability. Peer alignment will ensure CAT fares remain consistent with comparable transit systems. A fare capping strategy is under consideration to provide cost predictability for frequent riders by limiting the maximum fare paid within a set period. Employer buy-in initiatives would encourage local businesses to participate in subsidizing transit fares for their employees, increasing ridership and reducing commuter costs. Finally, revenue recovery strategies are included to maintain financial stability while supporting service improvements. Table 6-1 summarizes the four fixed route fare alternatives.

For paratransit services, a base fare adjustment is being considered. This adjustment would reflect changes in operating costs and maintain consistency with federal and state funding requirements while ensuring equitable access to ADA-complementary service. Table 6-2 depicts the paratransit fare alternatives.

Four Transportation Disadvantaged fare options are being evaluated. The tier simplification option keeps the lowest fare at one dollar and makes modest increases for riders up to 250 percent of the Poverty Level, while removing eligibility above that level. The revenue recovery option follows the same structure but raises fares more aggressively to generate additional funding. Table 6-3 presents the Transportation Disadvantaged fare alternatives.

A fixed-route focused option keeps the simplified tiers but makes fixed-route service free for all TD riders to shift demand away from paratransit. A three-tier option raises fares across all income levels, including increasing the lowest fare to two dollars, and continues to exclude riders above 250 percent of the Poverty Level.



TABLE 6-1: FIXED ROUTE FARE ALTERNATIVES

FR Fare Category	Existing	Scenario 1	Scenario 2	Scenario 3*	Scenario 4
Full Fixed Route Fare	\$2.00	\$2.00	\$2.00	\$2.00	\$2.25
Children	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
Day Pass Full/Reduced	\$3.00/\$1.50	\$4.00/\$2.00	Fare cap at \$4/\$2	\$4.00/\$2.00	\$4.00/\$2.00
15 Day Pass Full/Reduced	\$20.00/\$10.00	\$20.00/\$10.00	Fare cap at \$20/\$10	\$20.00/\$10.00	\$24.00/\$12.00
30 Day Pass Full/Reduced	\$40.00/\$20.00	\$40.00/\$20.00	Fare cap at \$40/\$20	Perk Pass change	\$44.00/\$22.00

*SCENARIO 3 IS POLICY DRIVEN

TABLE 6-2: PARATRANSIT FARE ALTERNATIVES

Paratransit Scenario	Fare Type	Existing	Changes
1	ADA Fare	\$3	\$3.25
	Reduced ADA Fare	Keep	Keep
2	ADA Fare	\$3	\$3.50
	Reduced ADA Fare	Keep	Keep
3	ADA Fare	\$3	\$4.00
	Reduced ADA Fare	\$1	\$2



TABLE 6-3: TRANSPORTATION DISADVANTAGED FARE ALTERNATIVES

Transportation Disadvantaged Scenario	Fare Type	Existing	Changes
1 (Tier Refinement)	TD at or under PL	Keep (\$1)	Keep (\$1)
	101% to 150% of PL	\$3	\$3.50
	151% to 225% of PL	\$4	\$5
	226% to 250% of PL	\$4	\$5
	Over 250% of PL	TD	No longer qualify for Transportation Disadvantaged
2 (Increase Revenue Recovery)	TD at or under PL	Keep (\$1)	Keep (\$1)
	101% to 150% of PL	\$3	\$4
	151% to 225% of PL	\$4	\$5
	226% to 250% of PL	\$4	\$6
	Over 250% of PL	TD	No longer qualify for Transportation Disadvantaged
3 (Fixed Route Focus)	TD at or under PL		Scenario 1 + Make Fixed Route free for TD users
	101% to 150% of PL		
	151% to 225% of PL		
	226% to 250% of PL		
	Over 250% of PL		No longer qualify for Transportation Disadvantaged
4 (Three Tier)	TD at or under PL	\$1	\$2
	101% to 150% of PL	\$3	\$4
	151% to 250% of PL	\$4	\$5
	Over 250% of PL	TD	No longer qualify for Transportation Disadvantaged



7 FARE ELASTICITY ANALYSIS

This analysis examines the elasticity of demand for CAT’s fixed-route motorbus service and demand response (paratransit) service. Elasticity measures the sensitivity of ridership to changes in fares.

For transit, the relationship between price and demand is negative: as fares increase, ridership decreases. However, transit demand is generally inelastic, meaning ridership decreases proportionally less than the fare increase. As a result, modest fare increases typically lead to higher total revenue.

7.1 Data and Limitations

The analysis used data from July 2017 through September 2024, with supplemental records extending back to FY 2011. The only fare change during this period occurred in October 2018, when the single full-fare ride increased from \$1.50 to \$2.00, while all other fares remained unchanged. Following the adjustment, single-ride trips declined significantly, but day pass use rose sharply, leaving combined totals relatively stable. Data after March 2020 were excluded due to COVID-19 service suspensions, fare-free periods, and major changes in travel behavior. Hurricane Irma in September 2017 also caused a temporary ridership disruption, which was accounted for with a dummy variable. Because only one fare type changed, direct elasticity estimation was limited to single ride demand and overall systemwide averages, while no paratransit fare changes occurred during the study period, preventing elasticity estimation for demand response service.

7.2 Model Findings

The estimated elasticity for full-fare single rides was approximately -1.9, indicating highly elastic demand, as many riders substituted day passes when the fare increased, resulting in revenue from single rides declining by more than 15%. In contrast, average systemwide elasticity was estimated between -0.36 and -0.47 depending on methodology, with a preferred estimate of -0.42 after adjusting for long-term ridership trends. This estimate is consistent with CAT’s previous elasticity studies (-0.37 and -0.40) and aligns with national benchmarks, including the Simpson-Curtin rule of -1/3 and APTA’s 1991 study, which reported a range of -0.116 to -0.855. For paratransit, no fare changes occurred during the study period, preventing direct estimation; however, national studies suggest elasticities between -0.09 and -0.24, reflecting the limited availability of substitutes and indicating that paratransit demand is generally less elastic than fixed-route demand.

7.3 Trends

Before COVID-19, ridership declined by an average of 0.3% per month even after controlling demographics and service levels. In the post-COVID period ridership began to recover, increasing by 0.4% per month, with FY 2024 ridership only 3.7% lower than FY 2018.



7.4 General Transit Elasticity

Transit demand is typically inelastic, with elasticity values between 0 and -1. Under these conditions, a fare increase results in higher total revenue, since the proportional drop in ridership is smaller than the proportional increase in fare.

Evidence from CAT supports this principle. After the October 2018 fare change, system revenue increased from \$711,939 in FY 2018 to \$749,189 in FY 2019 despite lower ridership. This mirrors national results. APTA's 1991 study of 52 systems reported elasticities ranging from -0.116 to -0.855, with averages of -0.36 for large cities and -0.43 for smaller systems. All estimates were inelastic, confirming that modest fare increases tend to improve revenue.

Exceptions occur for specific fare categories with elastic demand. CAT's full-fare single rides provide such an example, where substitution toward day passes led to revenue losses in that category despite overall system revenue growth.

7.5 Potential Ridership and Revenue Impacts

The elasticity analysis identified a systemwide range of fare sensitivity from -0.36 to -0.47, with a preferred midpoint estimate of -0.42 after accounting for long-term ridership trends. Because the model results reflect a range rather than a single fixed value, it is important to evaluate how different fare changes may perform across this spectrum of rider responsiveness.

To ensure that the projection results fully capture this variability, the revenue and ridership impacts for each scenario are calculated using all three points in the estimated range:

- Low elasticity: **-0.36**
- Midpoint elasticity: **-0.42**
- High elasticity: **-0.47**

National studies consistently show that paratransit demand is less elastic than fixed-route service due to limited substitutes and the higher proportion of riders with mobility or financial constraints. The literature identifies a range of:

- Low elasticity: **-0.09**
- Midpoint elasticity: **-0.17**
- High elasticity: **-0.24**

These values are drawn from the published elasticity findings in the paratransit literature, including Stern (1993), Franklin & Niemeier (1998), Sutton (1990), and Bradley & Koffman (TCRP Report 158), which collectively report elasticities ranging from -0.04 to -0.41, with most falling between -0.09 and -0.24 for typical systems.

7.6 Fixed Route Scenario 1: Day Pass Increase (Full and Reduced)

Existing				Assumed Elasticity -0.36				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	1,896	\$ 3,791.61	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	1,155	\$ 1,155.24	1%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-12%	(9,479)	\$ 17,114.90	17%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-12%	(5,776)	\$ 5,006.02	17%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ -	0%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ -	0%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ -	0%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ -	0%
Total	\$ 207.00	672,555	\$ 951,810			(12,204)	\$ 27,067.77	
Existing				Assumed Elasticity -0.42				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	2,212	\$ 4,423.54	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	1,348	\$ 1,347.77	2%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-14%	(11,059)	\$ 14,481.84	15%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-14%	(6,739)	\$ 4,235.86	15%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ -	0%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ -	0%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ -	0%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ -	0%
Total	\$ 207.00	672,555	\$ 951,810			(14,238)	\$ 24,489.02	
Existing				Assumed Elasticity -0.47				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	2,475	\$ 4,950.16	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	1,508	\$ 1,508.22	2%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-16%	(12,375)	\$ 12,287.62	12%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-16%	(7,541)	\$ 3,594.07	12%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ -	0%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ -	0%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ -	0%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ -	0%
Total	\$ 207.00	672,555	\$ 951,810			(15,933)	\$ 22,340.07	

Scenario 1 increases only the Day Pass fares while keeping all other CAT fixed-route fares unchanged. The full Day Pass rises from \$3.00 to \$4.00, and the reduced Day Pass increases from \$1.50 to \$2.00. Base fares, children's policy, and the prices of 15-day and 30-day passes remain the same. This scenario tests the impact of raising the cost of day-of-service unlimited travel without altering the structure or price of other fare products. The 20% mode shift rate used in this analysis is based on findings from APTA and TCRP B-38, which show that 10–30% of riders who stop using discounted or pass products typically switch to another fare type rather than leaving the system. Using 20% represents a reasonable, moderate substitution assumption for CAT, especially since Base Fare prices remain unchanged.

7.7 Fixed Route Scenario 2: Day Pass, 15 Day Pass, 30 Day Pass Fare Capping (Full and Reduced) + Day Pass Increase (Full and Reduced)

Existing				Assumed Elasticity -0.36				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	1,422	\$ 2,843.71	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	866	\$ 866.43	1%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-12%	(7,109)	\$ 21,064.49	21%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-12%	(4,332)	\$ 6,161.26	21%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ 2,039.45	3%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ 2,505.91	3%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ 4,350.00	3%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ 2,728.80	3%
Total	\$ 207.00	672,555	\$ 951,810			(9,153)	\$ 30,935.88	
Existing				Assumed Elasticity -0.42				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	1,738	\$ 3,475.64	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	1,059	\$ 1,058.97	1%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-14%	(8,689)	\$ 18,431.43	19%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-14%	(5,295)	\$ 5,391.10	19%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ 2,039.45	3%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ 2,505.91	3%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ 4,350.00	3%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ 2,728.80	3%
Total	\$ 207.00	672,555	\$ 951,810			(11,187)	\$ 39,981.29	
Existing				Assumed Elasticity -0.47				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Elasticity Based Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.00	0%	2,001	\$ 4,002.25	1%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	1,219	\$ 1,219.42	1%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-16%	(10,006)	\$ 16,237.21	16%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-16%	(6,097)	\$ 4,749.30	16%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 20.00	0%	-	\$ 2,039.45	3%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 10.00	0%	-	\$ 2,505.91	3%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 40.00	0%	-	\$ 4,350.00	3%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 20.00	0%	-	\$ 2,728.80	3%
Total	\$ 207.00	672,555	\$ 951,810			(12,882)	\$ 26,208.18	

Scenario 2 introduces fare capping for the Day Pass, 15-Day Pass, and 30-Day Pass at both full and reduced fare levels, while also increasing the Day Pass price to \$4.00 for full fare and \$2.00 for reduced fare. Riders no longer need to prepay for multi-day passes; instead, they earn the pass automatically once they reach the capped dollar amount through accumulated trips. This structure maintains the same effective prices as the existing passes but improves convenience and affordability by removing upfront payment barriers. Because fare capping research is still emerging, the most substantiated evidence comes from recent case-study evaluations. *Fare-Capping Policies May Increase Transit Ridership* (Masabi, 2023) reports ridership gains of 3.6% to 4.1% among agencies that implemented or expanded fare capping, driven largely by improved affordability and reduced upfront payment barriers. While TCRP and APTA studies emphasize that fare capping functions as a pass-equivalent discount rather than a direct fare change and therefore does not carry a traditional price elasticity the documented increases point toward modest but measurable ridership growth. Given the early stage of U.S. experience with capping, we will apply a conservative ridership increase of 3% when evaluating the likely system impacts of adopting a fare-capped structure.



7.8 Fixed Route Scenario 3: Employer Sponsored Marco Express Pass Pilot & Perk Pass Extension

Scenario 3 consists of policy changes rather than numerical fare changes, so the impacts on ridership and revenue are not modeled through the elasticity-based calculations used in the other scenarios. Instead of estimating a specific percentage change, the analysis focuses on a qualitative review of the literature on employer pass programs and targeted commuter products. That review summarizes how similar programs have influenced ridership, employer participation, and farebox revenue in other systems, and is used to frame the likely directional impacts of expanding the perk pass and piloting the Marco Express employer pass at CAT.

7.8.1 Employer-Sponsored Marco Express Pass

Introducing a \$60 employer-sponsored Marco Express pass (consistent with perk pass employee threshold), compared to the standard \$70 monthly fare, is supported by strong national evidence demonstrating the effectiveness of employer-based transit pass programs. Transit agencies commonly provide a 10–20% discount for bulk purchases, and the proposed \$60 price point falls squarely within this range. According to TCRP Report 107 and evaluations of programs such as Denver RTD’s EcoPass and university U-Pass models, discounted employer passes reliably increase participation because they reduce administrative complexity for employers while generating more predictable, stable revenue for the transit agency.

Research on employer transit benefit programs consistently shows that participation leads to significant ridership gains, often in the 15–30% range (in participating employees), as more employees shift from single-occupancy vehicles to transit. These increases occur because employer-sponsored passes eliminate the upfront financial barrier associated with purchasing a monthly pass, making transit more accessible, especially to workers with variable schedules or limited disposable income. For a community like Marco Island where many employees work in hospitality, tourism, and service sectors, this cost barrier can meaningfully improve access to reliable transportation and support workforce stability.

Employer-sponsored passes also expand transit access without reducing single-ride revenue. Studies summarized in TCRP 107 and APTA fare policy reviews show that discounted employer passes tend to generate new transit trips rather than replacing existing ones. Employees who previously drove or carpoled often adopt transit when their employer provides a subsidized pass, producing a net increase in ridership and system utilization. The employer also benefits through improved employee attendance, reduced parking demand, and enhanced recruitment and retention.

Taken together, these findings support the introduction of a \$60 Marco Express employer pass as a targeted, evidence-backed strategy. The discount is modest, the administrative pathway is straightforward, and the expected ridership gains are consistent with national experience. This makes Scenario 3’s employer-sponsored Marco Express pass a practical and cost-effective tool to strengthen employee mobility on the island while expanding CAT’s reach and ridership.



7.8.2 Lowering the Perk Pass Threshold to 100+ Employees

Reducing the eligibility requirement for CAT's 30-Day Perk Pass from employers with 250 or more employees to those with 100 or more broadens access to discounted transit benefits for a much larger share of Collier County's workforce.

Lowering the perk pass eligibility threshold from 250 employees to 100 employees makes the program accessible to many more employers in Collier County. Most local businesses, especially in hospitality, food service, retail, and healthcare support, fall below the current 250-employee cutoff. National research shows that mid-sized employers often want to participate in transit benefit programs but cannot do so when eligibility rules are set too high. These employers manage large numbers of shift-based and hourly workers who benefit directly from reliable and affordable transportation. Reducing the minimum threshold encourages participation from small and mid-sized businesses, increases access for workers who rely on transit, and creates a benefit structure that supports employee retention, reduces parking pressure, and improves overall workforce stability.

Expanding eligibility also aligns CAT's perk pass program with national best practices. Transit agencies across the country have reported that employer pass programs are more effective when they include mid-sized firms rather than limiting participation to only the largest employers. Research summarized in TCRP reports shows that mid-sized companies often have higher interest in transit benefits because they experience more difficulty providing parking, managing shift changes, or absorbing the cost of employee turnover. These businesses benefit when transit becomes a reliable option for employees who may not have consistent access to a car.

Employers contribute significantly to the local economy but often face ongoing staffing challenges, especially during peak tourism seasons. Offering a discounted transit pass helps support workforce stability and can reduce the number of unfilled shifts. It also strengthens CAT's relationship with key industries that depend heavily on a stable and dependable labor force.

The expanded threshold also creates an opportunity for CAT to engage directly with more employers. Outreach efforts can include presentations, on-site pass enrollment, and coordination with human resources teams. These activities create better awareness of transit services and provide employers with information about how the perk pass can help reduce absenteeism and support employee well-being. Growing the number of participating employers increases visibility of the program and builds a stronger base of long-term transit users.

Finally, lowering the threshold improves equity and access across the county. Workers who rely on transit are more likely to be employed in small and mid-sized businesses, and they often have less flexibility in how they travel to work. Expanding the perk pass program makes discounted transit available to more of these workers and can improve their ability to maintain stable employment. This change supports CAT's broader goals of improving mobility, reducing barriers to workforce participation, and strengthening economic opportunity for residents throughout Collier County.

7.9 Fixed Route Scenario 4: Revenue Enhancement

Existing				Assumed Elasticity -0.36				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.25	-5%	(7,934)	\$ 26,227.58	7%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	-	\$ -	0%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-12%	(9,479)	\$ 17,114.90	17%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-12%	(5,776)	\$ 5,006.02	17%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 24.00	-7%	(4,160)	\$ 7,722.71	11%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 12.00	-7%	(7,397)	\$ 9,489.03	11%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 44.00	-4%	(1,740)	\$ 8,758.00	6%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 22.00	-4%	(2,742)	\$ 5,493.98	6%
Total	\$ 207.00	672,555	\$ 951,810			(23,190)	\$ 48,348.50	
Existing				Assumed Elasticity -0.42				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.25	-5%	(9,257)	\$ 23,252.18	7%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	-	\$ -	0%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-14%	(11,059)	\$ 14,481.84	15%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-14%	(6,739)	\$ 4,235.86	15%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 24.00	-8%	(4,854)	\$ 6,743.77	10%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 12.00	-8%	(8,630)	\$ 8,286.19	10%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 44.00	-4%	(2,030)	\$ 7,801.00	5%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 22.00	-4%	(3,199)	\$ 4,893.65	5%
Total	\$ 207.00	672,555	\$ 951,810			(45,768)	\$ 69,694.50	
Existing				Assumed Elasticity -0.47				
Category	Fare	Ridership	Revenue (FY 24)	Proposed - New Fare	Projected Ridership Impact (%)	Projected Ridership Impact	Projected Revenue Impact	Projected Revenue Impact (%)
Base Fare - Full	\$ 2.00	176,320	\$ 352,640	\$ 2.25	-6%	(10,359)	\$ 20,772.68	6%
Base Fare - Reduced	\$ 1.00	84,078	\$ 84,078	\$ 1.00	0%	-	\$ -	0%
Day Pass - Full	\$ 3.00	78,992	\$ 98,740	\$ 4.00	-16%	(12,375)	\$ 12,287.62	12%
Day Pass - Reduced	\$ 1.50	48,135	\$ 28,881	\$ 2.00	-16%	(7,541)	\$ 3,594.07	12%
15 Day Pass - Full	\$ 20.00	57,784	\$ 67,982	\$ 24.00	-9%	(5,432)	\$ 5,927.99	9%
15 Day Pass - Reduced	\$ 10.00	102,742	\$ 83,530	\$ 12.00	-9%	(9,658)	\$ 7,283.83	9%
30 Day Pass - Full	\$ 40.00	48,343	\$ 145,000	\$ 44.00	-5%	(2,272)	\$ 7,003.50	5%
30 Day Pass - Reduced	\$ 20.00	76,161	\$ 90,960	\$ 22.00	-5%	(3,580)	\$ 4,393.37	5%
Total	\$ 207.00	672,555	\$ 951,810			(30,275)	\$ 36,654.37	

Scenario 4 increases the price of every fixed-route fare product, including the base fare, day pass, 15-day pass, and 30-day pass. The purpose of this scenario is to maximize revenue generation rather than improve equity, access, or fare simplicity. Because all fare categories increase in price, this scenario is expected to produce the largest ridership losses of all the options. The elasticity analysis confirms that raising multiple-fare products at once results in a sharper decline in systemwide ridership, especially for riders who rely on monthly or daily passes. Scenario 4 does not include any balancing measures, such as fare capping, employer partnerships, or targeted discounts that could help protect low-income riders. For this reason, it is likely to be the least recommended scenario. While it increases revenue in the short term, it does so at the expense of ridership, affordability, and long-term transit accessibility for Collier County residents.

7.10 Paratransit Scenario 1: Regular ADA Fare Increase from \$3 to \$3.25

TABLE 7-1: PARATRANSIT SCENARIO 1

Revenue & Ridership Projections										
Fare Elasticity -0.09										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.25	8%	-1%	42,024	41,709	(315)	\$ 126,072	\$ 135,554	\$ 9,482
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -
Fare Elasticity -0.17										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.25	8%	-1%	42,024	41,429	(595)	\$ 126,072	\$ 134,643	\$ 8,571
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -
Fare Elasticity -0.24										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.25	8%	-2%	42,024	41,184	(840)	\$ 126,072	\$ 133,846	\$ 7,774
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -

7.11 Paratransit Scenario 2: Regular ADA Fare Increase from \$3 to \$3.50

TABLE 7-2: PARATRANSIT SCENARIO 2

Revenue & Ridership Projections										
Fare Elasticity -0.09										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.50	17%	-2%	42,024	41,394	(630)	\$ 126,072	\$ 144,878	\$ 18,806
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -
Fare Elasticity -0.17										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.50	17%	-3%	42,024	40,833	(1,191)	\$ 126,072	\$ 142,917	\$ 16,845
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -
Fare Elasticity -0.24										
	Existing Fare	New Fare	Fare Change	Ridership Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 3.50	17%	-4%	42,024	40,343	(1,681)	\$ 126,072	\$ 141,201	\$ 15,129
Reduced ADA	\$ 1.00	\$ 1.00	0%	0%	49,857	49,857	-	\$ 49,857	\$ 49,857	\$ -

7.12 Paratransit Scenario 3: Regular ADA Fare Increase from \$3 to \$4 & Reduced ADA Fare Increase from \$1 to \$2

TABLE 7-3: PARATRANSIT SCENARIO 3

Revenue & Ridership Projections										
Fare Elasticity -0.09										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 4.00	33%	-3%	42,024	40,763	(1,261)	\$ 126,072	\$ 163,053	\$ 36,981
Reduced ADA	\$ 1.00	\$ 2.00	100%	-9%	49,857	45,370	(4,487)	\$ 49,857	\$ 90,740	\$ 40,883
Fare Elasticity -0.17										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 4.00	33%	-6%	42,024	39,643	(2,381)	\$ 126,072	\$ 158,571	\$ 32,499
Reduced ADA	\$ 1.00	\$ 2.00	100%	-17%	49,857	41,381	(8,475.69)	\$ 49,857	\$ 82,763	\$ 32,906
Fare Elasticity -0.24										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
Regular ADA	\$ 3.00	\$ 4.00	33%	-8%	42,024	38,662	(3,362)	\$ 126,072	\$ 154,648	\$ 28,576
Reduced ADA	\$ 1.00	\$ 2.00	100%	-24%	49,857	37,891	(11,966)	\$ 49,857	\$ 75,783	\$ 25,926

7.13 Transportation Disadvantaged Scenario 1: Tier Refinement

TABLE 7-4: TRANSPORTATION DISADVANTAGED SCENARIO 1

Ridership & Revenue Projection										
Fare Elasticity -0.09										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	1	1	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	3	3.5	17%	-2%	2,709	2,668	(41)	\$ 8,127	\$ 9,339	\$ 1,212
151% to 225% of PL*	4	5	25%	-2%	5,009	4,896	(113)	\$ 20,034	\$ 24,479	\$ 4,445
226% to 350% of PL*	4	5	25%	-2%	5,009	4,896	(113)	\$ 20,034	\$ 24,479	\$ 4,445
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									
Fare Elasticity -0.17										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	1	1	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	3	3.5	17%	-3%	2,709	2,632	(77)	\$ 8,127	\$ 9,213	\$ 1,086
151% to 350% of PL*	4	5	25%	-4%	5,009	4,796	(213)	\$ 20,034	\$ 23,978	\$ 3,944
226% to 350% of PL*	4	5	25%	-4%	5,009	4,796	(213)	\$ 20,034	\$ 23,978	\$ 3,944
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									
Fare Elasticity -0.24										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	1	1	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	3	3.5	17%	-4%	2,709	2,601	(108)	\$ 8,127	\$ 9,102	\$ 975
151% to 225% of PL*	4	5	25%	-6%	5,009	4,708	(301)	\$ 20,034	\$ 23,540	\$ 3,506
226% to 350% of PL*	4	5	25%	-6%	5,009	4,708	(301)	\$ 20,034	\$ 23,540	\$ 3,506
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									

* Riders above 150% of the federal poverty level are currently grouped together and pay a uniform fare; income sub-tiers up to 350% of poverty are modeled for analytical purposes only and do not reflect existing eligibility categories.

7.14 Transportation Disadvantaged Scenario 2: Increase Revenue Recovery

TABLE 7-5: TRANSPORTATION DISADVANTAGED SCENARIO 2

Revenue & Ridership Projection										
Fare Elasticity -0.09										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 1.00	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	\$ 3.00	\$ 4.00	33%	-3%	2,709	2,628	(81)	\$ 8,127	\$ 10,511	\$ 2,384
151% to 225% of PL*	\$ 4.00	\$ 5.00	25%	-2%	5,009	4,896	(113)	\$ 20,034	\$ 24,479	\$ 4,445
226% to 350% of PL*	\$ 4.00	\$ 6.00	50%	-5%	5,009	4,783	(225)	\$ 20,034	\$ 28,699	\$ 8,665
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									
Fare Elasticity -0.17										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 1.00	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	\$ 3.00	\$ 4.00	33%	-6%	2,709	2,555	(154)	\$ 8,127	\$ 10,222	\$ 2,095
151% to 225% of PL*	\$ 4.00	\$ 5.00	25%	-4%	5,009	4,796	(213)	\$ 20,034	\$ 23,978	\$ 3,944
226% to 350% of PL*	\$ 4.00	\$ 6.00	50%	-9%	5,009	4,583	(426)	\$ 20,034	\$ 27,497	\$ 7,463
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									
Fare Elasticity -0.24										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 1.00	0%	0%	13,735	13,735	-	\$ 13,735	\$ 13,735	\$ -
101% to 150% of PL	\$ 3.00	\$ 4.00	33%	-8%	2,709	2,492	(217)	\$ 8,127	\$ 9,969	\$ 1,842
151% to 225% of PL*	\$ 4.00	\$ 5.00	25%	-6%	5,009	4,708	(301)	\$ 20,034	\$ 23,540	\$ 3,506
226% to 350% of PL*	\$ 4.00	\$ 6.00	50%	-12%	5,009	4,407	(601)	\$ 20,034	\$ 26,445	\$ 6,411
<i>Over 350% of PL</i>	<i>No longer qualify for Transportation Disadvantaged</i>									

* Riders above 150% of the federal poverty level are currently grouped together and pay a uniform fare; income sub-tiers up to 350% of poverty are modeled for analytical purposes only and do not reflect existing eligibility categories.

7.15 Transportation Disadvantaged Scenario 3: Fixed Route Focus

This scenario emphasizes policy driven changes rather than fare-based adjustments and builds on the tier refinement framework by introducing free fixed route service for Transportation Disadvantaged users. The primary objective is to encourage eligible riders to shift trips from higher cost paratransit services to fixed route services where feasible, particularly for recurring trips along established corridors. By removing the fare barrier on fixed route for Transportation Disadvantaged users, the scenario improves access while preserving affordability for riders who are able to use the fixed route network.

From an operating perspective, this approach reflects a more cost-efficient service delivery model. Fixed route service is inherently more productive than paratransit, as buses can carry multiple passengers simultaneously and accommodate higher passenger volumes without proportional increases in operating cost. In contrast, paratransit trips are typically provided on a one to one or limited shared ride basis, resulting in higher cost per passenger trip and lower overall productivity. Shifting even a modest share of eligible trips to fixed route service can reduce pressure on paratransit capacity, improve scheduling flexibility, and allow paratransit resources to be more effectively focused on riders with no viable fixed route option.

Because this scenario relies on eligibility rules, rider choice, and service substitution rather than a uniform fare change, ridership and revenue impacts are not estimated using elasticity-based calculations. Instead, the scenario is evaluated qualitatively, informed by national research and peer experience showing that fixed route incentives for Transportation Disadvantaged users can reduce paratransit demand, improve system efficiency, and expand mobility options without creating new cost burdens for riders. This scenario is best understood as a long-term operational strategy that prioritizes efficiency and access rather than near term revenue recovery.

7.16 Transportation Disadvantaged Scenario 4: Three Tier

TABLE 7-6: TRANSPORTATION DISADVANTAGED SCENARIO 3

Revenue & Ridership Projection										
Fare Elasticity -0.09										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 2.00	100%	-9%	13,735	12,499	(1,236)	\$ 13,735	\$ 24,998	\$ 11,263
101% to 150% of PL*	\$ 3.00	\$ 4.00	33%	-3%	2,709	2,628	(81)	\$ 8,127	\$ 10,511	\$ 2,384
151% to 350% of PL*	\$ 4.00	\$ 5.00	25%	-2%	10,017	9,792	(225)	\$ 40,068	\$ 48,958	\$ 8,890
<i>Over 350% of PL</i>	<i>No longer qualifies for Transportation Disadvantaged</i>									
Fare Elasticity -0.17										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 2.00	100%	-17%	13,735	11,400	(2,335)	\$ 13,735	\$ 22,800	\$ 9,065
101% to 150% of PL*	\$ 3.00	\$ 4.00	33%	-6%	2,709	2,555	(154)	\$ 8,127	\$ 10,222	\$ 2,095
151% to 350% of PL*	\$ 4.00	\$ 5.00	25%	-4%	10,017	9,591	(426)	\$ 40,068	\$ 47,956	\$ 7,888
<i>Over 350% of PL</i>	<i>No longer qualifies for Transportation Disadvantaged</i>									
Fare Elasticity -0.24										
	Old Fare	New Fare	% Fare Change	Ridership % Change	Base Trips	New Trips	Trip Change	Base Revenue	New Revenue	Revenue Impact
TD at or under PL	\$ 1.00	\$ 2.00	100%	-24%	13,735	10,439	(3,296)	\$ 13,735	\$ 20,877	\$ 7,142
101% to 150% of PL*	\$ 3.00	\$ 4.00	33%	-8%	2,709	2,492	(217)	\$ 8,127	\$ 9,969	\$ 1,842
151% to 350% of PL*	\$ 4.00	\$ 5.00	25%	-6%	10,017	9,416	(601)	\$ 40,068	\$ 47,080	\$ 7,012
<i>Over 350% of PL</i>	<i>No longer qualifies for Transportation Disadvantaged</i>									

* Riders above 150% of the federal poverty level are currently grouped together and pay a uniform fare; income sub-tiers up to 350% of poverty are modeled for analytical purposes only and do not reflect existing eligibility categories.

CAT's Transportation Disadvantaged ridership data is currently reported by program category (TD1, TD3, and TD4) rather than by detailed income percentage above the federal poverty level. Under the existing fare structure, all riders with incomes above 150 percent of the federal poverty level are grouped together and pay a uniform \$4.00 fare, regardless of how far their income exceeds that threshold. As a result, the available data does not allow for direct identification of how many riders fall within narrower income bands such as 151–225 percent, 226–350 percent, or above 350 percent of the federal poverty level. For purposes of evaluating alternative fare and eligibility policies, this analysis models sub-tiers within the 150 percent and above group to assess the potential impacts of graduated fare increases and the introduction of an upper income eligibility limit. These sub-tiers are analytical constructs only and do not represent existing eligibility categories or verified income distributions. Because all riders in the 150 percent and above category currently pay the same fare, the modeled fare increase from \$4.00 to \$5.00 is applied consistently across this population, making the elasticity-based ridership and revenue impacts appropriate for comparative scenario evaluation. Any ridership changes associated with upper income limits should therefore be interpreted as policy-level estimates rather than precise forecasts, and implementation would require subsequent policy decisions, updated income verification, and administrative adjustments.

8 RECOMMENDED FARE CHANGES

Based on the analysis completed during this study and the public outreach conducted through intercept surveys and public workshops, the following recommendations were developed.

8.1 Fixed Route Fare Structure Recommendations

Based on the ridership and revenue analysis, peer review findings, and CAT's long-term goals of improving fixed-route productivity while avoiding significant rider disruption, it is recommended that CAT pursue a combined fixed-route strategy, supplemented by employer-based initiatives.

The recommended approach includes two coordinated elements:

- Adopt Fixed Route Scenario 1: **Day Pass Increase**
- Implement Fixed Route Scenario 3: **Perk Pass Expansion**

Together, these measures strengthen fare affordability, improve convenience, expand ridership among key markets, and support long-term financial sustainability.

Perk Pass Expansion

Fixed Route Scenario 3 is recommended as a complementary growth strategy to day pass increase. Lowering the Perk Pass eligibility threshold to employers with 100 or more employees expands access to discounted transit benefits for a broader share of Collier County's workforce. National research consistently shows that employer-sponsored transit passes increase participation and ridership by reducing individual cost barriers and simplifying access.

This program is particularly well suited to Collier County's employment base, which includes a large share of service, hospitality, healthcare, and tourism workers. Employer pass programs generate stable revenue, encourage regular transit use, and support workforce reliability without displacing existing single-ride revenue.

Summary of Fixed Route Recommendation

This combined fixed-route strategy prioritizes convenience, targeted affordability, and ridership growth while maintaining revenue stability. By pairing day pass increase and employer partnerships, CAT can strengthen its fixed-route system without increasing base fares or introducing abrupt systemwide changes. This approach aligns with peer agency practices, supports key rider markets, and advances CAT's broader goals of improving fixed-route productivity and long-term financial stability.

TABLE 8-1: FIXED ROUTE RECOMMENDATIONS

Fare Element	Current	Recommended Action
Base Fare	\$2.00	No change
Day Pass (Full/Reduced)	\$3.00 / \$1.50	Increase to \$4.00 / \$2.00
Perk Pass Program	250+ employees	Expand eligibility to employers with 100+ employees

8.2 Paratransit Fare Structure Recommendations

The peer agency review shows that CAT’s current ADA paratransit fare of \$3.00 per trip is low relative to comparable transit systems. Many peer agencies price ADA paratransit fares at or near twice the fixed route base fare, reflecting the significantly higher cost of providing demand-response service. This pricing structure is explicitly permitted under FTA regulations, which allow ADA paratransit fares to be set at no more than twice the comparable fixed route fare. The FTA recognizes that paratransit service is inherently more expensive to operate due to individualized trip scheduling, dispersed origins and destinations, limited opportunities for ride sharing, and extensive ADA service requirements related to eligibility determination, trip availability, and service quality standards.

Paratransit operating costs are also more difficult to control than fixed route costs. Fixed route buses can carry multiple passengers simultaneously and absorb additional riders without proportional increases in operating expense. In contrast, paratransit service is typically provided on a one-to-one or limited shared-ride basis, resulting in higher cost per trip and lower overall productivity. As demand increases, paratransit service requires additional vehicles, drivers, dispatch resources, and scheduling capacity, making it significantly more expensive on a per-passenger basis.

Since the COVID-19 pandemic, the cost of providing paratransit service has increased substantially due to rising labor costs, fuel prices, insurance, vehicle maintenance, and contracted service rates. During this same period, CAT’s paratransit fares have remained unchanged. As a result, farebox recovery for paratransit has declined, increasing the operating subsidy required to maintain service levels and placing additional pressure on CAT’s overall operating budget.

This imbalance is further compounded by the fact that paratransit fares have not been adjusted in more than a decade. While fixed route fares were last increased in 2018, paratransit fares were not adjusted at that time and have remained unchanged since 2012. Given the significant changes in operating conditions and costs over this period, the lack of fare adjustment has widened the gap between the cost of providing paratransit service and the revenue recovered from fares.

The elasticity analysis supports a moderate paratransit fare increase. Paratransit riders exhibit the lowest price sensitivity among CAT’s service types due to higher levels of dependence and fewer available travel alternatives. Even under higher elasticity assumptions, projected ridership declines remain modest, while revenue gains are meaningful. This indicates that fare adjustments can improve cost recovery without causing severe service disruption or loss of access.

From an affordability perspective, a \$1 increase in the ADA paratransit fare would still keep the service highly affordable, particularly given the size of Collier County and the length of many paratransit trips. Paratransit provides door-to-door transportation over distances that would be costly to replicate through private alternatives such as taxis or rideshare services. When viewed in this context, the recommended fare adjustment represents a small share of the true cost of service while supporting long-term financial sustainability.

Based on these considerations, **Paratransit Scenario 3 is recommended**. This scenario increases the regular **ADA fare from \$3.00 to \$4.00 and the reduced ADA fare from \$1.00 to \$2.00**. The recommended fares align with federal guidance, peer agency practices, and the results of the elasticity analysis, while remaining affordable for riders who depend on paratransit service. When paired with fixed route incentives and policies that encourage appropriate mode shift where feasible, Scenario 3 represents a balanced and fiscally responsible approach to sustaining CAT’s paratransit program.

TABLE 8-2: SUMMARY OF PARATRANSIT FARE STRUCTURE RECOMMENDATIONS

Paratransit Scenario	Fare Type	Existing Fare	New Fare
3	ADA Fare	\$3.00	\$4.00
	Reduced ADA Fare	\$1.00	\$2.00

8.3 Transportation Disadvantaged Fare Structure Recommendations

This study recommends advancing Transportation Disadvantaged Scenario 4, which introduces a simplified three-tier fare structure aligned with income levels and service cost realities. This scenario balances affordability, equity, and fiscal sustainability while remaining consistent with peer agency practices and national guidance. It is important to note that the initial upper limit for transportation-disadvantaged eligibility was set at 250% when presented to the public. However, after receiving substantial public feedback, it was determined that increasing the upper limit to 350% was necessary to align with public sentiment.

Under this scenario:

- Riders at or below the federal poverty level see the largest percentage increase, with the fare increasing from \$1.00 to \$2.00, while remaining highly affordable for long-distance, door-to-door service.
- Riders between 101% and 150% of poverty experience a moderate fare increase from \$3.00 to \$4.00.
- Riders between 151% and 350% of poverty see a modest increase from \$4.00 to \$5.00.
- Individuals with incomes above 350% of the federal poverty level no longer qualify for Transportation Disadvantaged subsidies.

TABLE 8-3 SUMMARY OF TRANSPORTATION DISADVANTAGED FARE STRUCTURE RECOMMENDATIONS

Transportation Disadvantaged Scenario 4		
	Existing Fare	New Fare
TD at or under Poverty Line	\$ 1.00	\$ 2.00
101% to 150% of Poverty Line	\$ 3.00	\$ 4.00
151% to 350% of Poverty Line	\$ 4.00	\$ 5.00
Over 350% of Poverty Line	No longer qualifies for Transportation Disadvantaged	

Establishing an upper income limit is consistent with both peer agency practice and national research. In Florida:

- Palm Tran and Sarasota County (Breeze Transit) limit income-based Transportation Disadvantaged eligibility to 150% of the federal poverty level.
- Lee County (LeeTran) applies a threshold of 200% of the federal poverty level.

Compared to these peers, CAT’s proposed 350% poverty cap is more inclusive while still introducing a clear and defensible boundary for subsidy eligibility. This approach ensures limited Transportation Disadvantaged resources are focused on riders with the greatest financial need while allowing higher-income individuals to continue accessing ADA paratransit or fixed-route services at non-subsidized fares.

National guidance from the Transportation Research Board emphasizes the importance of managing Transportation Disadvantaged eligibility and fare policy to control costs and preserve service for those most dependent on paratransit. The FTA further recognizes the high cost of ADA paratransit by permitting fares of up to twice the fixed-route fare, acknowledging the service’s lower productivity and higher per-trip cost.

Transportation Disadvantaged Scenario 4 is recommended as a balanced, sustainable approach that modernizes CAT’s fare structure after more than a decade without adjustment. It improves revenue recovery, simplifies administration, aligns with peer agency practice, and maintains affordability for riders with the greatest financial and mobility needs. While some ridership reduction is expected, the elasticity analysis shows that the resulting revenue gains outweigh these losses and support the long-term viability of paratransit services in Collier County.

This scenario positions CAT to better manage rising costs, preserve critical mobility for vulnerable populations, and ensure that Transportation Disadvantaged services remain available and reliable in the years ahead.

9 CONCLUSION

Collier Area Transit's fare structure has remained largely unchanged for more than a decade for paratransit service and since 2018 for fixed-route service. During that same period, operating costs have increased substantially, farebox recovery has declined, and ridership patterns have shifted following the COVID-19 pandemic. This study evaluated CAT's fare policies through trend analysis, peer comparison, demographic review, public outreach, and elasticity modeling to develop a balanced, data-driven path forward.

The findings are clear:

- Fixed-route demand is inelastic overall, meaning moderate fare adjustments can improve revenue with manageable ridership impacts.
- Paratransit demand is even less price sensitive, reflecting high rider dependence and limited travel alternatives.
- CAT's day pass and monthly pass products are priced below peer averages.
- ADA fares have not changed since 2012, despite rising costs.
- Transportation Disadvantaged eligibility and tier structures are broader and more complex than most Florida peers.
- Public feedback shows conditional support for fare increases when tied to service sustainability and improvements.

Based on this analysis, the recommended balanced fare strategy advances three coordinated goals: protect affordability for the most vulnerable riders, improve revenue recovery, and strengthen long-term financial sustainability.

For fixed-route service, the recommended strategy anchors on a targeted day pass adjustment, and employer-sponsored pass programs. This approach improves convenience, reduces upfront payment barriers, and supports workforce mobility while maintaining the base fare. Rather than relying on across-the-board increases, the strategy emphasizes modernization and targeted growth.

For paratransit service, increasing the ADA fare from \$3.00 to \$4.00 and the reduced ADA fare from \$1.00 to \$2.00 aligns CAT with federal guidelines and peer practices. Elasticity modeling shows that revenue gains meaningfully exceed projected ridership losses, and the revised fares remain affordable relative to the true cost of door-to-door service. This adjustment corrects more than a decade of fare stagnation and supports sustainable service delivery.

For the Transportation Disadvantaged program, the recommended simplified three-tier structure introduces clearer income alignment and establishes an upper income eligibility threshold. This ensures that limited subsidy resources are focused on riders with the greatest financial need while improving administrative clarity and cost control. The proposed eligibility cap remains more inclusive than several Florida peers while strengthening fiscal responsibility.

Collectively, the recommendations:

- Improves farebox recovery across service types
- Aligns CAT more closely with peer agencies
- Protects low-income and highly dependent riders
- Encourages appropriate use of fixed-route service
- Supports employer partnerships and workforce stability
- Strengthens long-term financial resilience

Transit systems must periodically recalibrate fare policy to reflect changing economic conditions, operating costs, and rider needs. This study provides CAT with a structured, evidence-based framework to do so. The recommended changes modernize the fare structure, balance equity and sustainability, and position Collier Area Transit to continue providing reliable mobility for residents and visitors in the years ahead.

APPENDIX A

Public Outreach Summary

COLLIER AREA TRANSIT FARE STUDY

Public Outreach Summary

Collier Area Transit (CAT), managed by the Public Transit & Neighborhood Enhancement Division (PTNE) of Collier County, manages transit and paratransit services and has the responsibility to ensure that a financially-sound and fiscally accountable public transportation system is available to the citizens and visitors of Collier County. Additionally, regulations outlined by the Federal Transit Administration (FTA) in Circular 4702.1A require that all service modifications and fare changes be fair and equitable to all citizens regardless of race, color, or national origin, and to complete an analysis of all proposed changes or modifications.

The Transit Development Plan (TDP) completed in 2015 recommended that fares be analyzed every five years. Therefore, the PTNE Division is seeking a Title VI Compliance and Fare Equity Analysis that will provide a thorough evaluation and recommendations prior to implementing a fare change acceptable to the FTA requirements for compliance reviews.

CAT teamed with Johnson Engineering, LLC and Benesch to study the fare structure for potential modifications and to complete public outreach.

Two public meeting workshops were held to present existing fare structure, ridership and revenue trends, and conceptual fare alternatives. The presentation included opportunities for questions, engaging discussion, and a questionnaire to collect feedback from participants. The first public workshop was hosted on August 26, 2025, from 5:00pm to 7:30pm at North Collier Regional Park, (Exhibit Hall, 15000 Livingston Road, Naples, Florida) and had two attendees from the public. The second meeting was held at the same time on August 27th at Immokalee Community Park (321 N 1st Street, Immokalee, Florida) and had five attendees from the public. Several team members from CAT, Benesch and Johnson Engineering were in attendance to answer questions from the public and assist with the exercise. Meeting materials were translated and available in English, Spanish, and Creole. An additional presentation and survey were conducted at the Immokalee Community Redevelopment Agency (ICRA) meeting on September 17, 2025. Meeting materials and sign-in sheets are provided in Attachments 1 through 5 and in Attachment 9.

The survey was available online to the public on August 26, and it closed on October 30 with 52 total digital responses (Attachment 7). In an effort to expand outreach, CAT staff also created a webpage hosting the fare alternatives and survey at <https://www.ridecat.com/cat-fare-study-2025/>.

CAT staff posted the survey QR code at both customer services areas where people purchase their tickets, on buses, and drivers handed out paper copies. An increase in survey responses corresponds with the timing of these additional exposure efforts on October 15.

COLLIER AREA TRANSIT FARE STUDY

Public Outreach Summary

The screenshot shows the Collier Area Transit (CAT) website. At the top, there is a navigation bar with links for 'Purchase a Bus Pass', 'Service Alerts', 'Advertise', and 'Select Language'. Below this is a secondary navigation bar with links for 'SCHEDULES & REAL TIME', 'FARES & PASSES', 'RIDER INFO', 'PARATRANSIT', 'ABOUT CAT', and 'INSIDE CAT'. A search bar is also present. The main content area features a 'CAT News' header with a search box and dropdown menus for 'Keyword...', 'Category', and 'Archives'. On the left side, there is a sidebar menu with links for 'ABOUT CAT', 'FAQ'S', 'SURVEY', 'ADVERTISE WITH US', 'COMPLAINTS', and 'CONTACT US'. The main article is titled 'CAT Fare Study 2025' and includes a photograph of a green CAT bus. The article text describes the purpose of the fare study and lists reasons for conducting it, proposed fare alternatives, and a call to action for a survey.

rideCAT
COLLIER AREA TRANSIT

Purchase a Bus Pass | Service Alerts | Advertise | Select Language ▾

SCHEDULES & REAL TIME | FARES & PASSES | RIDER INFO | PARATRANSIT | ABOUT CAT | INSIDE CAT | Type to search 🔍

CAT News

Keyword... 🔍 | Category ▾ | Archives ▾

ABOUT CAT

FAQ'S

SURVEY

ADVERTISE WITH US

COMPLAINTS

CONTACT US

CAT Fare Study 2025

Collier Area Transit (CAT) is conducting a fare study to evaluate our current fare system and explore alternatives that better meet the needs of riders and the community. Transit systems across the country periodically conduct these studies to make sure their fare policies remain fair, affordable, and easy to use while also supporting the financial sustainability of the transit system. This study aims to analyze the existing fares, compare fares to peer agencies, evaluate equity and accessibility, and identify opportunity to simplify fares for riders. By gathering data and listening to feedback, we aim to develop recommendations that balance affordability for riders with the long-term sustainability of the transit system. Your feedback is essential in shaping the future of transit in Collier County.



Why We're Doing This:

1. Ensure fares are fair, simple, and sustainable
2. Support equity and accessibility for all riders
3. Align with regional best practices and future technology (mobile ticketing, smart passes, etc.)
4. 2015 Transit Development Plan established evaluating fares every 5 years.

Proposed Fare Alternatives:

- Fixed-Route
- ADA/TD

Have Your Say!

We want your input! Please take our short survey to share your thoughts on potential fare changes: <https://arcg.is/1GHHnF1>

CAT staff conducted an intercept survey informational event to share the study with riders at the CAT Intermodal Transfer Station on September 4 with minimal participation. On October 24, staff conducted an additional event and collected 20 hard-copy survey responses (Attachment 6).

In addition to public participation, one-on-one stakeholder interviews with three staff members were conducted on October 8 to gain feedback on ridership data (Attachment 8).

COLLIER AREA TRANSIT FARE STUDY

Public Outreach Summary

August 26th – North Collier Regional Park



August 27th – Immokalee Community Park



COLLIER AREA TRANSIT FARE STUDY Public Outreach Summary

October 24th – CAT Intermodal Transfer Station



COLLIER AREA TRANSIT FARE STUDY

Public Outreach Summary

Attachments

1. Public Meeting Notice
2. Questionnaire
3. Exhibit Boards (Conceptual Fare Alternatives, CAT System Map, Feedback Board)
4. Sign-in Sheets
5. Mail in Comment Sheet
6. CAT Intermodal Transfer Station Event Survey Results
7. Online Survey Responses
8. One-on-One Stakeholder Interviews
9. Workshop Presentation

ATTACHMENT 1

Public Meeting Notice



PUBLIC MEETING NOTICE

POTENTIAL FARE CHANGES TO FIXED-ROUTE AND PARATRANSIT SERVICES

Tuesday, August 26, 2025	Wednesday, August 27, 2025
5:30 p.m. to 7:00 p.m. North Collier Regional Park (Exhibit Hall) 15000 Livingston Road Naples, FL 34109	5:30 p.m. to 7:00 p.m. Immokalee Community Park 321 N 1st Street Immokalee, FL 34142

Collier Area Transit (CAT) provides fixed-route and paratransit transportation services to the residents of Collier County and is evaluating a potential fare increase for both services. Please join us at one of the two public meetings noted above to discuss the proposed changes, ask questions, and share your thoughts. Both workshop locations are accessible by fixed-route service. Please check route schedules for details. Paratransit customers interested in attending either workshop should make reservations in advance.

Members of the Board of County Commissioners may be in attendance.

In accordance with the Americans with Disabilities Act of 1990, persons needing a special accommodation at this meeting because of a disability or physical impairment 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.



NOTIFICACIÓN DE REUNIÓN PÚBLICA

POSIBLES CAMBIOS EN LAS TARIFAS DE LOS SERVICIOS DE RUTA FIJA Y TRANSPORTE ADAPTADO (PARATRANSIT)

Martes, 26 de agosto de 2025	Miércoles, 27 de agosto de 2025
De 5:30 p.m. a 7:00 p.m. North Collier Regional Park (Sala de exposiciones) 15000 Livingston Road Naples, FL 34109	De 5:30 p.m. a 7:00 p.m. Immokalee Community Park 321 N 1st Street Immokalee, FL 34142

Collier Area Transit (CAT) ofrece servicios de transporte con rutas fijas y transporte adaptado (Paratransit) a los residentes del condado de Collier, y actualmente considera un posible aumento de las tarifas de ambos servicios. Por favor, participe en una de las dos reuniones públicas mencionadas anteriormente para debatir los cambios propuestos, realizar preguntas y compartir sus opiniones. Se puede llegar a ambos talleres mediante el servicio de rutas fijas. Consulte los horarios de las rutas para obtener más información. Los clientes del servicio de transporte adaptado interesados en asistir a cualquiera de los talleres deben hacer una reserva con antelación.

Miembros de la Junta de Comisionados del Condado podrían estar presentes.

De acuerdo con la Ley para Personas con Discapacidades de 1990 (ADA, por sus siglas en inglés), las personas que necesiten adaptaciones especiales en esta reunión debido a una discapacidad o impedimento físico deben comunicarse con el Departamento de Administración de Instalaciones del Condado de Collier, ubicado en 3335 Tamiami Trail East, Naples, Florida 34112, o llamar al 239-252-8380, lo antes posible, pero a más tardar 48 horas antes del evento programado. Se realizarán adaptaciones razonables sin costo alguno para la persona.



AVI SOU REYINYON PIBLIK CHANJMAN KI POSIB NAN TARIF POU SÈVIS TRANSPÒ REGILYE AK TRANSPÒ ADAPTE

Madi 26 out 2025	Mèkredi 27 out 2025
5:30 p.m. rive 7:00 p.m. North Collier Regional Park (Sal Ekspozisyon) 15000 Livingston Road Naples, FL 34109	5:30 p.m. rive 7:00 p.m. Immokalee Community Park 321 N 1st Street Immokalee, FL 34142

Collier Area Transit (CAT) bay sèvis transpò regilye ak sèvis transpò adapte (paratransit) pou rezidan Konte Collier epi li ap evalye posiblite pou ogmante tarif yo pou toude sèvis sa yo. Tanpri vin patisipe nan youn nan de reyinyon piblik ki mansyone pi wo a pou diskite sou chanjman yo pwopoze yo, poze kesyon epi pataje opinyon ou. Toude lokal atelye yo gen aksè ak sèvis transpò regilye. Tanpri tcheke orè wout yo pou plis detay. Kliyan ki itilize transpò adapte ki enterese patisipe nan youn nan atelye yo dwe fè rezèvasyon davans.

Manm Konsèy Komisè Konte a ka patisipe nan reyinyon an.

An akò avèk Lwa Ameriken sou Moun ki Gen Andikap (Americans with Disabilities Act, ADA) ane 1990 la, moun ki bezwen yon aranjman espesyal pou reyinyon sa a akòz yon andikap oswa yon pwoblèm fizik yo genyen ta dwe kontakte Depatman Jesyon Enstalasyon Konte Collier ki chita nan 3335 Tamiami Trail East, Naples, Florida 34112 oswa rele 239-252-8380 osito sa posib, men yo dwe fè sa omwen 48 èdtan anvan dat evènman an. Y ap founi aranjman rezonab sa yo san okenn frè pou moun nan.

ATTACHMENT 2

Questionnaire



Fare Study Public Workshop

Exercise Responses

This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? _____

2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase

4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____



5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- \$0.25 increase
 - \$0.50 increase
 - \$1.00 increase
 - Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- Yes
 - No, keep as is
7. How long is your typical one-way trip?
_____ minutes _____ miles
8. At what price is fixed-route bus service too expensive?
- Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - Other? _____
9. If you do not currently use passes, why? (pick all that apply)
- I am not able to get to a location to buy the pass
 - The day-pass is too expensive
 - The 15-day pass is too expensive
 - The 30-day pass is too expensive
 - It is too confusing to buy the pass on the bus
 - Qualifying for a discount fare isn't easy to understand
 - I do not ride enough to make the cost of a pass worth the price
 - I do not know/am uninformed about the pass options



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

- Raise daily pass from \$3.00 to \$4.00
- Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- Test new employer-sponsored Marco Express pass at \$60
- Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Thank you!



Taller de estudio de tarifas

Respuestas del ejercicio

Esta información proporcionará información valiosa sobre recomendaciones de tarifas propuestas y otros aspectos de las políticas de tarifas de Collier Area Transit (CAT). Puede usar la parte posterior de esta hoja para elaborar sus respuestas o compartir comentarios adicionales según lo requiera. ¡Gracias de antemano por su aporte!

1. ¿Qué incrementos de tarifa hacen que pagar en efectivo sea más conveniente para usted?
 - a. Un dólar completo, como \$1.00, \$2.00, etc.
 - b. Medio dólar, como \$0.50, \$1.50, etc.
 - c. Un cuarto de dólar, como \$0.25, \$0.50, \$0.75, etc.
 - d. Todas las anteriores son igualmente convenientes para mí
 - e. ¿Otros incrementos? _____

2. ¿Qué opción de compra/pago de tarifa es más conveniente para usted?
 - a. Comprar una tarjeta inteligente en lugares como supermercados o tiendas de conveniencia
 - b. Pagar la tarifa con mi teléfono inteligente o tableta
 - c. ¿Otra? Por favor, explique: _____

3. ¿Apoyaría un aumento de tarifas si los ingresos se utilizaran para lo siguiente? (elija todo lo que corresponda)
 - a. Sí, para mejorar la frecuencia/disponibilidad del servicio
 - b. Sí, para mantener el nivel de servicio actual
 - c. Sí, para ofrecer mejor acceso a los lugares a los que desea ir
 - d. Sí, para: _____
 - e. No, no apoyo un aumento de tarifas

4. Responda solo si viaja en el servicio de transporte adaptado (ADA) de CATConnect. Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas para cubrir el costo del servicio ADA?
 - a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00



- d. Otro aumento _____
5. Responda solo si es un pasajero elegible para el programa de Personas con Desventajas en el Transporte (TD). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas de TD para cubrir el costo del programa de servicios de TD? (elija uno)
- a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00
 - d. Otro aumento _____

Las preguntas restantes deben ser respondidas por los pasajeros que utilizan el servicio de ruta fija.

6. Algunas agencias de tránsito utilizan un sistema de limitación de tarifas, en el que nunca paga más de una cantidad fija por día o semana; después de alcanzar el límite, los viajes son gratuitos. Para utilizar este sistema, tendría que utilizar siempre una tarjeta inteligente o un ticket móvil. ¿Apoyaría esta idea si le ayudara a ahorrar dinero en viajes?
- a. Sí
 - b. No, mantener como está
7. ¿Cuánto dura tu viaje típico de ida?
_____ minutos _____ millas
8. ¿A qué precio sería demasiado caro el servicio de autobús de ruta fija?
- a. Tarifa actual de \$2.00 (o \$1.00 para pasajeros que califiquen para tarifa reducida)
 - b. Tarifa de \$2.25 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - c. Tarifa de \$2.50 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - d. ¿Otro? _____
9. Si actualmente no usa pases, ¿por qué no? (elija todo lo que corresponda)
- a. No puedo llegar a un lugar para comprar el pase
 - b. El pase de un día es demasiado caro
 - c. El pase de 15 días es demasiado caro
 - d. El pase de 30 días es demasiado caro
 - e. Es demasiado confuso comprar el pase en el autobús
 - f. Calificar para una tarifa con descuento no es fácil de entender
 - g. No viajo lo suficiente como para que el costo de un pase valga la pena el precio
 - h. No lo sé/no estoy informado sobre las opciones de pase



10. Clasifique los siguientes cambios de tarifa propuestos de su favorito (1.º) a menos favorito (4.º)

- Aumentar el pase diario de \$3.00 a \$4.00
- Implementar límites de tarifas diarias y mensuales: Diario con un tope de \$4.00, mensual a \$40.00
- Probar el nuevo pase Marco Express patrocinado por el empleador a \$ 60
- Tarifa base a \$2.25, pase de 15 días a \$24, pase de 30 días a \$44

11. Además de los tipos de pases existentes (pase de un día, pases de 15 y 30 días, pase Marco Express de 30 días, Summer Paw Pass y 30-Day Perk Pass), ¿hay otras opciones de tarifas que CAT debería considerar? Enumere/describa hasta 3 si corresponde.

- a. _____
- b. _____
- c. _____

12. Comparta cualquier comentario, pregunta o pensamiento adicional en el espacio a continuación.

¡Gracias!

Atelye Piblik sou Etid Tarif

Repons Egzèsis

Enfòmasyon sa yo ap bay kontribisyon enpòtan sou rekòmandasyon tarif yo pwopoze yo ak lòt aspè nan règleman tarif Collier Area Transit (CAT). Ou ka itilize espas ki nan do fòm sa a pou devlope repons ou yo oswa pou bay kòmantè adisyonèl, si nesesè. Mèsì davans pou kontribisyon ou!

1. Ki ogmantasyon tarif ki fè li pi pratik pou ou peye ak lajan kach?
 - a. Yon dola antye – tankou \$1.00, \$2.00, elatriye.
 - b. Yon mwatye dola antye – tankou \$0.50, \$1.50, elatriye.
 - c. Yon ka dola antye – tankou \$0.25, \$0.50, \$0.75, elatriye.
 - d. Tout sa yo ki anwo a bon menm jan pou mwen
 - e. Lòt ogmantasyon? _____
2. Ki opsyon acha/pèman tarif ki pi bon pou ou?
 - a. Achte yon kat entelijan nan kote tankou makèt oswa magazen ki toupre
 - b. Peye tarif avèk telefòn entelijan oswa tablèt mwen
 - c. Lòt? Tanpri eksplike: _____
3. Èske w t ap sipòte yon ogmantasyon tarif si revni a te itilize pou bagay sa yo? (chwazi tout sa ki aplike)
 - a. Wi, pou amelyore frekans/disponibilite sèvis la
 - b. Wi, pou kenbe nivo sèvis aktyèl la
 - c. Wi, pou bay pi bon aksè nan kote w ta renmen ale yo
 - d. Wi, pou: _____
 - e. Non, mwen p ap sipòte ogmantasyon tarif
4. Tanpri reponn sèlman si w itilize sèvis transpò Adapte (parantransit) CATConnect (ADA). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis ADA (Lwa Ameriken sou Moun ki gen Andikap) a?
 - a. Ogmantasyon \$0.25
 - b. Ogmantasyon \$0.50
 - c. Ogmantasyon \$1.00
 - d. Lòt ogmantasyon _____



5. Tanpri reponn sèlman si w se yon pasaje ki elijib nan pwogram pou Moun ki Defavorize nan Transpò (TD). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis TD yo? (chwazi youn)
- Ogmantasyon \$0.25
 - Ogmantasyon \$0.50
 - Ogmantasyon \$1.00
 - Lòt ogmantasyon _____

Pasaje ki itilize sèvis transpò regilye ta dwe reponn kesyon ki rete yo.

6. Gen kèk ajans transpò piblik ki itilize yon sistèm limit tarif, kote w p ap janm peye plis ke yon kantite ki fikse pa jou oswa pa semèn; aprè w atenn limit la, lòt vwayaj yo ap gratis. Pou w itilize sistèm sa a, ou ta dwe toujou itilize yon kat entelijan oswa yon sistèm tikè mobil. Èske w t ap sipòte lide sa a si li ta ede w ekonomize lajan nan vwayaj ou yo?
- Wi
 - Non, kite l jan l ye a.
7. Konbyen tan w pran pou w fè yon vwayaj san retou nòmalman?
_____ minit _____ mil (distans)
8. Apati ki tarif sèvis otobis regilye a twò chè?
- Tarif aktyèl la se \$2.00 (oswa \$1.00 pou pasaje ki kalifye pou tarif redwi)
 - Tarif \$2.25 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
 - Tarif \$2.50 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
 - Lòt? _____
9. Si w p ap itilize tikè kounye a, poukisa? (Chwazi tout sa ki aplike)
- Mwen pa kapab ale yon kote pou achte tikè a
 - Tikè jounen an twò chè
 - Tikè 15 jou a twò chè
 - Tikè 30 jou a twò chè
 - Li twò konplike pou achte tikè a nan otobis la
 - Li pa fasil pou konprann kijan pou w kalifye pou yon tarif redwi
 - Mwen pa vwayaje ase pou pri tikè a ta vo pri a
 - Mwen pa konnen/mwen pa en enfòmasyon sou opsyon tikè yo



10. Klase chanjman tarif yo pwopoze yo soti nan sa w pi renmen (1ye) rive nan sa w pi pa renmen (4yèm).

- Ogmante pri tikè jounen an soti \$3.00 rive \$4.00
- Mete sou plas limit tarif chak jou ak chak mwa: Limit chak jou nan \$4.00, limit chak mwa nan \$40.00
- Teste nouvo tikè Marco Express anplwayè w ofri nan \$60
- Tarif debaz pou \$2.25, tikè 15 jou pou \$24, tikè 30 jou pou \$44

11. Anplis kalite tikè ki egziste yo (tikè chak jou, tikè 15 jou ak 30 jou, tikè Marco Express 30 jou, tikè Summer Paw ak tikè Perk 30 jou), èske gen lòt opsyon tarif CAT ta dwe konsidere? Bay/dekri jiska 3 opsyon si sa aplikab.

- a. _____
- b. _____
- c. _____

12. Tanpri mete nenpòt lòt kòmantè, kesyon, oswa refleksyon nan espas ki anba a.

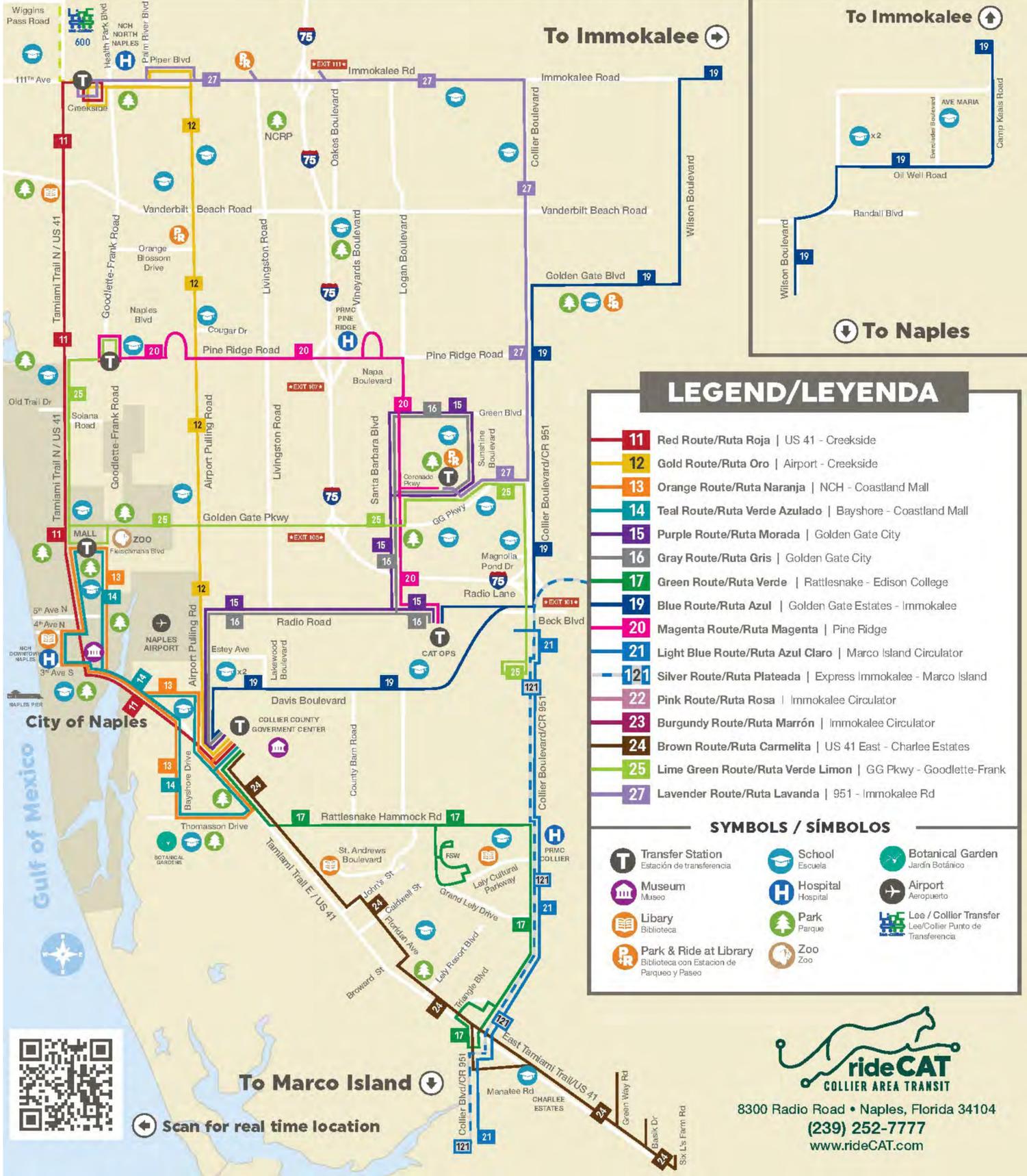
Mèsi!

ATTACHMENT 3

Exhibit Boards

*Conceptual Fare Alternatives,
CAT System Map, Feedback Board*

ALL COLLIER AREA TRANSIT ROUTES



Conceptual Fare Alternatives

Fixed Route Fare Category	Current	Scenario 1	Scenario 2	Scenario 3*	Scenario 4
Full Fixed Route Fare	\$2.00	\$2.00	\$2.00	\$2.00	\$2.25
Children	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
Day Pass Full/Reduced	\$3.00/\$1.50	\$4.00/\$2.00	Fare cap at \$4/\$2	\$4.00/\$2.00	\$4.00/\$2.00
15 Day Pass Full/Reduced	\$20.00/\$10.00	\$20.00/\$10.00	Fare cap at \$20/\$10	\$20.00/\$10.00	\$24.00/\$12.00
30 Day Pass Full/Reduced	\$40.00/\$20.00	\$40.00/\$20.00	Fare cap at \$40/\$20	Perk Pass change	\$44.00/\$22.00

* Reduce perk pass requirement from 250+ to 100+ staff. Pilot employer-sponsored Marco Express pass at \$60

Paratransit Scenario	Fare Type	Changes
1	ADA Fare	\$3-->\$3.25
	Reduced ADA Fare	Keep
2	ADA Fare	\$3-->\$3.50
	Reduced ADA Fare	Keep
3	ADA Fare	\$3-->\$4.00
	Reduced ADA Fare	\$1-->\$2

Transportation Disadvantaged Scenario	Fare Type	Changes
1 (Tier Simplification)	TD at or under PL	Keep (\$1)
	101% to 150% of PL	\$3-->\$3.50
	151% to 225% of PL	\$4-->\$5
	226% to 250% of PL	\$4-->\$5
	Over 250% of PL	No longer qualify for Transportation Disadvantaged
2 (Increase Revenue Recovery)	TD at or under PL	Keep (\$1)
	101% to 150% of PL	\$3-->\$4
	151% to 225% of PL	\$4-->\$5
	226% to 250% of PL	\$4-->\$6
	Over 250% of PL	No longer qualify for Transportation Disadvantaged
3 (Fixed Route Focus)	TD at or under PL	Scenario 1 + Make Fixed Route free for TD users.
	101% to 150% of PL	
	151% to 225% of PL	
	226% to 250% of PL	
	Over 250% of PL	
4 (Three Tier)	TD at or under PL	\$1-->\$2
	101% to 150% of PL	\$3-->\$4
	151% to 250% of PL	\$4-->\$5
	Over 250% of PL	No longer qualify for Transportation Disadvantaged



GIVE US YOUR FEEDBACK!

Scan it



Fill it out



ATTACHMENT 4

Sign-in Sheets

Please Print/Write Neatly

CAT Fare Study
Public Meeting
August 26 and 27, 2025

NAME:

BENITA STAADECKER

AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)

60 Water Oaks Way

ADDRESS:

PTAC

Naples

Zip Code 34105

TELEPHONE:

206 941 1965

E-MAIL:

benitastaadecker@yahoo.com

NAME:

CHARLES STAADECKER

AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)

Community member

ADDRESS:

same as above

Zip Code

TELEPHONE:

206 941 1776

E-MAIL:

Staaeckerrealstate@gmail.com

NAME:

AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)

ADDRESS:

Zip Code

TELEPHONE:

E-MAIL:

Please be advised

The information on this sheet is to contact you regarding this project and future public meetings. Under Florida law, e-mail addresses, phone numbers and certain home addresses are public records once received by a government agency. If you do not want your e-mail address, phone number or home address released if the county receives a public records request, you can refrain from including such information on this sheet. You have the option of checking with the county staff on your own to obtain updates on the project as well as checking the county website for additional information.

Please Print/Write Neatly

CAT Fare Study
Public Meeting
August 26 and 27, 2025

NAME: Tracey Delarosa
AFFILIATION/BUSINESS: Habitat
SUBDIVISION/HOA/(if any)
ADDRESS:
Zip Code

TELEPHONE: 239-503-0959
E-MAIL: tdelarosa@HabitatCollier.org

NAME: Nydia Lopez
AFFILIATION/BUSINESS: Habitat for Humanity Collier
SUBDIVISION/HOA/(if any)
ADDRESS:
Zip Code

TELEPHONE: 239-287-3273
E-MAIL: nlopez@habitatcollier.org

NAME: Russ Warshaw
AFFILIATION/BUSINESS: epilepsy alliance of florida
SUBDIVISION/HOA/(if any)
ADDRESS: suite 102 ymca rd Naples FL
Zip Code 34113 34109

TELEPHONE: 603 547 5610
E-MAIL: rwarshaw@eafla.org

Please be advised

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Please Print/Write Neatly

**CAT Fare Study
Public Meeting
August 26 and 27, 2025**

NAME:

SILVIA PUENTE

**AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)
ADDRESS:**

CM LIBRARY

Zip Code

TELEPHONE:

239-207-1696

E-MAIL:

silviapuentz@colliercountyfl.gov

NAME:

Manoel Rueda

**AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)
ADDRESS:**

Resident

Zip Code

TELEPHONE:

239 651 9362

E-MAIL:

mrueda-garcia@gmail.com

NAME:

**AFFILIATION/BUSINESS:
SUBDIVISION/HOA/(if any)
ADDRESS:**

Zip Code

TELEPHONE:

E-MAIL:

*****Please be advised*****

The information on this sheet is to contact you regarding this project and future public meetings. Under Florida law, e-mail addresses, phone numbers and certain home addresses are public records once received by a government agency. If you do not want your e-mail address, phone number or home address released if the county receives a public records request, you can refrain from including such information on this sheet. You have the option of checking with the county staff on your own to obtain updates on the project as well as checking the county website for additional information.

ATTACHMENT 5

Mail in Comment Sheet

(fold here)

Post Office
Will Not
Deliver
Without
Proper
Postage

Attention: CAT Fare Study
JOHNSON ENGINEERING, LLC.
2122 Johnson Street
Fort Myers, FL 33901

(doblar aquí)

El Servicio
Postal no
entregará
sin
el franqueo
adecuado

Atención: Estudio de tarifas CAT
JOHNSON ENGINEERING, LLC.
2122 Johnson Street
Fort Myers, FL 33901

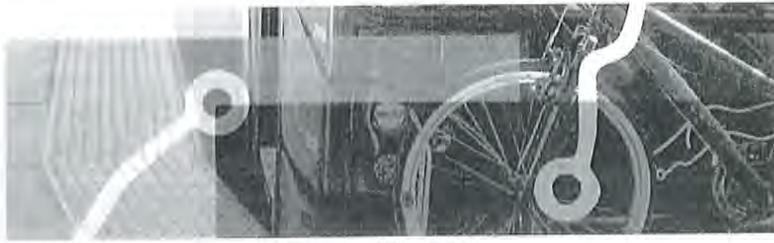
(pliye isit la)

Lapòs p ap
livre san
tenb lapòs
ki kòrèk

Pou: CAT Fare Study
JOHNSON ENGINEERING, LLC.
2122 Johnson Street
Fort Myers, FL 33901

ATTACHMENT 6

CAT Intermodal Transfer Station Event Survey Results



Taller de estudio de tarifas

Respuestas del ejercicio

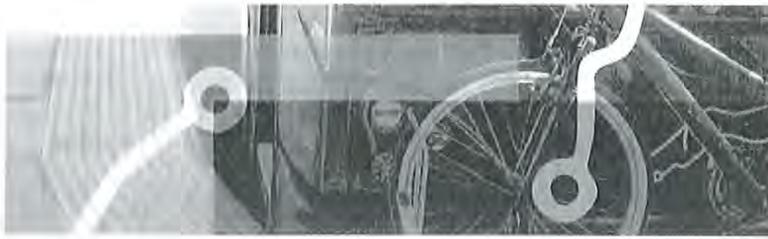
Esta información proporcionará información valiosa sobre recomendaciones de tarifas propuestas y otros aspectos de las políticas de tarifas de Collier Area Transit (CAT). Puede usar la parte posterior de esta hoja para elaborar sus respuestas o compartir comentarios adicionales según lo requiera. ¡Gracias de antemano por su aporte!

1. ¿Qué incrementos de tarifa hacen que pagar en efectivo sea más conveniente para usted?
 - a. Un dólar completo, como \$1.00, \$2.00, etc.
 - b. Medio dólar, como \$0.50, \$1.50, etc.
 - c. Un cuarto de dólar, como \$0.25, \$0.50, \$0.75, etc.
 - d. Todos los anteriores son igualmente convenientes para mí
 - e. ¿Otros incrementos? _____

2. ¿Qué opción de compra/pago de tarifa es más conveniente para usted?
 - a. Comprar una tarjeta inteligente en lugares como supermercados o tiendas de conveniencia
 - b. Pagar la tarifa con mi teléfono inteligente o tableta
 - c. ¿Otra? Por favor, explique: _____

3. ¿Apoyaría un aumento de tarifas si los ingresos se utilizaran para lo siguiente? (elijá todo lo que corresponda)
 - a. Sí, para mejorar la frecuencia/disponibilidad del servicio
 - b. Sí, para mantener el nivel de servicio actual
 - c. Sí, para ofrecer mejor acceso a los lugares a los que desea ir
 - d. Sí, para: _____
 - e. No, no apoyo un aumento de tarifas

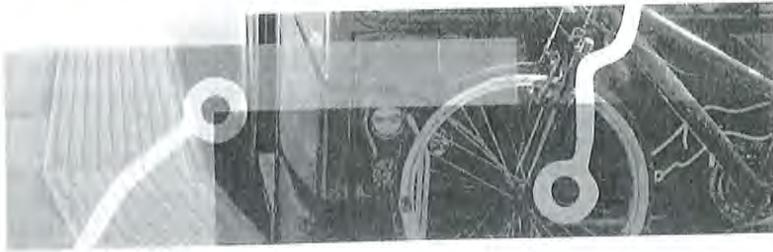
4. Responda solo si viaja en el servicio de transporte adaptado (ADA) de CATConnect. Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas para cubrir el costo del servicio ADA?
 - a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00



- d. Otro aumento _____
5. Responda solo si es un pasajero elegible para el programa de Personas con Desventajas en el Transporte (TD). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas de TD para cubrir el costo del programa de servicios de TD? (elija uno)
- a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00
 - d. Otro aumento _____

Las preguntas restantes deben ser respondidas por los pasajeros que utilizan el servicio de ruta fija.

6. Algunas agencias de tránsito utilizan un sistema de limitación de tarifas, en el que nunca paga más de una cantidad fija por día o semana; después de alcanzar el límite, los viajes son gratuitos. Para utilizar este sistema, tendría que utilizar siempre una tarjeta inteligente o un ticket móvil. ¿Apoyaría esta idea si le ayudara a ahorrar dinero en viajes?
- a. Sí
 - b. No, mantener como está
7. ¿Cuánto dura tu viaje típico de ida?
 30 minutos _____ millas
8. ¿A qué precio sería demasiado caro el servicio de autobús de ruta fija?
- a. Tarifa actual de \$2.00 (o \$1.00 para pasajeros que califiquen para tarifa reducida)
 - b. Tarifa de \$2.25 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - c. Tarifa de \$2.50 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - d. ¿Otro? _____
9. Si actualmente no usa pases, ¿por qué no? (elija todo lo que corresponda)
- a. No puedo llegar a un lugar para comprar el pase
 - b. El pase de un día es demasiado caro
 - c. El pase de 15 días es demasiado caro
 - d. El pase de 30 días es demasiado caro
 - e. Es demasiado confuso comprar el pase en el autobús
 - f. Calificar para una tarifa con descuento no es fácil de entender
 - g. No viajo lo suficiente como para que el costo de un pase valga la pena el precio
 - h. No lo sé/no estoy informado sobre las opciones de pase



10. Clasifique los siguientes cambios de tarifa propuestos de su favorito (1.º) a menos favorito (4.º)

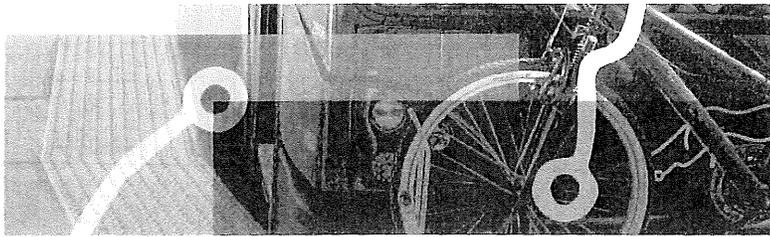
- Aumentar el pase diario de \$3.00 a \$4.00
- Implementar límites de tarifas diarias y mensuales: Diario con un tope de \$4.00, mensual a \$40.00
- Probar el nuevo pase Marco Express patrocinado por el empleador a \$ 60
- Tarifa base a \$2.25, pase de 15 días a \$24, pase de 30 días a \$44

11. Además de los tipos de pases existentes (pase de un día, pases de 15 y 30 días, pase Marco Express de 30 días, Summer Paw Pass y 30-Day Perk Pass), ¿hay otras opciones de tarifas que CAT debería considerar? Enumere/describa hasta 3 si corresponde.

- a. _____
- b. _____
- c. _____

12. Comparta cualquier comentario, pregunta o pensamiento adicional en el espacio a continuación.

¡Gracias!

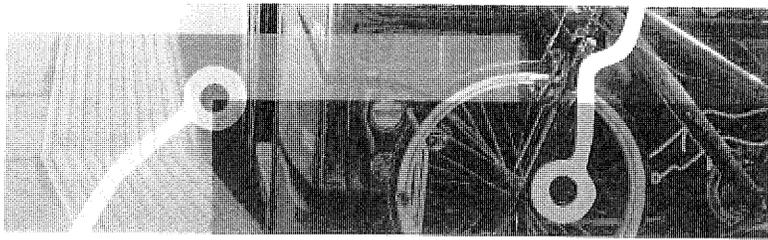


Taller de estudio de tarifas

Respuestas del ejercicio

Esta información proporcionará información valiosa sobre recomendaciones de tarifas propuestas y otros aspectos de las políticas de tarifas de Collier Area Transit (CAT). Puede usar la parte posterior de esta hoja para elaborar sus respuestas o compartir comentarios adicionales según lo requiera. ¡Gracias de antemano por su aporte!

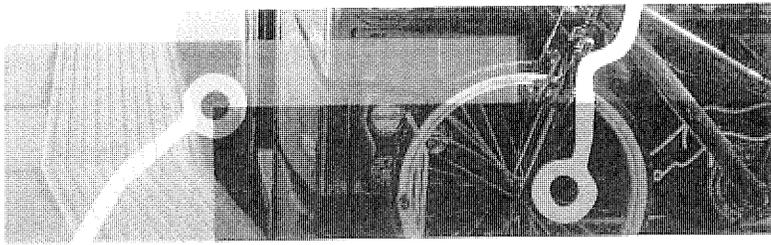
1. ¿Qué incrementos de tarifa hacen que pagar en efectivo sea más conveniente para usted?
 - a. Un dólar completo, como \$1.00, \$2.00, etc.
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 - c. Un cuarto de dólar, como \$0.25, \$0.50, \$0.75, etc.
 - d. Todas las anteriores son igualmente convenientes para mí
 - e. ¿Otros incrementos? _____
2. ¿Qué opción de compra/pago de tarifa es más conveniente para usted?
 - a. Comprar una tarjeta inteligente en lugares como supermercados o tiendas de conveniencia
 - b. Pagar la tarifa con mi teléfono inteligente o tableta
 - c. ¿Otra? Por favor, explique: _____
3. ¿Apoyaría un aumento de tarifas si los ingresos se utilizaran para lo siguiente? (elija todo lo que corresponda)
 - a. Sí, para mejorar la frecuencia/disponibilidad del servicio
 - b. Sí, para mantener el nivel de servicio actual
 - c. Sí, para ofrecer mejor acceso a los lugares a los que desea ir
 - d. Sí, para: _____
 - e. No, no apoyo un aumento de tarifas
4. Responda solo si viaja en el servicio de transporte adaptado (ADA) de CATConnect. Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas para cubrir el costo del servicio ADA?
 - a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00



- d. Otro aumento _____
5. Responda solo si es un pasajero elegible para el programa de Personas con Desventajas en el Transporte (TD). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas de TD para cubrir el costo del programa de servicios de TD? (elija uno)
- a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento de \$1.00
 - d. Otro aumento _____

Las preguntas restantes deben ser respondidas por los pasajeros que utilizan el servicio de ruta fija.

6. Algunas agencias de tránsito utilizan un sistema de limitación de tarifas, en el que nunca paga más de una cantidad fija por día o semana; después de alcanzar el límite, los viajes son gratuitos. Para utilizar este sistema, tendría que utilizar siempre una tarjeta inteligente o un ticket móvil. ¿Apoyaría esta idea si le ayudara a ahorrar dinero en viajes?
- a. Sí
 - b. No, mantener como está
7. ¿Cuánto dura tu viaje típico de ida?
_____ minutos _____ millas
8. ¿A qué precio sería demasiado caro el servicio de autobús de ruta fija?
- a. Tarifa actual de \$2.00 (o \$1.00 para pasajeros que califiquen para tarifa reducida)
 - b. Tarifa de \$2.25 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - c. Tarifa de \$2.50 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - d. ¿Otro? _____
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 - b. El pase de un día es demasiado caro
 - c. El pase de 15 días es demasiado caro
 - d. El pase de 30 días es demasiado caro
 - e. Es demasiado confuso comprar el pase en el autobús
 - f. Calificar para una tarifa con descuento no es fácil de entender
 - g. No viajo lo suficiente como para que el costo de un pase valga la pena el precio
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10. Clasifique los siguientes cambios de tarifa propuestos de su favorito (1.º) a menos favorito (4.º)

- Aumentar el pase diario de \$3.00 a \$4.00
- Implementar límites de tarifas diarias y mensuales: Diario con un tope de \$4.00, mensual a \$40.00
- Probar el nuevo pase Marco Express patrocinado por el empleador a \$ 60
- Tarifa base a \$2.25, pase de 15 días a \$24, pase de 30 días a \$44

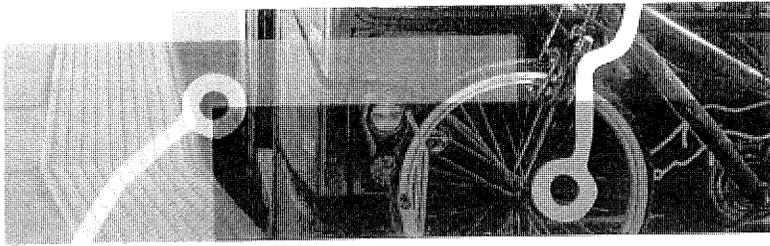
11. Además de los tipos de pases existentes (pase de un día, pases de 15 y 30 días, pase Marco Express de 30 días, Summer Paw Pass y 30-Day Perk Pass), ¿hay otras opciones de tarifas que CAT debería considerar? Enumere/describa hasta 3 si corresponde.

- a. Yes for riders
- b. See CAT
- c. _____

12. Comparta cualquier comentario, pregunta o pensamiento adicional en el espacio a continuación.

more shuttles

¡Gracias!



Fare Study Public Workshop

Exercise Responses

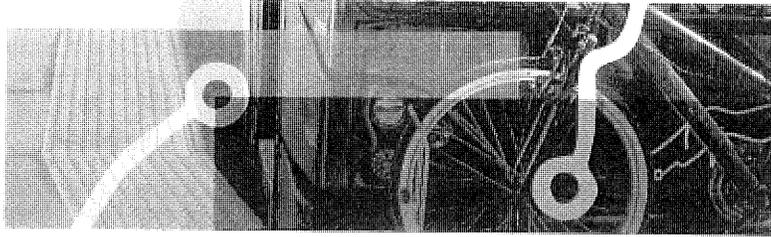
This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? _____

2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase

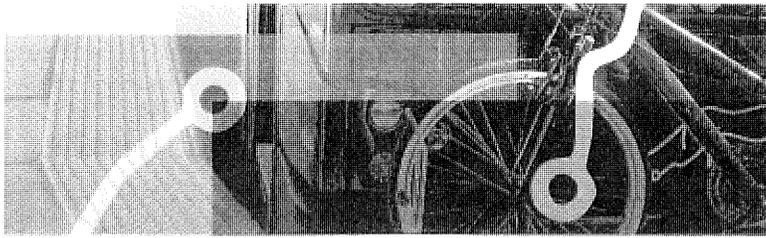
4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____



5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
 30 minutes 2.5 miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - c. \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - d. Other? _____
9. If you do not currently use passes, why? (pick all that apply)
- a. I am not able to get to a location to buy the pass
 - b. The day-pass is too expensive
 - c. The 15-day pass is too expensive
 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
 - g. I do not ride enough to make the cost of a pass worth the price
 - h. I do not know/am uninformed about the pass options



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

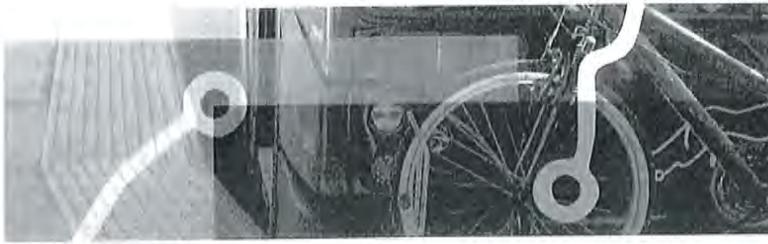
- ___ Raise daily pass from \$3.00 to \$4.00
- ___ Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- ___ Test new employer-sponsored Marco Express pass at \$60
- ___ Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Thank you!

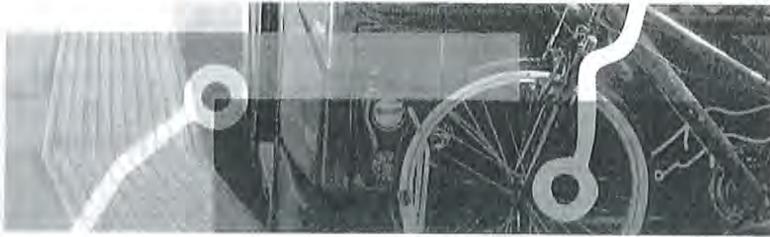


Fare Study Public Workshop

Exercise Responses

This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? cat bus make the difference
2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: no word to describe cat bus
3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: cat bus AVOID stress
 - e. No, I do not support a fare increase
4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase Not at All

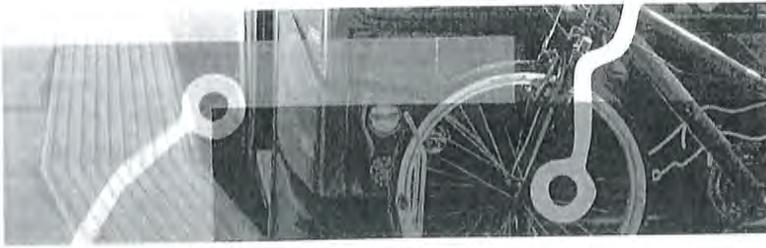


5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase not really

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
- 1hr, 10 minutes 10 miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - c. \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - d. Other? No complaint at all
9. If you do not currently use passes, why? (pick all that apply)
- a. I am not able to get to a location to buy the pass
 - b. The day-pass is too expensive
 - c. The 15-day pass is too expensive
 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
 - g. I do not ride enough to make the cost of a pass worth the price
 - h. I do not know/am uninformed about the pass options

I'm not a senior yet everything work fine



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

- ___ Raise daily pass from \$3.00 to \$4.00
- ___ Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- ___ Test new employer-sponsored Marco Express pass at \$60
- ___ Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

is up to the staff members

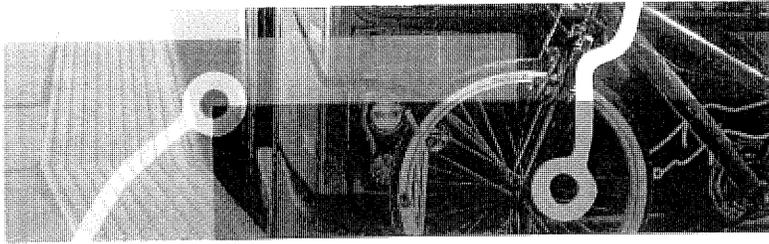
11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. *I believed they will charge a fair price*
- b. *price*
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

even I have my own car I will still riding on cat bus, you guys so great any up date will be fine

Thank you!



Fare Study Public Workshop

Exercise Responses

This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

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- b. An even half dollar – like \$0.50, \$1.50, etc.
- c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
- d. All of the above are equally convenient to me
- e. Other increments? Not good service

2. Which fare purchase/payment option is most convenient to you?

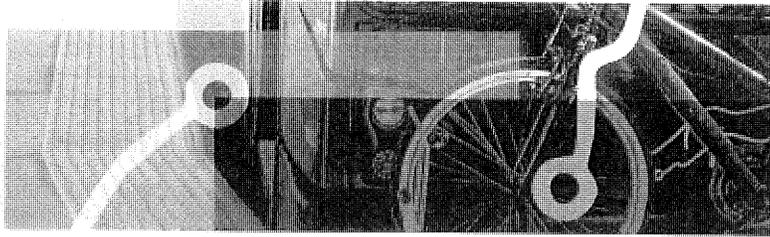
- a. Buying a smart card at places like grocery or convenience stores
- b. Pay fare using my smartphone or tablet
- c. Other? Please explain: Not good service

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)

- a. Yes, to improve service frequency/availability
- b. Yes, to maintain the current level of service
- c. Yes, to provide better access to locations you wish to go
- d. Yes, for: Not good service
- e. No, I do not support a fare increase

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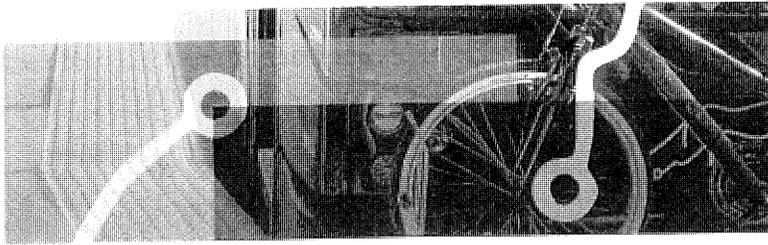
- a. \$0.25 increase
- b. \$0.50 increase
- c. \$1.00 increase
- d. Other increase 1.00



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 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
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 - d. Other? _____
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10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

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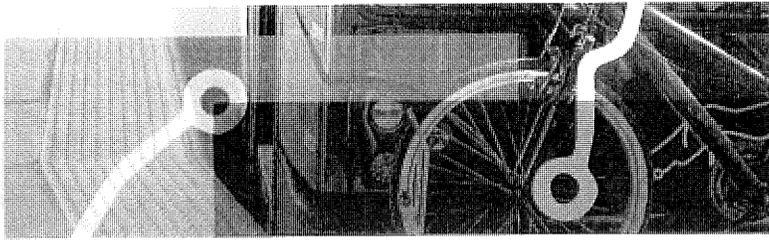
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- a. No 10 day a/m/y / ~~beat~~
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

No 10 y a fly

Thank you!



Fare Study Public Workshop

Exercise Responses

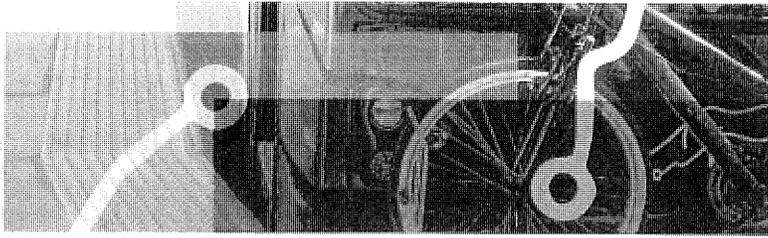
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 - a. Buying a smart card at places like grocery or convenience stores
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 - c. Other? Please explain: Credit card / Debit

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 - d. Yes, for: all of the above
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- a. Yes
- b. No, keep as is

7. How long is your typical one-way trip?

1 hr. 30 minutes *7* miles

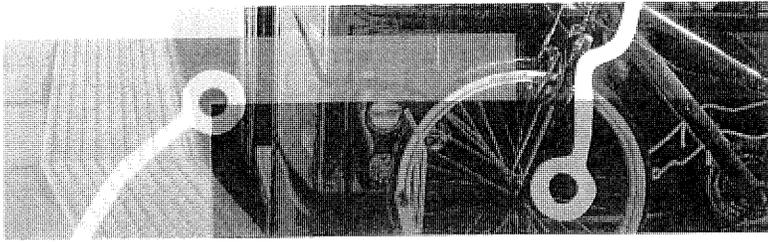
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*You not accepting credit/debit card
proves inconvenient*



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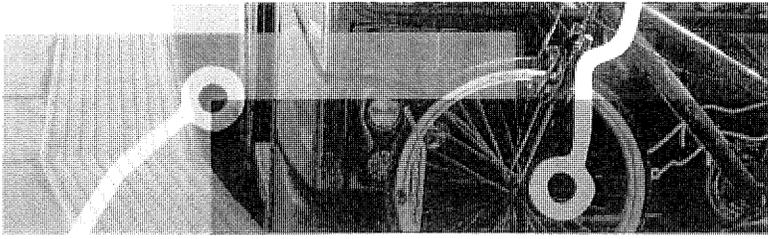
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- a. _____
- b. _____
- c. _____

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Fare Study Public Workshop

Exercise Responses

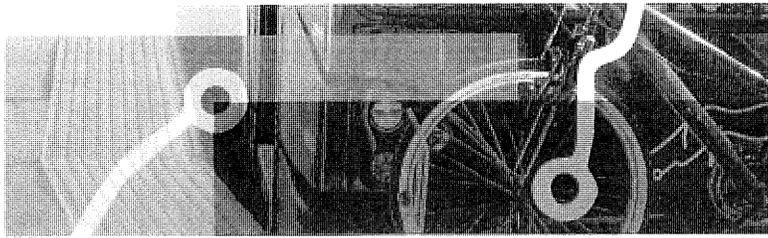
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 - d. Yes, for: _____
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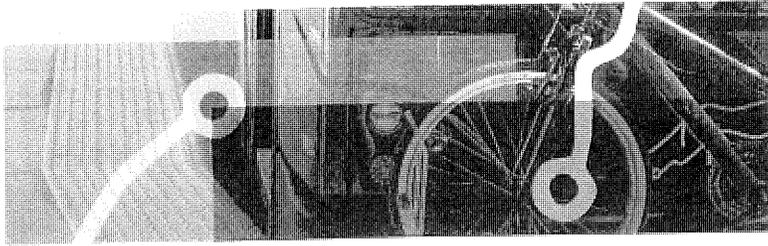
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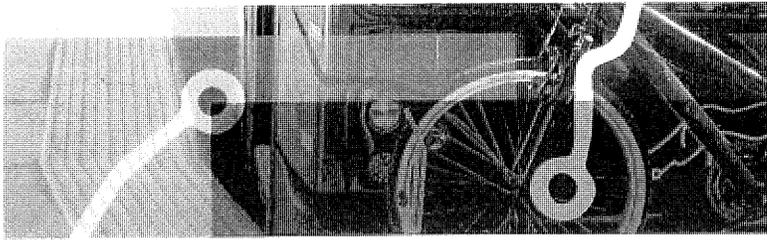
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- c. _____

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Fare Study Public Workshop

Exercise Responses

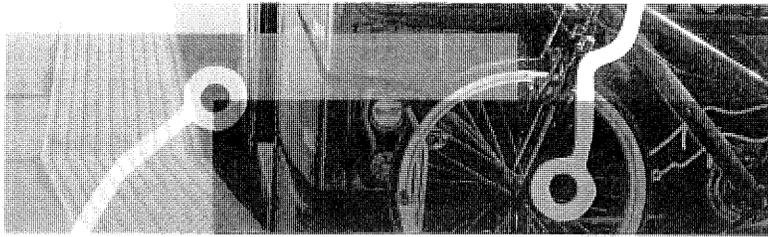
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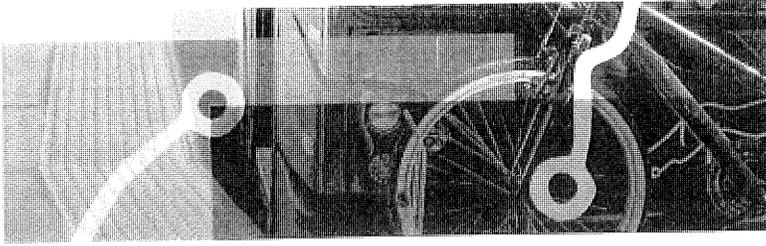
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- a. N/A
- b. N/A
- c. N/A

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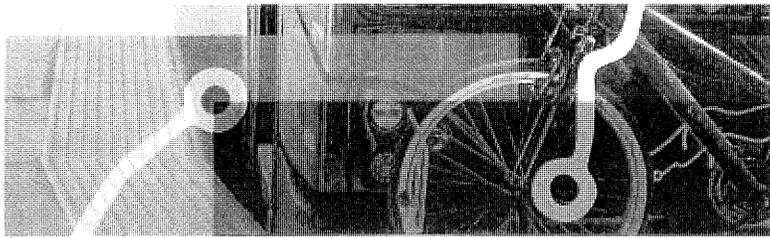
N/A

N/A

N/A

N/A

Thank you!



Fare Study Public Workshop

Exercise Responses

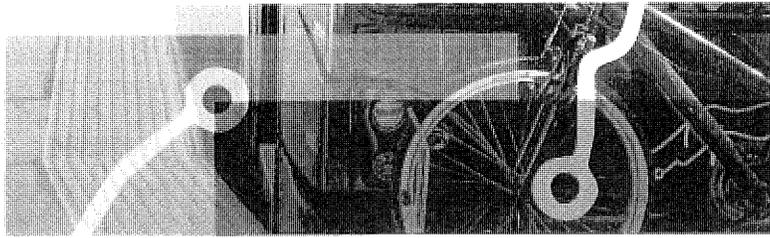
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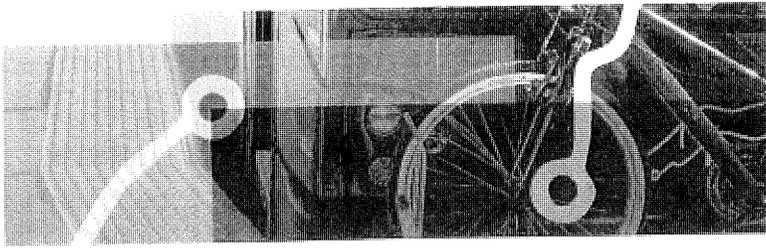
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 60 minutes 6 miles
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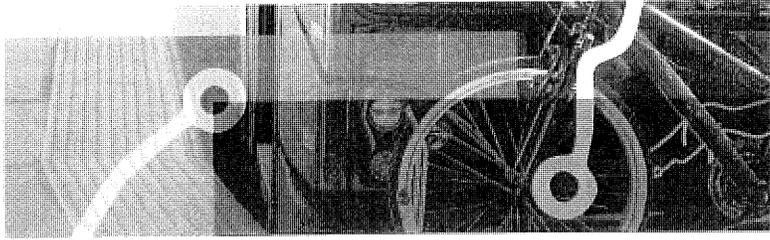
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- a. 7-DAY - \$10
- b. WEEKDAY PASS M-F 5 DAY - \$8
- c. WEEKEND PASS F-SUN 3 DAY - \$7

12. Please provide any additional comments, questions, or thoughts in the space below.

I DON'T LIKE WHEN YOU BUY A 15 DAY OR 30 DAY
PASS AND THERE'S A HOLIDAY DURING THAT
TIME FRAME BECAUSE YOU LOSE A DAY

Thank you!



Fare Study Public Workshop

Exercise Responses

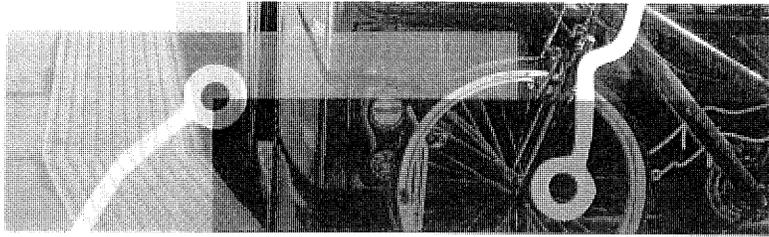
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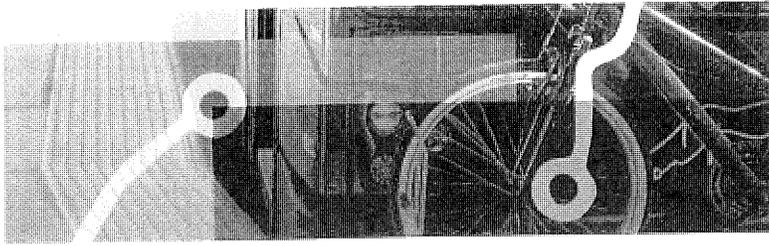
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Exercise Responses

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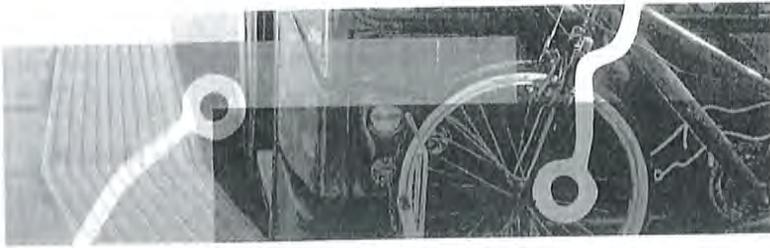
1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? _____
2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: _____
3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase
4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____



5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- a. \$0.25 increase
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The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
25 minutes _____ miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
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 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
 - g. I do not ride enough to make the cost of a pass worth the price
 - h. I do not know/am uninformed about the pass options
- I use*



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

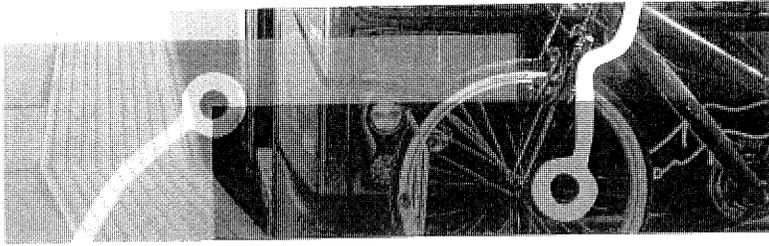
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11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

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Thank you!



Fare Study Public Workshop

Exercise Responses

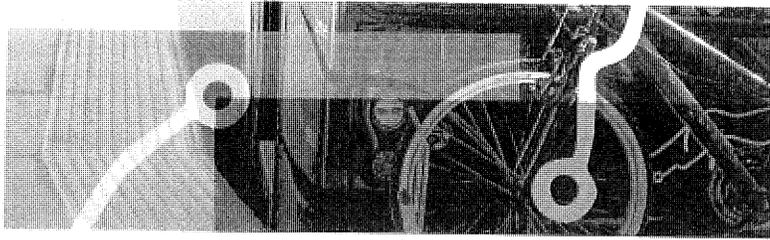
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2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
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 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: More buses/routes, more frequency
 - e. No, I do not support a fare increase

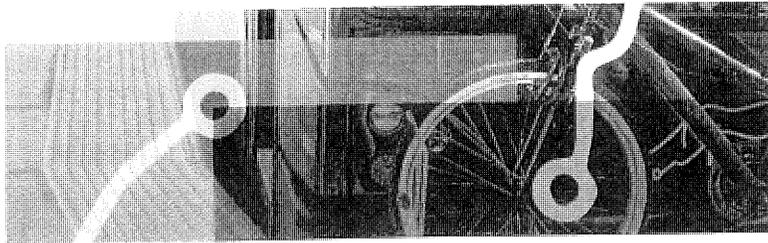
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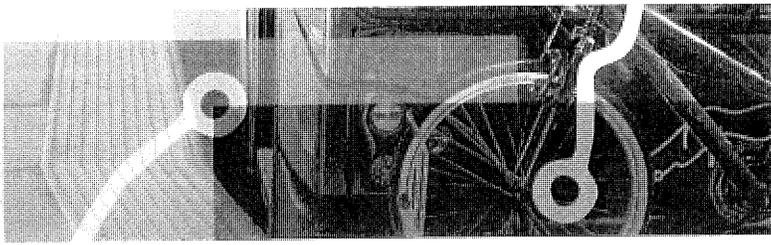
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- a. Weekly Pass
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Increase frequency / buses run until later times.

Thank you!



Fare Study Public Workshop

Exercise Responses

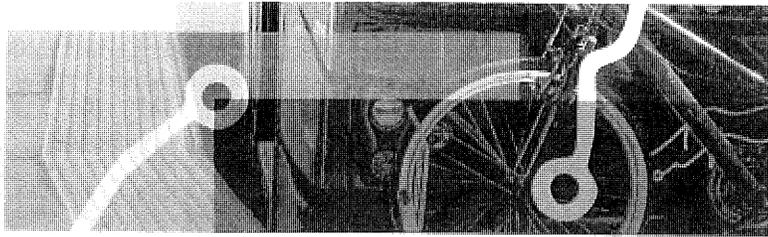
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 - d. Yes, for: _____
 - e. No, I do not support a fare increase

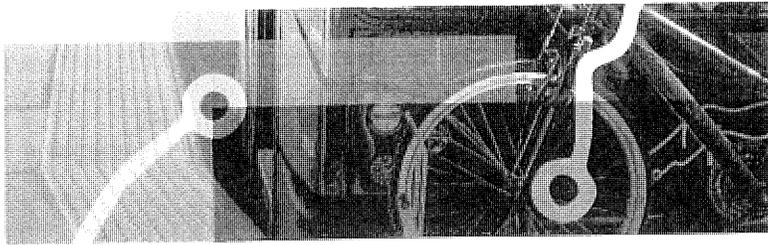
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 - c. \$1.00 increase
 - d. Other increase _____



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7. How long is your typical one-way trip?
 30 minutes 7 miles
8. At what price is fixed-route bus service too expensive?
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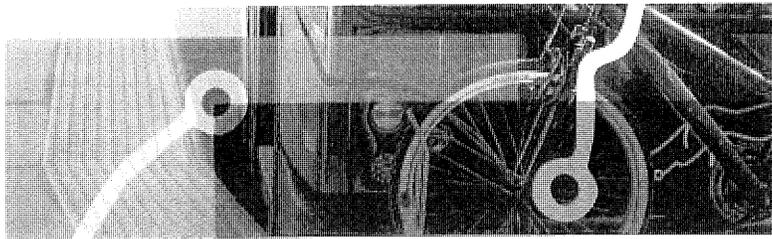
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- c. _____

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Fare Study Public Workshop

Exercise Responses

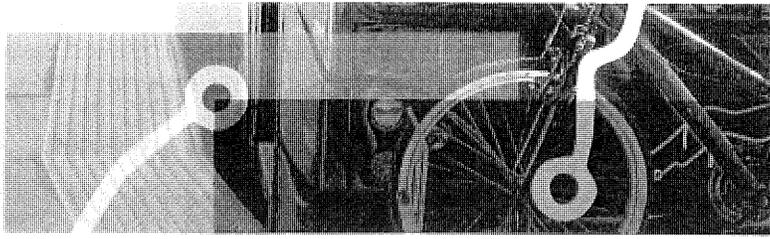
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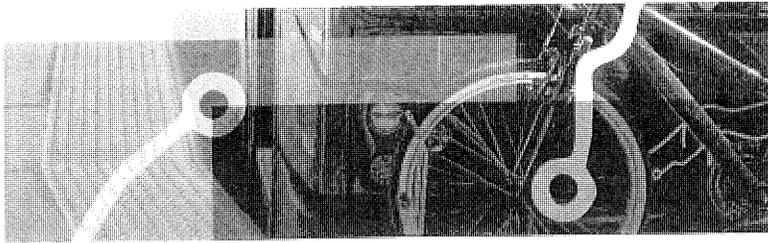
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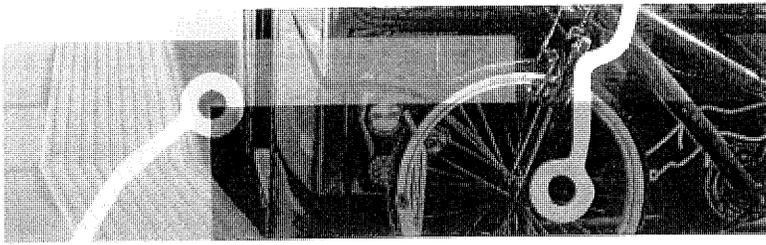
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- a. _____
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- c. _____

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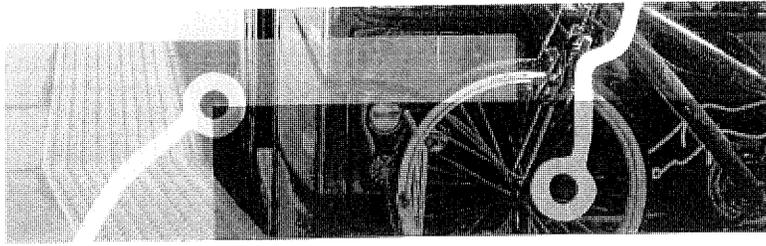
Thank you!



Atelye Piblik sou Etid Tarif Repons Egzèsis

Enfòmasyon sa yo ap bay kontribisyon enpòtan sou rekòmandasyon tarif yo pwopoze yo ak lòt aspè nan règleman tarif Collier Area Transit (CAT). Ou ka itilize espas ki nan do fòm sa a pou devlope repons ou yo oswa pou bay kòmantè adisyonèl, si nesèsè. Mèsi davans pou kontribisyon ou!

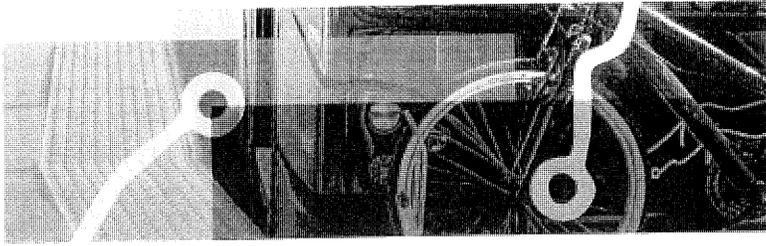
1. Ki ogmantasyon tarif ki fè li pi pratik pou ou peye ak lajan kach?
 - a. Yon dola antye – tankou \$1.00, \$2.00, elatriye.
 - b. Yon mwatye dola antye – tankou \$0.50, \$1.50, elatriye.
 - c. Yon ka dola antye – tankou \$0.25, \$0.50, \$0.75, elatriye.
 - d. Tout sa yo ki anwo a bon menm jan pou mwen
 - e. Lòt ogmantasyon? _____ ✓
2. Ki opsyon acha/pèman tarif ki pi bon pou ou?
 - a. Achte yon kat entelijan nan kote tankou makèt oswa magazen ki toupre
 - b. Peye tarif avèk telefòn entelijan oswa tablèt mwen
 - c. Lòt? Tanpri eksplike: _____
3. Èske w t ap sipòte yon ogmantasyon tarif si revni a te itilize pou bagay sa yo? (chwazi tout sa ki aplike)
 - a. Wi, pou amelyore frekans/disponibilite sèvis la
 - b. Wi, pou kenbe nivo sèvis aktyèl la
 - c. Wi, pou bay pi bon aksè nan kote w ta renmen ale yo
 - d. Wi, pou: _____
 - e. Non, mwen p ap sipòte ogmantasyon tarif
4. Tanpri reponn sèlman si w itilize sèvis transpò Adapte (parantransit) CATConnect (ADA). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis ADA (Lwa Ameriken sou Moun ki gen Andikap) a?
 - a. Ogmantasyon \$0.25
 - b. Ogmantasyon \$0.50
 - c. Ogmantasyon \$1.00
 - d. Lòt ogmantasyon _____



5. Tanpri reponn sèlman si w se yon pasaje ki elijib nan pwogram pou Moun ki Defavorize nan Transpò (TD). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis TD yo? (chwazi youn)
- Ogmantasyon \$0.25
 - Ogmantasyon \$0.50
 - Ogmantasyon \$1.00
 - Lòt ogmantasyon _____

Pasaje ki itilize sèvis transpò regilye ta dwe reponn kesyon ki rete yo.

6. Gen kèk ajans transpò piblik ki itilize yon sistèm limit tarif, kote w p ap janm peye plis ke yon kantite ki fikse pa jou oswa pa semèn; aprè w atenn limit la, lòt vwayaj yo ap gratis. Pou w itilize sistèm sa a, ou ta dwe toujou itilize yon kat entelijan oswa yon sistèm tikè mobil. Èske w t ap sipòte lide sa a si li ta ede w ekonomize lajan nan vwayaj ou yo?
- Wi
 - Non, kite l jan l ye a.
7. Konbyen tan w pran pou w fè yon vwayaj san retou nòmalman?
_____ minit _____ mil (distans)
8. Apati ki tarif sèvis otobis regilye a twò chè?
- Tarif aktyèl la se \$2.00 (oswa \$1.00 pou pasaje ki kalifye pou tarif redwi)
 - Tarif \$2.25 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
 - Tarif \$2.50 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
 - Lòt? _____
9. Si w p ap itilize tikè kounye a, poukisa? (Chwazi tout sa ki aplike)
- Mwen pa kapab ale yon kote pou achte tikè a
 - Tikè jounen an twò chè
 - Tikè 15 jou a twò chè
 - Tikè 30 jou a twò chè
 - Li twò konplike pou achte tikè a nan otobis la
 - Li pa fasil pou konprann kijan pou w kalifye pou yon tarif redwi
 - Mwen pa vwayaje ase pou pri tikè a ta vo pri a
 - Mwen pa konnen/mwen pa en enfòmasyon sou opsyon tikè yo



10. Klase chanjman tarif yo pwopoze yo soti nan sa w pi renmen (1ye) rive nan sa w pi pa renmen (4yèm).

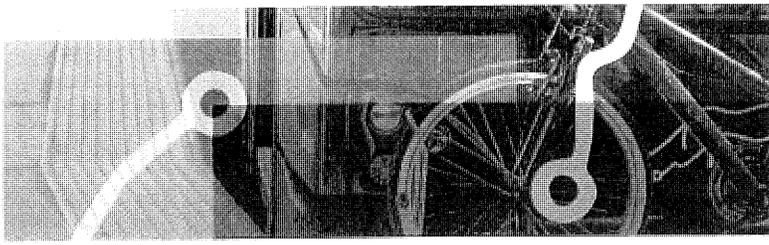
- ___ Ogmante pri tikè jounen an soti \$3.00 rive \$4.00
- ___ Mete sou plas limit tarif chak jou ak chak mwa: Limit chak jou nan \$4.00, limit chak mwa nan \$40.00
- ___ Teste nouvo tikè Marco Express anplwayè w ofri nan \$60
- ___ Tarif debaz pou \$2.25, tikè 15 jou pou \$24, tikè 30 jou pou \$44

11. Anplis kalite tikè ki egziste yo (tikè chak jou, tikè 15 jou ak 30 jou, tikè Marco Express 30 jou, tikè Summer Paw ak tikè Perk 30 jou), èske gen lòt opsyon tarif CAT ta dwe konsidere? Bay/dekri jiska 3 opsyon si sa aplikab.

- a. _____
- b. _____
- c. _____

12. Tanpri mete nenpòt lòt kòmantè, kesyon, oswa refleksyon nan espas ki anba a.

Mèsi!



Fare Study Public Workshop

Exercise Responses

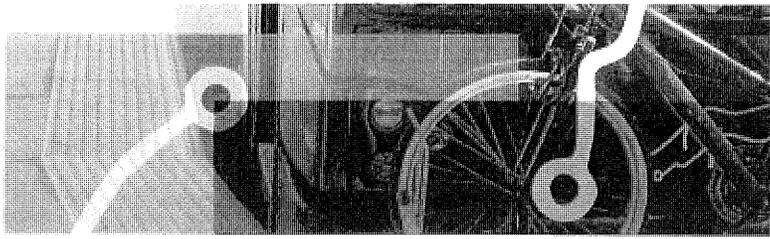
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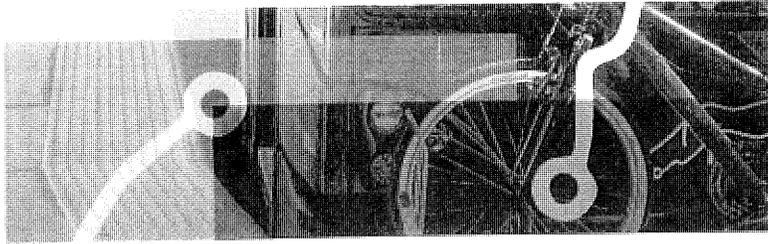
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- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
45 minutes _____ miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - c. \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - d. Other? _____
9. If you do not currently use passes, why? (pick all that apply)
- a. I am not able to get to a location to buy the pass
 - b. The day-pass is too expensive
 - c. The 15-day pass is too expensive
 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
 - g. I do not ride enough to make the cost of a pass worth the price
 - h. I do not know/am uninformed about the pass options



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

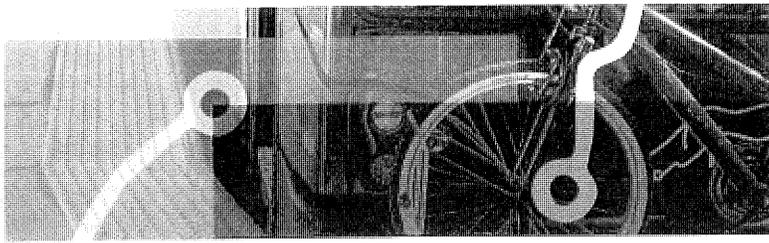
- 4 Raise daily pass from \$3.00 to \$4.00
- 2 Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- 3 Test new employer-sponsored Marco Express pass at \$60
- 1 Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Thank you!



Fare Study Public Workshop

Exercise Responses

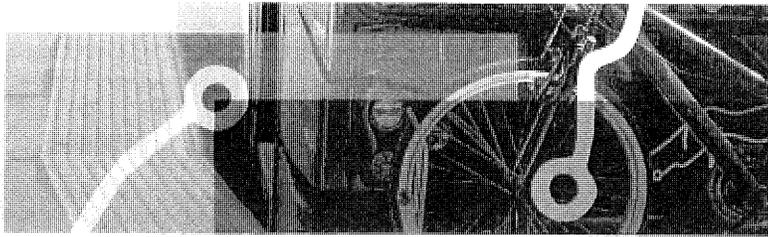
This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? _____

2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase

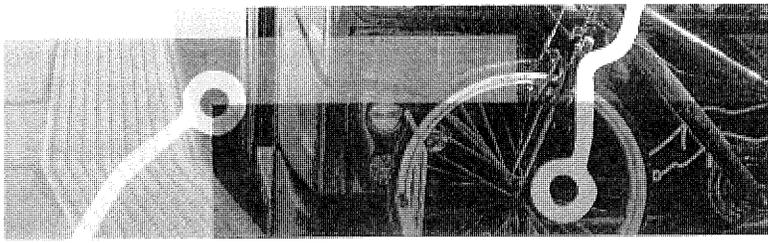
4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____



5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- \$0.25 increase
 - \$0.50 increase
 - \$1.00 increase
 - Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- Yes
 - No, keep as is
7. How long is your typical one-way trip?
35 minutes 4.5 miles
8. At what price is fixed-route bus service too expensive?
- Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - Other? _____
9. If you do not currently use passes, why? (pick all that apply)
- I am not able to get to a location to buy the pass
 - The day-pass is too expensive
 - The 15-day pass is too expensive
 - The 30-day pass is too expensive
 - It is too confusing to buy the pass on the bus
 - Qualifying for a discount fare isn't easy to understand
 - I do not ride enough to make the cost of a pass worth the price
 - I do not know/am uninformed about the pass options



10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

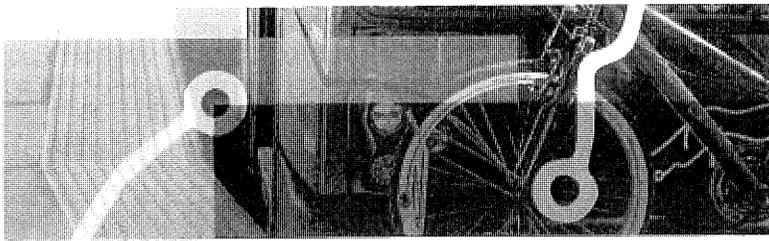
- ___ Raise daily pass from \$3.00 to \$4.00
- ___ Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- ___ Test new employer-sponsored Marco Express pass at \$60
- ___ Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Thank you!



Fare Study Public Workshop

Exercise Responses

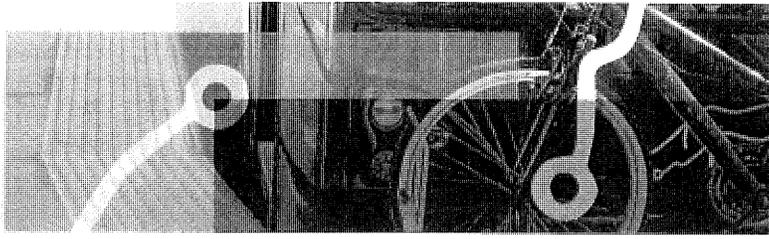
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 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
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2. Which fare purchase/payment option is most convenient to you?
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 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase

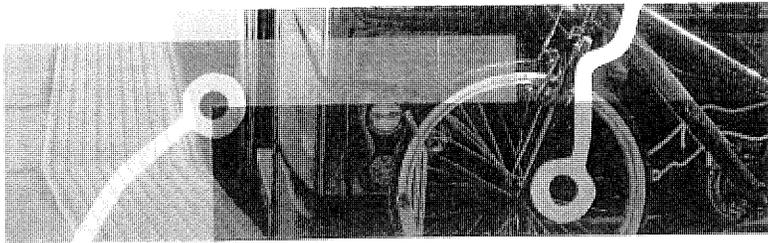
4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____



5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
30 minutes _____ miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - c. \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - d. Other? _____
9. If you do not currently use passes, why? (pick all that apply)
- a. I am not able to get to a location to buy the pass
 - b. The day-pass is too expensive
 - c. The 15-day pass is too expensive
 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
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10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

- Raise daily pass from \$3.00 to \$4.00
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- Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44

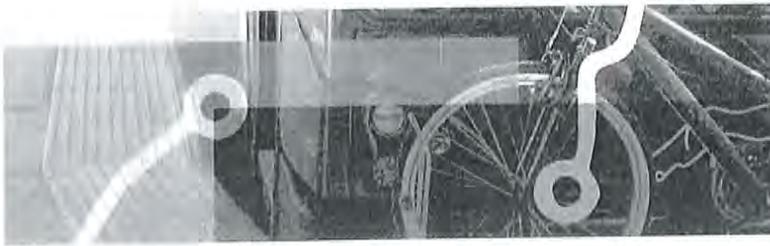
11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

12. Please provide any additional comments, questions, or thoughts in the space below.

Having the 15 bus run later during the week.

Thank you!



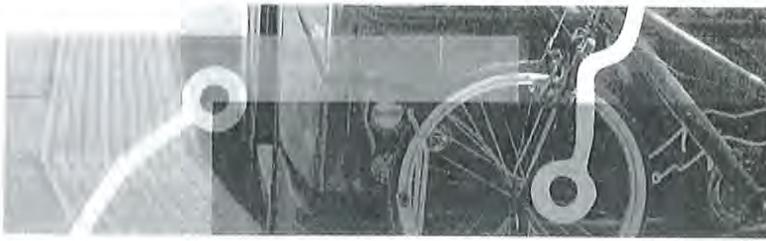
Taller de estudio de tarifas

Respuestas del ejercicio

Esta información proporcionará información valiosa sobre recomendaciones de tarifas propuestas y otros aspectos de las políticas de tarifas de Collier Area Transit (CAT). Puede usar la parte posterior de esta hoja para elaborar sus respuestas o compartir comentarios adicionales según lo requiera. ¡Gracias de antemano por su aporte!

1. ¿Qué incrementos de tarifa hacen que pagar en efectivo sea más conveniente para usted?
 - a. Un dólar completo, como \$1.00, \$2.00, etc.
 - b. Medio dólar, como \$0.50, \$1.50, etc.
 - c. Un cuarto de dólar, como \$0.25, \$0.50, \$0.75, etc.
 - d. Todos las anteriores son igualmente convenientes para mí
 - e. ¿Otros incrementos? _____
2. ¿Qué opción de compra/pago de tarifa es más conveniente para usted?
 - a. Comprar una tarjeta inteligente en lugares como supermercados o tiendas de conveniencia
 - b. Pagar la tarifa con mi teléfono inteligente o tableta
 - c. ¿Otra? Por favor, explique: _____
3. ¿Apoyaría un aumento de tarifas si los ingresos se utilizaran para lo siguiente? (elija todo lo que corresponda)
 - a. Sí, para mejorar la frecuencia/disponibilidad del servicio
 - b. Sí, para mantener el nivel de servicio actual
 - c. Sí, para ofrecer mejor acceso a los lugares a los que desea ir
 - d. Sí, para: _____
 - e. No, no apoyo un aumento de tarifas
4. Responda solo si viaja en el servicio de transporte adaptado (ADA) de CATConnect. Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas para cubrir el costo del servicio ADA?
 - a. Aumento de \$0.25
 - b. Aumento de \$0.50
 - c. Aumento, de \$1.00

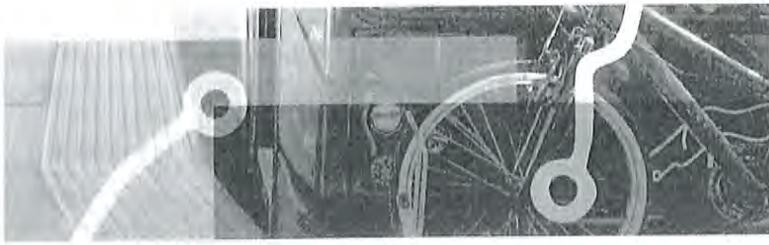
No mas de \$5.00



- d. Otro aumento _____
5. Responda solo si es un pasajero elegible para el programa de Personas con Desventajas en el Transporte (TD). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas de TD para cubrir el costo del programa de servicios de TD? (elija uno)
- Aumento de \$0.25
 - Aumento de \$0.50
 - Aumento de \$1.00
 - Otro aumento no mas de 5.00

Las preguntas restantes deben ser respondidas por los pasajeros que utilizan el servicio de ruta fija.

6. Algunas agencias de tránsito utilizan un sistema de limitación de tarifas, en el que nunca paga más de una cantidad fija por día o semana; después de alcanzar el límite, los viajes son gratuitos. Para utilizar este sistema, tendría que utilizar siempre una tarjeta inteligente o un ticket móvil. ¿Apoyaría esta idea si le ayudara a ahorrar dinero en viajes?
- Sí
 - No, mantener como está
7. ¿Cuánto dura tu viaje típico de ida?
20 minutos 10 millas
8. ¿A qué precio sería demasiado caro el servicio de autobús de ruta fija?
- Tarifa actual de \$2.00 (o \$1.00 para pasajeros que califiquen para tarifa reducida)
 - Tarifa de \$2.25 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - Tarifa de \$2.50 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
 - ¿Otro? 5.00
9. Si actualmente no usa pases, ¿por qué no? (elija todo lo que corresponda)
- No puedo llegar a un lugar para comprar el pase
 - El pase de un día es demasiado caro
 - El pase de 15 días es demasiado caro
 - El pase de 30 días es demasiado caro
 - Es demasiado confuso comprar el pase en el autobús
 - Calificar para una tarifa con descuento no es fácil de entender
 - No viajo lo suficiente como para que el costo de un pase valga la pena el precio
 - No lo sé/no estoy informado sobre las opciones de pase



10. Clasifique los siguientes cambios de tarifa propuestos de su favorito (1.º) a menos favorito (4.º)

- Aumentar el pase diario de \$3.00 a \$4.00
- Implementar límites de tarifas diarias y mensuales: Diario con un tope de \$4.00, mensual a \$40.00
- Probar el nuevo pase Marco Express patrocinado por el empleador a \$ 60
- Tarifa base a \$2.25, pase de 15 días a \$24, pase de 30 días a \$44

11. Además de los tipos de pases existentes (pase de un día, pases de 15 y 30 días, pase Marco Express de 30 días, Summer Paw Pass y 30-Day Perk Pass), ¿hay otras opciones de tarifas que CAT debería considerar? Enumere/describa hasta 3 si corresponde.

- a. _____
- b. _____
- c. _____

12. Comparta cualquier comentario, pregunta o pensamiento adicional en el espacio a continuación.

¡Gracias!



Fare Study Public Workshop

Exercise Responses

This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a. An even dollar – like \$1.00, \$2.00, etc.
 - b. An even half dollar – like \$0.50, \$1.50, etc.
 - c. An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d. All of the above are equally convenient to me
 - e. Other increments? _____

2. Which fare purchase/payment option is most convenient to you?
 - a. Buying a smart card at places like grocery or convenience stores
 - b. Pay fare using my smartphone or tablet
 - c. Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a. Yes, to improve service frequency/availability
 - b. Yes, to maintain the current level of service
 - c. Yes, to provide better access to locations you wish to go
 - d. Yes, for: _____
 - e. No, I do not support a fare increase

4. Please answer only if you ride CATConnect paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____

5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
- a. \$0.25 increase
 - b. \$0.50 increase
 - c. \$1.00 increase
 - d. Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?
- a. Yes
 - b. No, keep as is
7. How long is your typical one-way trip?
_____ minutes _____ miles
8. At what price is fixed-route bus service too expensive?
- a. Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
 - b. \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
 - c. \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
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9. If you do not currently use passes, why? (pick all that apply)
- a. I am not able to get to a location to buy the pass
 - b. The day-pass is too expensive
 - c. The 15-day pass is too expensive
 - d. The 30-day pass is too expensive
 - e. It is too confusing to buy the pass on the bus
 - f. Qualifying for a discount fare isn't easy to understand
 - g. I do not ride enough to make the cost of a pass worth the price
 - h. I do not know/am uninformed about the pass options

ATTACHMENT 7

Online Survey Responses

ObjectID	CreationDate	1. Which fare increments make paying with cash most convenient for you?	Other increments? - 1. Which fare increments make paying with cash most convenient for you?	2. Which fare purchase/payment option is most convenient to you?	Other? Please explain: - 2. Which fare purchase/payment option is most convenient to you?
1	09/04/2025 13:03:58.298	An even quarter dollar – like \$		Pay fare using my smartphone or	
2	09/04/2025 15:05:08.018	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
3	09/04/2025 17:58:12.785	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
4	09/13/2025 14:24:18.483	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
5	09/17/2025 18:43:08.347	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
6	09/18/2025 14:07:43.703	An even dollar – like \$1.00, \$2		other	Tapping a credit/debit card
7	09/19/2025 14:15:37.860	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
8	09/19/2025 17:11:40.150	All of the above are equally co		Pay fare using my smartphone or	
9	09/20/2025 01:15:26.083	An even quarter dollar – like \$		Pay fare using my smartphone or	
10	09/21/2025 17:34:14.186	An even dollar – like \$1.00, \$2		other	I use my bus pass
11	09/22/2025 04:54:14.257	An even half dollar - like \$0.5		Buying a smart card at places l	
12	09/24/2025 20:06:34.545	All of the above are equally co		Pay fare using my smartphone or	
13	09/30/2025 17:58:18.719	All of the above are equally co		Pay fare using my smartphone or	
14	09/30/2025 20:20:49.188	An even quarter dollar – like \$		Buying a smart card at places l	
15	09/30/2025 20:58:49.985	An even dollar – like \$1.00, \$2		other	Apple pay
16	09/30/2025 22:22:14.115	All of the above are equally co		Buying a smart card at places l	
17	10/01/2025 11:25:29.109	An even quarter dollar – like \$		other	both cash and buying a physical card. using a smart phone requires that it be charged and at the end of the day that may not be possible
18	10/01/2025 12:16:37.263	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
19	10/14/2025 19:36:05.320	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
20	10/15/2025 10:33:34.933	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
21	10/15/2025 10:56:33.186	An even quarter dollar – like \$		Pay fare using my smartphone or	
22	10/15/2025 11:06:15.645	An even half dollar - like \$0.5		Pay fare using my smartphone or	
23	10/15/2025 11:46:11.855	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
24	10/15/2025 13:07:20.297	All of the above are equally co		Pay fare using my smartphone or	
25	10/15/2025 14:22:50.178	An even quarter dollar – like \$		Buying a smart card at places l	
26	10/15/2025 18:27:50.773			Pay fare using my smartphone or	
27	10/15/2025 19:24:56.128	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
28	10/15/2025 20:03:22.850	other	\$0	Pay fare using my smartphone or	
29	10/15/2025 20:15:56.593	An even half dollar - like \$0.5		other	Cash
30	10/16/2025 11:11:31.695	An even quarter dollar – like \$		Pay fare using my smartphone or	
31	10/16/2025 11:43:21.886	All of the above are equally co		Buying a smart card at places l	
32	10/16/2025 12:19:39.528	An even quarter dollar – like \$		Pay fare using my smartphone or	
33	10/16/2025 13:58:01.086	All of the above are equally co		Buying a smart card at places l	

ObjectID	CreationDate	1. Which fare increments make paying with cash most convenient for you?	Other increments? - 1. Which fare increments make paying with cash most convenient for you?	2. Which fare purchase/payment option is most convenient to you?	Other? Please explain: - 2. Which fare purchase/payment option is most convenient to you?
34	10/17/2025 12:30:16.920	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
35	10/17/2025 15:28:26.690	An even half dollar - like \$0.5		Pay fare using my smartphone or	
36	10/17/2025 17:34:48.023	All of the above are equally co			
37	10/17/2025 18:25:58.446	All of the above are equally co		other	Paying when I get on the bus
38	10/18/2025 19:46:55.557	An even quarter dollar – like \$		Pay fare using my smartphone or	
39	10/20/2025 14:54:42.086	All of the above are equally co		Pay fare using my smartphone or	
40	10/20/2025 20:21:46.891			Pay fare using my smartphone or	
41	10/21/2025 12:54:09.944	An even dollar – like \$1.00, \$2		other	The ability to pay online with a doscover card!
42	10/22/2025 11:50:54.765	All of the above are equally co		Pay fare using my smartphone or	
43	10/23/2025 09:24:11.638	All of the above are equally co		Pay fare using my smartphone or	
44	10/23/2025 20:29:22.146	other		Pay fare using my smartphone or	
45	10/24/2025 22:48:36.447	An even quarter dollar – like \$		other	Cash
46	10/25/2025 17:49:44.071	All of the above are equally co		Pay fare using my smartphone or	
47	10/26/2025 14:51:24.700	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
48	10/27/2025 15:55:45.934	An even half dollar - like \$0.5		Buying a smart card at places l	
49	10/30/2025 13:16:33.722	An even dollar – like \$1.00, \$2		Pay fare using my smartphone or	
50	10/30/2025 14:51:37.475	An even dollar – like \$1.00, \$2		Buying a smart card at places l	
51	10/30/2025 18:10:21.005	An even half dollar - like \$0.5		Pay fare using my smartphone or	
52	10/30/2025 20:11:34.640	All of the above are equally co		Pay fare using my smartphone or	

ObjectID	3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)	Yes, for other reason - 3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)	4. Please answer only if you ride CATConnect (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
1	No_I_do_not_support_a_fare_incr		
2	No_I_do_not_support_a_fare_incr		
3	Yes_to_provide_better_access_to		
4	Yes_to_improve_service_frequec,No_I_do_not_support_a_fare_incr		\$0.25 increase
5	No_I_do_not_support_a_fare_incr		
6	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		
7	Yes_to_improve_service_frequec,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
8	Yes_to_improve_service_frequec,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
9	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		\$0.25 increase
10	No_I_do_not_support_a_fare_incr		\$1.00 increase
11	No_I_do_not_support_a_fare_incr		\$0.25 increase
12	Yes_to_improve_service_frequec		
13	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		\$0.25 increase
14	Yes_to_provide_better_access_to		
15	Yes_to_improve_service_frequec,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
16	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		
17	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to,other	efficiency and reliability is key. If a fare increase will provide more busses to come a shorter time increments that is preferred. Look at Vero beach's bus system.	other
18	Yes_to_maintain_the_current_lev		
19	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		
20	Yes_to_improve_service_frequec,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
21	Yes_to_improve_service_frequec		
22	No_I_do_not_support_a_fare_incr		other
23	Yes_to_provide_better_access_to		\$0.25 increase
24	Yes_to_improve_service_frequec,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
25	No_I_do_not_support_a_fare_incr		
26	No_I_do_not_support_a_fare_incr		
27	other	Hire nicer drivers and support staff	
28	No_I_do_not_support_a_fare_incr		other
29	Yes_to_provide_better_access_to		\$0.25 increase
30	No_I_do_not_support_a_fare_incr		
31	Yes_to_improve_service_frequec,Yes_to_provide_better_access_to		
32	No_I_do_not_support_a_fare_incr		\$0.25 increase
33	Yes_to_improve_service_frequec		

ObjectID	3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)	Yes, for other reason - 3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)	4. Please answer only if you ride CATConnect (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
34	Yes_to_provide_better_access_to		
35	Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
36	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
37	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		\$0.25 increase
38	No_I_do_not_support_a_fare_incr		\$0.25 increase
39	Yes_to_maintain_the_current_lev		\$0.50 increase
40	No_I_do_not_support_a_fare_incr		
41	No_I_do_not_support_a_fare_incr		
42	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		
43	Yes_to_improve_service_frequenc		\$1.00 increase
44	Yes_to_improve_service_frequenc		
45	Yes_to_improve_service_frequenc,Yes_to_provide_better_access_to		\$0.25 increase
46	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		\$0.25 increase
47	Yes_to_improve_service_frequenc		
48	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to		\$0.25 increase
49	other	Adding a late night bus rohte on rt 12	
50	Yes_to_improve_service_frequenc,Yes_to_provide_better_access_to		\$0.25 increase
51	No_I_do_not_support_a_fare_incr		
52	Yes_to_improve_service_frequenc,Yes_to_maintain_the_current_lev,Yes_to_provide_better_access_to,other	Just good decisions	

ObjectID	Other increase: - 4. Please answer only if you ride CATConnect (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?	5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)	Other increase: - 5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)	6a. Do you use the fixed-route service?
1				Yes
2		other	Zero	Yes
3				No
4				No
5				No
6				Yes
7				No
8				Yes
9		\$0.25		Yes
10				Yes
11				No
12				Yes
13		\$1.00		No
14				Yes
15				No
16				No
17	0.00 --my neighbor takes the ADA bus and this means it is used by people with limited income. any increase in their fares will be a struggle.	other	0.00 --my neighbor takes the ADA bus and this means it is used by people with limited income. any increase in their fares will be a struggle.	No
18				No
19				No
20				Yes
21				Yes
22	I'm on a fixed income, so it shouldn't go up at all	other		No
23				Yes
24				Yes
25				No
26				No
27				Yes
28	\$0	other	\$0	No
29		\$0.25		Yes
30				Yes
31				Yes
32		\$0.25		Yes
33				Yes

ObjectID	Other increase: - 4. Please answer only if you ride CATConnect (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?	5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)	Other increase: - 5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)	6a. Do you use the fixed-route service?
34				No
35				No
36				Yes
37		\$0.25		No
38		\$0.25		Yes
39		\$0.50		Yes
40				Yes
41				Yes
42				No
43		\$1.00		Yes
44				Yes
45		\$0.25		No
46		\$0.25		No
47				Yes
48		\$0.25		Yes
49				Yes
50		\$0.25		No
51				Yes
52				No

ObjectID	6b. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?	7a. How long does your typical one-way trip take?	7b. How long is your typical one-way trip?	8. At what price is fixed-route bus service too expensive?	Other? - 8. At what price is fixed-route bus service too expensive?
1	No, keep as is	45	22	\$2.25 fare (or \$1.25 for riders)	
2	No, keep as is	45	15	Current fare of \$2.00 (or \$1.00)	
3					
4					
5					
6	Yes			\$2.50 fare (or \$1.25 for riders)	
7					
8	Yes	20	11		
9	Yes	50	6	Current fare of \$2.00 (or \$1.00)	
10	No, keep as is	6	5	\$2.25 fare (or \$1.25 for riders)	
11					
12	Yes	30	4.1	Current fare of \$2.00 (or \$1.00)	
13					
14	Yes	15	15	\$2.25 fare (or \$1.25 for riders)	
15					
16					
17					
18					
19					
20	Yes	20		\$2.25 fare (or \$1.25 for riders)	
21	Yes	25		\$2.25 fare (or \$1.25 for riders)	
22					
23	Yes	45	25	\$2.50 fare (or \$1.25 for riders)	
24	Yes	30	30	\$2.25 fare (or \$1.25 for riders)	
25					
26					
27	Yes	60	7	Current fare of \$2.00 (or \$1.00)	
28					
29	Yes				
30	Yes	15	5	\$2.25 fare (or \$1.25 for riders)	
31	No, keep as is	35	8	\$2.50 fare (or \$1.25 for riders)	
32	Yes	10		Current fare of \$2.00 (or \$1.00)	
33	No, keep as is	3	3	\$2.25 fare (or \$1.25 for riders)	

ObjectID	6b. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?	7a. How long does your typical one-way trip take?	7b. How long is your typical one-way trip?	8. At what price is fixed-route bus service too expensive?	Other? - 8. At what price is fixed-route bus service too expensive?
34					
35					
36	Yes	90		other	
37					
38	Yes				
39	Yes	20		\$2.50 fare (or \$1.25 for riders	
40	Yes	1	130	\$2.50 fare (or \$1.25 for riders	
41	Yes	40	5	Current fare of \$2.00 (or \$1.00	
42					
43	Yes	37		Current fare of \$2.00 (or \$1.00	
44	No, keep as is	30	4	\$2.50 fare (or \$1.25 for riders	
45					
46					
47	No, keep as is	30		Current fare of \$2.00 (or \$1.00	
48	No, keep as is	60		\$2.50 fare (or \$1.25 for riders	
49	No, keep as is	17	5	\$2.50 fare (or \$1.25 for riders	
50					
51		130	130		
52					

ObjectID	9. If you currently do not use passes, why?	10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)
1		Base fare to \$2.25 5-day pass t,Implement daily and monthly far,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to
2	I am not able to get to a locat	Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Implement daily and monthly far,Test new employer-sponsored Mar
3		
4		
5		
6	I do not ride enough to make th	Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar
7		
8		Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to
9		Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar
10	The 15-day pass is too expensiv	
11		
12	I am not able to get to a locat	Implement daily and monthly far,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to ,Base fare to \$2.25 5-day pass t
13		
14	The 30-day pass is too expensiv	Raise daily pass from \$3.00 to ,Base fare to \$2.25 5-day pass t,Implement daily and monthly far,Test new employer-sponsored Mar
15		
16		
17		
18		
19		
20		
21		Implement daily and monthly far,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to ,Base fare to \$2.25 5-day pass t
22		
23		Implement daily and monthly far,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t
24	I do not ride enough to make th	Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Implement daily and monthly far,Test new employer-sponsored Mar
25		
26		
27		Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to
28		
29		
30		Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to
31		Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar
32	It is too confusing to buy the	
33	I am not able to get to a locat	Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t,Implement daily and monthly far

ObjectID	9. If you currently do not use passes, why?	10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)
34		
35		
36	The day-pass is too expensive,The 15-day pass is too expensiv,The 30-day pass is too expensiv,I do not ride enough to make th	Implement daily and monthly far,Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar
37		
38		
39	I do not ride enough to make th	
40	The 15-day pass is too expensiv	Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t,Implement daily and monthly far,Raise daily pass from \$3.00 to
41	I am not able to get to a locat,The 15-day pass is too expensiv,The 30-day pass is too expensiv,It is too confusing to buy the ,I do not know/am uninformed abo	Implement daily and monthly far,Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t,Raise daily pass from \$3.00 to
42		
43	Qualifying for a discount pass	Base fare to \$2.25 5-day pass t,Test new employer-sponsored Mar,Implement daily and monthly far,Raise daily pass from \$3.00 to
44		Base fare to \$2.25 5-day pass t,Test new employer-sponsored Mar,Raise daily pass from \$3.00 to ,Implement daily and monthly far
45		
46		
47		Base fare to \$2.25 5-day pass t,Implement daily and monthly far,Raise daily pass from \$3.00 to ,Test new employer-sponsored Mar
48	I am not able to get to a locat	Raise daily pass from \$3.00 to ,Implement daily and monthly far,Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t
49		Test new employer-sponsored Mar,Base fare to \$2.25 5-day pass t,Implement daily and monthly far,Raise daily pass from \$3.00 to
50		
51	The day-pass is too expensive	
52		

ObjectID	11. In addition to existing pass types (Day pass, 15 Day and 30 Day Passes, Marco Express 30 Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.	Please provide any additional comments, questions or thoughts in the space below.
1	Discounted fares during off peak times	Times are extremely hard already, and we cannot afford another increase. Pay is not rising whatsoever, and tariffs and inflation are increasing the cost of everything.
2	5day 10day	
3		Collier County needs to provide more service and might need more back up because the population is growing .
4		The routing system needs to be studied and improved. Often times pick up times are an hour and a half prior to an appointment. That is only 5 to 10 minutes away. Returns to home often times the weight is an hour and that needs to be improved please consider changing the voting system to better accommodate the writers so that There are not so many hours in the day wasted waiting to be picked up to be brought to an appointment or to be picked up once the appointment is finished please remind all drivers to consider assisting passengers off the transit bus and not just sitting on the bus and not offering any assistance on boarding with new employees needs to be improved and please advise drivers not to have loud music playing
5		I used to ride the bus and paratransit, but I no longer do, because I have a car. If, in the future, I need to ride the bus, I don't want a fare increase.
6		
7		
8		Need more buses, 1.5 hr wait time is way to long. Buses should be running every 30 to 40 minutes. Buses need to run on Holiday's. Need to improve Sunday bus times. People have to work
9		Route 27 should have a bus stop on collier Blvd for the collier county heritage bay court house. The closet bus is 1/2 mile away by foot either way.
10		
11		
12	Easier to access discounts via mobile device. I qualify for student discount on passes, but can't afford the time to travel to the CAT Operation Center.	Easier to access discounts via mobile device. I qualify for student discount on passes, but can't afford the time to travel to the CAT Operation Center. Reinstate the early bus stop at Farm Workers Village in Immokalee, please.
13		
14		
15		I plan to need to utilize the service in my future.
16		
17		I am comparing the bus network to Uber, and it is currently less efficient and does not come by often enough. Also the need for bus shelters is crucial. It rains and the sun is brutal. The comfort level of public transportation needs to be considered in order to draw more riders. Frequency is needed. Access to the RSW airport is needed at a minimum as a direct route, no stops. Review the Vero Beach bus system. It is free to all users. Review the bus system of Dublin Ireland, it was the best bus system I have ever been on.
18		
19		I Would Like To See All Collier Area Transit Bus Routes Start As Early As 4 AM And Have Their Last Pickup At 11 PM As Well As To Connect With The Lee Tran. If That Can't Be Possible Provide The Customers With A Lyft Or Uber Service So They Can Get To Their Final Destination.
20		
21		Make qualifying for discounts easier, please. I use a 30-day pass frequently as a student to get to class and work. I would qualify for reduced fare to purchase the pass, but it requires me to go to the CAT OP center, which isn't easy for me, especially having to do so monthly.
22		Listen, I'm on a fixed income so I believe it should not go off. I mean, I can barely afford my rent and I have to get my son to school.
23		
24		
25		Need cleaner and newer buses
26		
27		Most of your drivers are rude....they don't communicate as if they like their job or customers. I always feel as if I am an inconvenience for them. Just today when I had to go off property because the bathroom was closed, the male dispatcher called security to remove my belongings. He was extremely rude and confrontational. We are already struggling and stressed, kindness and understanding cost nothing.
28		We don't need anymore increase pay.
29		
30	Discount price if you only use the bus to get to work and back home.	You need a route 12 that leaves the government center bus station later in the day. There should be one that leaves at 5pm or 5:15pm. Because you don't have a bus at these times, I have to walk an additional 20 minutes to get home after work.
31		
32		
33		

ObjectID	11. In addition to existing pass types (Day pass, 15 Day and 30 Day Passes, Marco Express 30 Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.	Please provide any additional comments, questions or thoughts in the space below.
34		
35		
36		
37		N/A
38		
39		
40		La mala actitud de los conductores El problema de conexión entre auto buses El schedule no se apega
41		Why do the bus drivers take a 15 min break after every route? Why does the transit station only accept cash for cards, and then charge me \$5 at the provided ATM?
42		
43		Es de buena calidad y atención
44		Ruta 27 debería tener mas horarios de salidas, y terminar hasta mas tarde la ultima salida. Gracias.
45		
46		
47	Pase de 7 días	
48		
49		
50		They should improve the time the bus go to each stop because sometimes there is a delay of 30 minutes to arrive to the stop so I get late to the please I'm going
51		
52		Thanks for being awesome

ATTACHMENT 8

One-on-One Staff Interviews

Collier Area Transit 2025 Fare Study Stakeholder Interview Questions

Ivan Esteves (Fixed Route Drivers' Union Representative) Interview Responses

Fixed Route:

1. What are the strengths of CAT's current fare system?

A lot of people use the mobile app, instead of the smart card. Many riders use monthly pass.

2. What are the weaknesses of CAT's current fare system?

Still receiving a lot of old "orange" tickets/passes. The electronic phone system payment doesn't often work, even when customers have paid. It might be a wifi or connection issue. Passengers are manually counted when technology fails.

3. Is a policy that provides for automatic, regular fare increases desirable? How should the amount of such fare increase be determined?

Yes, fares should increase as inflation increases to cover the cost of operations. A fifty cent increase would be fair.

4. How well does the existing fare collection equipment meet the needs of CAT and its operators and riders?

Yes, the existing equipment meets the needs of drivers and riders.

5. Is fare evasion a concern? What is the nature and frequency of fare evasion? Do you have suggestions for addressing fraud?

Yes, fare evasion happens most often in Immokalee. Riders want to pay \$1 versus \$2, or a reduced rate. Drivers try to educate riders on the fares and discount fare programs.

6. Fare capping allows riders to pay-as-they-go until they reach the equivalent of a daily, weekly, or monthly pass, after which additional rides are free. Do you think fare capping would benefit CAT riders? What operational or technical challenges do you anticipate if CAT were to implement fare capping?

Not familiar with the fare capping program. Riders do request refunds for days the bus is not operating (i.e. holidays). Most users pay via phone making a fare capping program easy to implement.

7. Are there other fares or technologies not being provided that should be considered based on your frequent interactions with customers?

It is difficult for drivers to pay with cash. Sometimes the online account is not accurately reflecting payment.



Collier Area Transit 2025 Fare Study Stakeholder Interview Questions

Collier Area Paratransit Service:

1. What are the strengths of the current CAT Connect fare system?

The fare system is affordable.

2. What are the weaknesses of the current CAT Connect fare system?

No response.

3. During the last fare study, there seemed to be support for a fare increase if it meant no reduction in service. What concerns do you see if the CAT Connect fares go up?

If services are increased, then a fare increase would be beneficial to the customer.

4. Do you believe CAT Connect customers would still today support a moderate price increase over a potential reduction in service?

A \$1 or less increase would be acceptable to passengers.

5. For TD fares, how do customers generally respond to the sliding income-based fare scale? Do operators experience difficulty with collecting fares under the tiered schedule?

Riders know the fare is cheaper than private transportation service.

6. Based on your frequent interactions with customers, should changing any aspect of the ADA/TD fare structure (as opposed to amount) or fare collection policies be considered as part of this study?

The new terminal (Base 3) is nice, but there are only two benches for waiting riders and no shelter.



Collier Area Transit 2025 Fare Study Stakeholder Interview Questions

Nelida Lopez (Collier County's Customer Service Manager) Interview Responses

Fixed Route:

1. What are the strengths of CAT's current fare system?

The current system keeps ridership numbers and revenue consistent. CAT does need to increase revenue. The 30-day pass is the most popular option.

2. What are the weaknesses of CAT's current fare system?

Previously CAT offered a weekly pass, but it wasn't used much. Consider offering a discount for multi-month pass purchase. Offer a loyalty discount.

3. Is a policy that provides for automatic, regular fare increases desirable? How should the amount of such fare increase be determined?

Yes, there should be a set percentage increase every 3-5 years correlated to the cost of living.

4. How well does the existing fare collection equipment meet the needs of CAT and its operators and riders?

No, the existing fare collection equipment is not meeting the needs of drivers and riders.

5. Is fare evasion a concern? What is the nature and frequency of fare evasion? Do you have suggestions for addressing fraud?

Yes and unsure how to address or resolve fare evasion.

6. Fare capping allows riders to pay-as-they-go until they reach the equivalent of a daily, weekly, or monthly pass, after which additional rides are free. Do you think fare capping would benefit CAT riders? What operational or technical challenges do you anticipate if CAT were to implement fare capping?

Fare capping would benefit riders.

7. Are there other fares or technologies not being provided that should be considered based on your frequent interactions with customers?

No.



Collier Area Transit 2025 Fare Study Stakeholder Interview Questions

Collier Area Paratransit Service:

1. What are the strengths of the current CAT Connect fare system?

The CAT Connect fare system is based on income.

2. What are the weaknesses of the current CAT Connect fare system?

None.

3. During the last fare study, there seemed to be support for a fare increase if it meant no reduction in service. What concerns do you see if the CAT Connect fares go up?

Riders already complain about the cost of the current fare.

4. Do you believe CAT Connect customers would still today support a moderate price increase over a potential reduction in service?

No.

5. For TD fares, how do customers generally respond to the sliding income-based fare scale? Do operators experience difficulty with collecting fares under the tiered schedule?

Not enough experience to answer this question.

6. Based on your frequent interactions with customers, should changing any aspect of the ADA/TD fare structure (as opposed to amount) or fare collection policies be considered as part of this study?

Not enough experience to answer this question.



Collier Area Transit 2025 Fare Study Stakeholder Interview Questions

Nolan Begley (MV Transit's Fixed Route Manager) Interview Responses

Fixed Route:

What are the strengths of CAT's current fare system?

CAT provides reasonable fares for services provided. Raising fees will not have much impact on customers. Fares in Broward County are higher but their area has more population. Fares in Collier County are reasonable for the Collier population.

1. What are the weaknesses of CAT's current fare system?

The CAP fares are competitive. It is beneficial to enroll more passengers in card system instead of paper system. Revenue needs to increase to cover the cost of services. CAT is in process of replacing fare boxes to make fare collection more user-friendly. Riders typically do not complain about the fare. It would be more convenient to allow card reload via credit card at other places other than the transfer station (i.e. gas station).

2. Is a policy that provides for automatic, regular fare increases desirable? How should the amount of such fare increase be determined?

Yes, the cost of fare should increase on a regular schedule based on the cost of living and services in the area. A whole dollar fare would be preferable. Counting change and emptying fare boxes is cumbersome.

3. How well does the existing fare collection equipment meet the needs of CAT and its operators and riders?

Current needs are not met. Fare boxes are to be replaced by June 2026 and should meet the needs of CAT. Card readers were replaced.

4. Is fare evasion a concern? What is the nature and frequency of fare evasion? Do you have suggestions for addressing fraud?

Some riders try to slide in with the person in front of them. At least 50% of the fare is required to ride. Habitual offenders are asked to pay fares. Some routes have a higher fare evasion rate, but it's not a huge issue because it occurs infrequently. CAT relies on drivers to catch fare evasions. The fixed route manager could ride more often to observe behaviors. Consider taking photos of habitual fare evasion offenders to post on the bus.

5. Fare capping allows riders to pay-as-they-go until they reach the equivalent of a daily, weekly, or monthly pass, after which additional rides are free. Do you think fare capping would benefit CAT



Collier Area Transit 2025 Fare Study

Stakeholder Interview Questions

riders? What operational or technical challenges do you anticipate if CAT were to implement fare capping?

There is a large homeless population in the County and there is concern that they may take advantage of the fare cap to “live on the bus” to get out of the weather elements. This would be a challenge to enforce.

6. Are there other fares or technologies not being provided that should be considered based on your frequent interactions with customers?

Allow the ability to reload smart cards in other places besides the transfer station.

Collier Area Paratransit Service:

1. What are the strengths of the current CAT Connect fare system?

Fares are based on income, making the system affordable.

2. What are the weaknesses of the current CAT Connect fare system?

Fare collection system is cumbersome.

3. During the last fare study, there seemed to be support for a fare increase if it meant no reduction in service. What concerns do you see if the CAT Connect fares go up?

People need to travel and will continue to use the service regardless of a fare increase.

4. Do you believe CAT Connect customers would still today support a moderate price increase over a potential reduction in service?

Yes.

5. For TD fares, how do customers generally respond to the sliding income-based fare scale? Do operators experience difficulty with collecting fares under the tiered schedule?

Not experienced with the operations of paratransit.

6. Based on your frequent interactions with customers, should changing any aspect of the ADA/TD fare structure (as opposed to amount) or fare collection policies be considered as part of this study?

Provide more transportation ridership for those that qualify for the service.

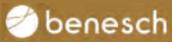


ATTACHMENT 9

Workshop Presentation



Collier Area Transit Fare Study

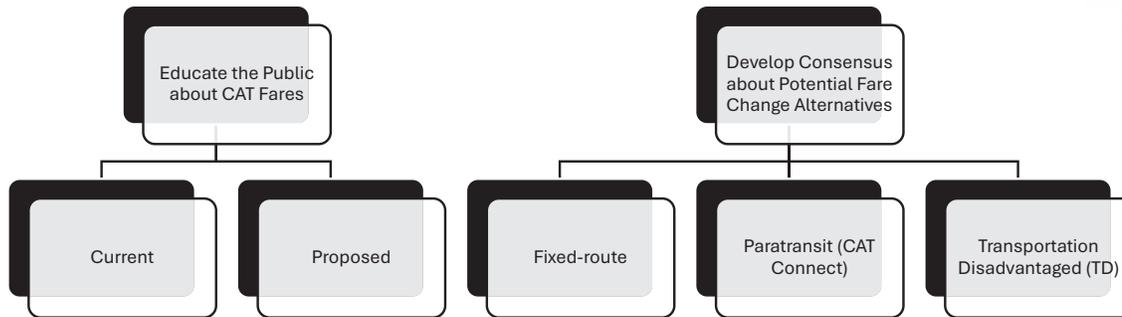


Workshop Overview

- Workshop Goals
- Existing Fare Structure
- Ridership & Revenue Trends
- Conceptual Fare Alternatives
- Workshop Exercises
- Questions & Comments



Workshop Goals



Existing Fare Structure (Fixed Route)



Service Category	Full rate	Reduced rate ¹
One-way fare	\$2.00	\$1.00
Children 5 years old and younger	Free	Free
Marco Express	\$3.00	\$1.50
Transfers - up to 90 minutes	Free	Free
Day passes	\$3.00	\$1.50
Smart Card Pass		
15-Day Pass	\$20.00	\$10.00
30-day pass	\$40.00	\$20.00
30-Day Marco Express Pass	\$70.00	\$35.00
Discount Passes²		
Summer Paw Pass (valid from June 1 to August 31 for students. Cost includes smart card)		\$30.00
30-day Perk Pass (250+ employees)		\$29.75

¹ Reduced rates are for Medicare members, Disability Community, age 65 and older, children under 17, high school and college students, and active/retired military personnel. ID required. This fee would also apply to the transportation provider subcontracted with the Florida Disadvantaged Transportation Commission that provides transportation services under the Non-Emergency Transportation Medicaid Contract for Collier County.

² Discount passes are for eligible individuals under the identified programs.

Existing Fare Structure

• ADA Trips

- The fare for this service is **\$3 for a one-way trip. A reduced fare of \$1** may apply if certain household income guidelines are met. Household income information is not required for eligibility of the program. This program does allow/transport a single guest or Personal Care Attendants (PCA).
- A PCA is defined as an individual who is medically necessary to aid an ADA passenger. A passenger must be pre-approved to take a PCA. PCA's do not have to pay a fare to ride. Guests are required to pay the same fare.

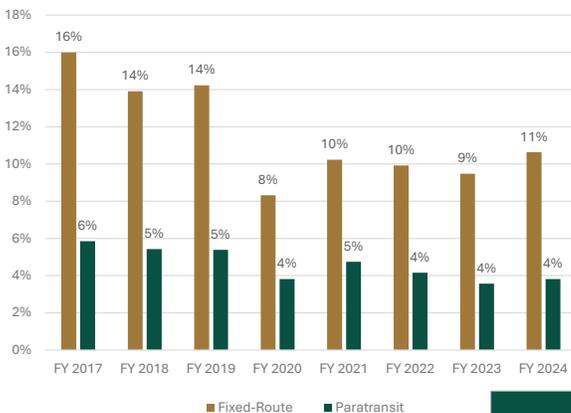


• Transportation Disadvantaged (TD) Trips

- The fare for TD trips is based on an income scale and varies **from \$1, \$3 or \$4 per one-way trip**. This program does not allow/transport guests.

Existing Fare Structure

Fare per Trip vs. Cost per Trip (FYs 17-24)



Service	Average Fare/Trip	Cost/Trip	Cost Recovery
Fixed-Route	\$1.12	\$10.15	12%
Paratransit	\$2.08	\$46.02	5%



Existing Fare Structure

Transit System	Fixed-Route Fares						Paratransit	
	Base One-Way Fare	Daily Pass	15-Day Pass*	Monthly/30-Day Pass	Transfers**	Base Transfer Fare	ADA Fare (One-Way)	ADA Fare (Reduced)
CAT*	\$2.00	\$3.00	\$20.00	\$40.00	Y	\$0.00	\$3.00	\$1.00
Breeze Transit	\$1.50	n/a	n/a	\$50.00	N	-	\$3.00	n/a
LeeTran	\$1.50	\$4.00	n/a	\$40.00	N	-	\$3.00	n/a
Bayway	\$1.50	\$4.00	n/a	\$35.00	N	-	\$1.50	\$0.75
ECAT	\$1.75	\$5.25	n/a	\$47.00	Y	\$0.00	\$3.50	n/a
CCRTA	\$2.00	\$6.00	n/a	\$60.00	Y	\$0.00	\$2.50	n/a
CARTA	\$3.50	\$7.00	n/a	\$57.00	Y	\$0.00	\$4.00	\$0.75
Citrus Connection	\$1.50	\$3.00	n/a	\$47.00	Y	\$0.00	\$2.00	\$0.00
WTS***	\$1.25	\$3.00	n/a	\$40.00	Y	\$0.00	\$2.50	n/a
PCPT	\$1.50	\$3.75	n/a	\$37.50	N	-	\$3.00	\$0 - \$3.00
Peer Group Mean	\$1.78	\$4.50	\$20.00	\$45.94	-	-	\$2.78	\$0.50
CAT % From Mean	13%	-33%	0%	-13%	-	-	8%	100%

*No peer agency has a 15-day/weekly pass

*** Transfers free for card, \$1.25 for cash

**Free transfers usually only apply to one trip

Existing Fare Structure

Transportation Disadvantaged

Transit System	Eligibility Requirements	Fare/Fee	TD Bus Pass
CAT	Income-based	\$1, \$3, or \$4 per one-way trip depending on rider's household income	No
Breeze Transit	Income, age, or ADA	\$1.50 per one-way trip flat fee	No
LeeTran	Income-based	\$3.00 per one-way trip flat fee	Yes
Bayway	Income, age, or ADA	\$1.50 per one-way trip flat fee	No
ECAT	Income-based	\$2.50 per one-way trip flat fee	Yes
CCRTA	Income-based	Bus free, \$1.50 for DR	Yes
CARTA	Income-based	\$1.25 per one-way trip flat fee	Yes
Citrus	Income-based	\$2.00 per one-way trip flat fee	Yes
WTS	n/a	n/a	n/a
PCPT	Income-based	Bus free, \$2.50 per one-way trip flat fee	Yes



Existing Fare Structure

Transit System	Student Discounts		Military Discounts	
	Base Fare	Passes	Base Fare	Passes
CAT	\$1.00 (50% discount)	50% off all passes; \$30 Summer pass (June 1 - August 31)	\$1.00 (50% discount)	50% off all passes
Breeze Transit	Free	No discount	No discount	No discount
LeeTran	\$0.75 (50% discount)	\$12.00 (7 days) (20% discount); \$6.75 (12 trips) (50% discount); \$25.00 (31 days) (37.5% discount)	No discount	No discount
Bayway	\$0.75 (50% discount)	FSU and GCSC students ride free	No discount	No discount
ECAT	\$1.25 (28.5% discount)	\$12.00 (10 rides) (specialty fare available for students only)	Free (in uniform); \$1.00 w/ ID (43% discount); \$1.25 w/ ID (Routes 59A, 59, 60, 61) (28.5% discount)	No discount

Transit System	Student Discounts		Military Discounts	
	Base Fare	Passes	Base Fare	Passes
CCRTA	\$1.50 (25% discount)	No discount	No discount	No discount
CARTA	Free (K-12)	\$80 per semester (6-month) (college)	No discount	No discount
Citrus	\$1.25 (16.6% discount)	\$2.50 (day pass) (17% discount)	No discount	No discount
WTS	Reduced fare	\$20.00 (1 month) (50% discount)	No discount	No discount
PCPT	\$0.75 (50% discount)	\$1.85 (day pass) \$18.75 (31 days) \$12.50 (20 rides) (50% discount all)	Free	Free



Existing Fare Structure (Peer Summary)

CAT base fixed-route fare (\$2.00) is above peer mean (\$1.78) by 13%.

Daily pass (\$3.00) is 33% below peer mean (\$4.50).

Monthly pass (\$40.00) is 13% below peer mean (\$45.94).

ADA fare (\$3.00) is 8% above peer mean (\$2.78).

CAT does not offer a Transportation Disadvantaged bus pass, while most peers do.

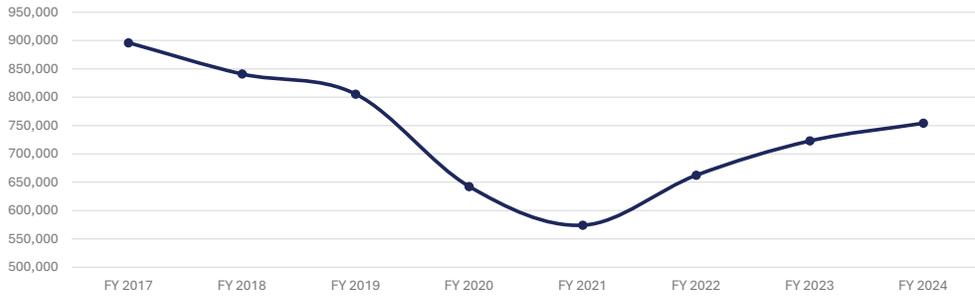
Student and military discounts are competitive (50% off base and passes).

Some peers offer free or larger discounts for students.

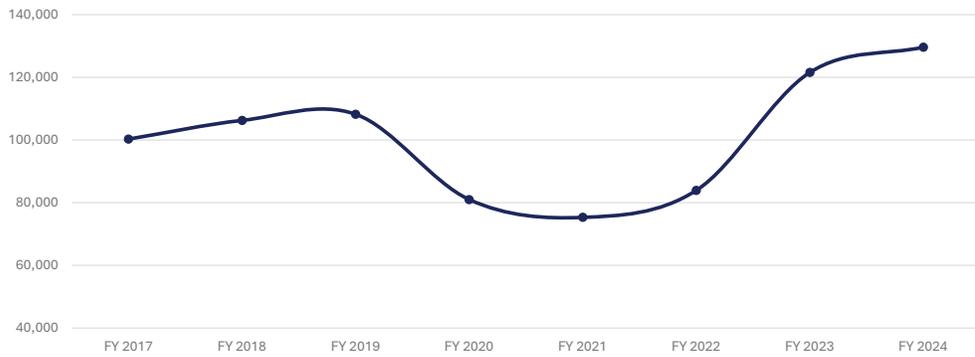


Ridership Trends

Fixed-Route Ridership FYs 17-24

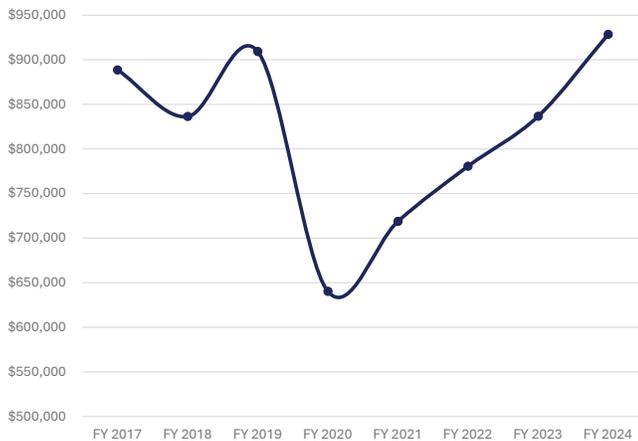


Paratransit Ridership FYs 17-24

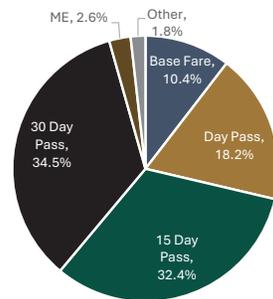


Revenue Trends

Fixed-Route Revenue FYs 17-24

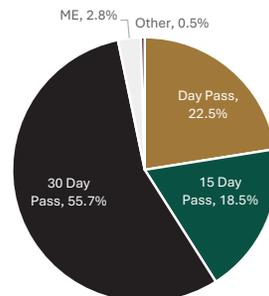


Usage* by Fare Type FYs 21-24

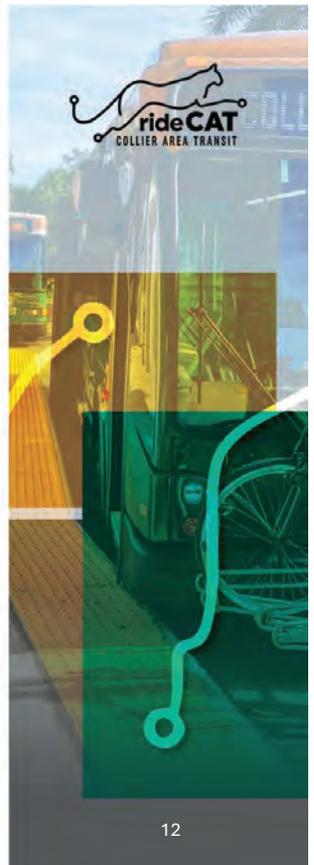


*From Masabi

Sales* by Fare Type 2020-2024



*From Trapeze

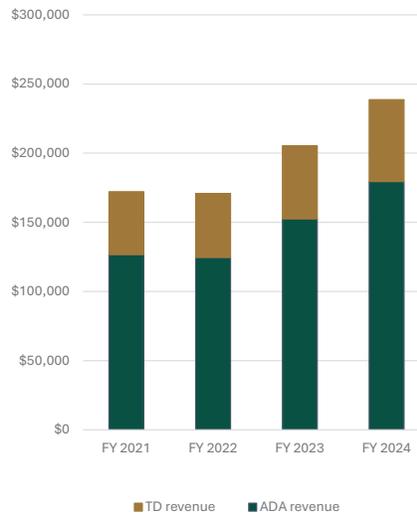


Revenue Trends

Paratransit Revenue FYs 17-24)

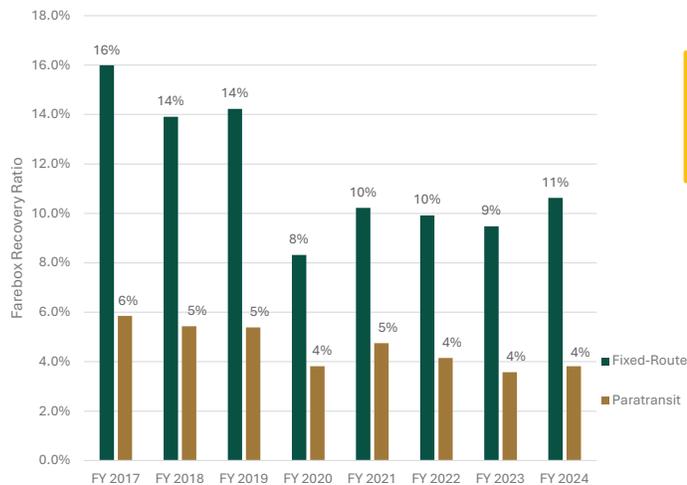


Revenue by Fare Type (FYs 21-24)



Revenue Trends

Farebox Recovery Ratio Trends (FYs 17-24)



What is the impact of reduced Farebox revenues on CAT's operating budgets?



Conceptual Fare Alternatives

Fixed Route

- Peer Alignment
- Fare Capping Strategy
- Employer Buy-in
- Revenue Recovery

Paratransit

- Base fare adjustment

Transportation Disadvantaged

- Flat Fare Approach
- Two Tier Simplification
- Adjustment of current tiers
- Fixed Route Focus



Conceptual Fare Alternatives

FR Fare Category	Current	Scenario 1	Scenario 2	Scenario 3*	Scenario 4
Full Fixed Route Fare	\$2.00	\$2.00	\$2.00	\$2.00	\$2.25
Children	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
Day Pass Full/Reduced	\$3.00/\$1.50	\$4.00/\$2.00	Fare cap at \$4/\$2	\$4.00/\$2.00	\$4.00/\$2.00
15 Day Pass Full/Reduced	\$20.00/\$10.00	\$20.00/\$10.00	Fare cap at \$20/\$10	\$20.00/\$10.00	\$24.00/\$12.00
30 Day Pass Full/Reduced	\$40.00/\$20.00	\$40.00/\$20.00	Fare cap at \$40/\$20	Perk Pass change	\$44.00/\$22.00

* Reduce perk pass requirement from 250+ to 100+ staff. Pilot employer-sponsored Marco Express pass at \$60

Conceptual Fare Alternatives



			Transportation Disadvantaged Scenario	Fare Type	Changes	
1	ADA Fare	\$3-->\$3.25	1 (Tier Simplification)	TD at or under PL	Keep (\$1)	
	Reduced ADA Fare	Keep		101% to 150% of PL	\$3-->\$3.50	
2	ADA Fare	\$3-->\$3.50		151% to 225% of PL	\$4-->\$5	
	Reduced ADA Fare	Keep		226% to 250% of PL	\$4-->\$5	
3	ADA Fare	\$3-->\$4.00	2 (Increase Revenue Recovery)	Over 250% of PL	No longer qualify for Transportation Disadvantaged	
	Reduced ADA Fare	\$1-->\$2		TD at or under PL	Keep (\$1)	
4	ADA Fare	\$3-->\$4.00		101% to 150% of PL	\$3-->\$4	
	Reduced ADA Fare	\$1-->\$2		151% to 225% of PL	\$4-->\$5	
5	ADA Fare	\$3-->\$4.00	3 (Fixed Route Focus)	226% to 250% of PL	\$4-->\$6	
	Reduced ADA Fare	\$1-->\$2		Over 250% of PL	No longer qualify for Transportation Disadvantaged	
6	ADA Fare	\$3-->\$4.00		4 (Three Tier)	TD at or under PL	\$1-->\$2
	Reduced ADA Fare	\$1-->\$2			101% to 150% of PL	\$3-->\$4
7	ADA Fare	\$3-->\$4.00	151% to 225% of PL		\$4-->\$5	
	Reduced ADA Fare	\$1-->\$2	Over 250% of PL		No longer qualify for Transportation Disadvantaged	

Workshop Exercises

- Scan the QR Code to Take the Survey
 - Make sure to answer the required question* to see the full survey



Workshop Exercises

1. Which fare increments make paying with cash most convenient for you?

- a) An even dollar – like \$1.00, \$2.00, etc.
- b) An even half dollar – like \$0.50, \$1.50, etc.
- c) An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
- d) All of the above are equally convenient to me
- e) Other increments? _____



Workshop Exercises

2. Which new fare purchase/payment option would be convenient to you?

- a) Buying a smart card at places like grocery or convenience stores
- b) Pay fare using my smartphone or tablet
- c) Other? Please explain: _____



Workshop Exercises

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)

- a) Yes, to improve service frequency/availability
- b) Yes, to maintain the current level of service
- c) Yes, to provide better access to locations you wish to go
- d) Yes, for: _____
- e) No, I do not support a fare increase



Workshop Exercises

4. Please answer only if you ride CATConnect(ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?

- a) \$0.25 increase
- b) \$0.50 increase
- c) \$1.00 increase
- d) Other increase _____



Workshop Exercises

5. Please answer only if you are a Transportation Disadvantaged (TD) eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)

- a) \$0.25 increase
- b) \$0.50 increase
- c) \$1.00 increase
- d) Other increase _____



Workshop Exercises

6. Some transit agencies use a fare capping system, where you never pay more than a set amount per day or week, after reaching the limit, rides are free. To use this system, you would need to always use a smart card or mobile ticketing. Would you support this idea if it helped you save money on rides?

- a) Yes
- b) No, keep as is



Workshop Exercises

7. How long is your typical one-way trip?

_____ minutes _____ miles



Workshop Exercises

8. At what price is fixed-route bus service too expensive?

- a) Current fare of \$2.00 (or \$1.00 for riders qualifying for reduced fare)
- b) \$2.25 fare (or \$1.25 for riders qualifying for reduced fare)
- c) \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
- d) Other? _____



Workshop Exercises

9. If you do not currently use passes, why? (pick all that apply)

- a) I am not able to get to a location to buy the pass
- b) The day-pass is too expensive
- c) The 15-day pass is too expensive
- d) The 30-day pass is too expensive
- e) It is too confusing to buy the pass on the bus
- f) Qualifying for a discount fare isn't easy to understand
- g) I do not ride enough to make the cost of a pass worth the price
- h) I do not know/am uninformed about the pass options



Workshop Exercises

10. Rank the following proposed fare changes from your favorite (1st) to least favorite (4th)

- ___ Raise daily pass from \$3.00 to \$4.00
- ___ Implement daily and monthly fare caps: Daily capped at \$4.00, monthly at \$40.00
- ___ Test new employer-sponsored Marco Express pass at \$60
- ___ Base fare to \$2.25, 15-day pass to \$24, 30-day pass to \$44



Workshop Exercises

11. In addition to existing pass types (Day pass, 15 Day and 30-Day Passes, Marco Express 30-Day pass, Summer Paw Pass and 30-Day Perk Pass), are there any other fare options CAT should consider? List/describe up to 3 if applicable.

- a. _____
- b. _____
- c. _____

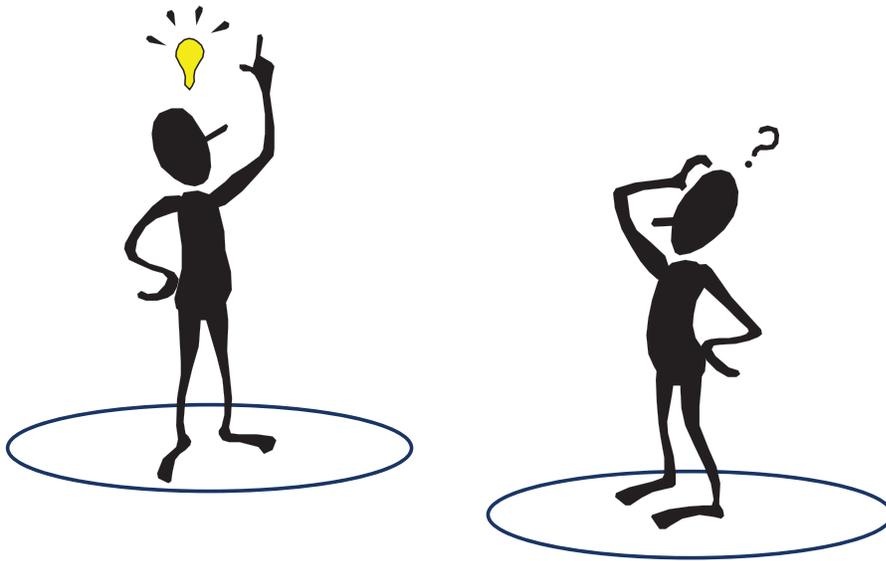


Workshop Exercises

12. Please provide any additional comments, questions, or thoughts in the space below.



Questions & Comments



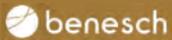
**Thank You
For
Participating!!**





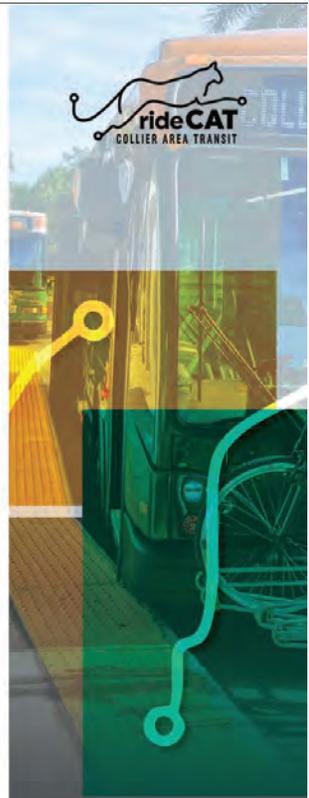
Collier Area Transit

Estudio de tarifas

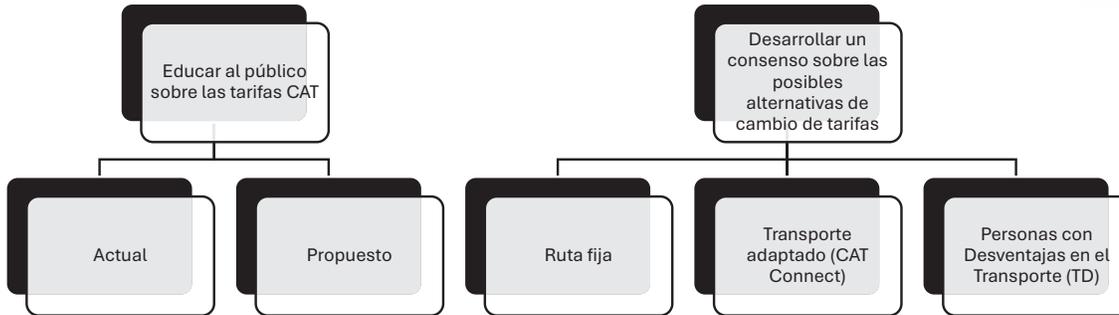


Descripción general del taller

- Objetivos del taller
- Estructura tarifaria existente
- Tendencias de pasajeros e ingresos
- Alternativas de tarifas conceptuales
- Ejercicios del taller
- Preguntas y comentarios



Objetivos del taller



Estructura tarifaria existente (ruta fija)



Categoría de servicio	Tarifa completa	Tarifa reducida ¹
Tarifa de ida	\$2.00	\$1.00
Niños de 5 años o menos	Gratis	Gratis
Marco Express	\$3.00	\$1.50
Transbordos - hasta 90 minutos	Gratis	Gratis
Pases de un día	\$3.00	\$1.50
Smart Card Pass		
Pase de 15 días	\$20.00	\$10.00
Pase de 30 días	\$40.00	\$20.00
Pase Marco Express de 30 días	\$70.00	\$35.00
Pases de descuento²		
Summer Paw Pass (válido del 1 de junio al 31 de agosto para estudiantes. El costo incluye tarjeta inteligente)		\$30.00
Perk Pass de 30 días (250+ empleados)		\$29.75

¹ Las tarifas reducidas son para miembros de Medicare, Comunidad de Discapitados, mayores de 65 años, niños menores de 17 años, estudiantes de secundaria y universitarios y personal militar activo/retirado. Se requiere ID. Esta tarifa también se aplicaría al proveedor de transporte subcontratado con la Comisión de Transporte en Desventaja de Florida que brinda servicios de transporte bajo el Contrato de Medicaid de transporte que no es de emergencia para el condado de Collier.

² Los pases de descuento son para personas elegibles bajo los programas identificados.

Estructura tarifaria existente

• Viajes ADA

- La tarifa de este servicio es de **\$3 por un viaje de ida. Se puede aplicar una tarifa reducida de \$1** si se cumplen las pautas de ingresos familiares. No se requiere información sobre los ingresos del hogar para la elegibilidad. Este programa permite/transporta un solo invitado o Asistentes de Cuidado Personal (PCA).
- Un PCA se define como una persona que es médicamente necesaria para ayudar a un pasajero de la ADA. El pasajero debe ser preaprobado para tener un PCA. Los PCA no tienen que pagar la tarifa para viajar. Los invitados deben pagar la misma tarifa.

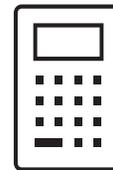
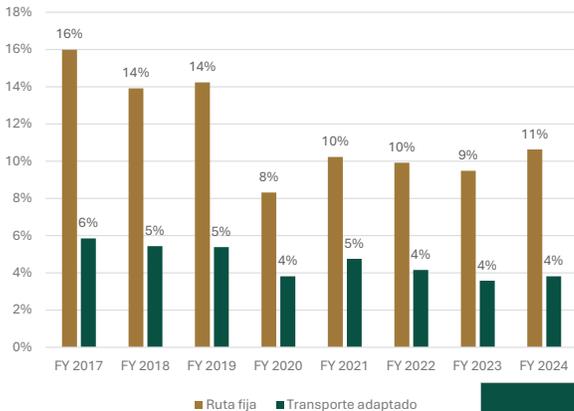


• Viajes de Personas con Desventajas en el Transporte (TD)

- La tarifa de los viajes de TD se basa en una escala de ingresos y varía **de \$1, \$3 o \$4 por viaje de ida**. Este programa no permite/transporta invitados.

Estructura tarifaria existente

Tarifa por viaje Vs. Costo por viaje (años fiscales 17-24)



Servicio	Tarifa promedio/Viaje	Costo/Viaje	Recuperación de costos
Ruta fija	\$1.12	\$10.15	12%
Transporte adaptado	\$2.08	\$46.02	5%



Estructura tarifaria existente

Sistema de tránsito	Tarifas de ruta fija						Transporte adaptado	
	Tarifa básica de ida	Pase diario	Pase de 15 días*	Pase mensual/ de 30 días	Transbordos**	Tarifa base de transbordo	Tarifa ADA (ida)	Tarifa ADA (reducida)
CAT*	\$2.00	\$3.00	\$20.00	\$40.00	S	\$0.00	\$3.00	\$1.00
Breeze Transit	\$1.50	n/a	n/a	\$50.00	N	-	\$3.00	n/a
LeeTran	\$1.50	\$4.00	n/a	\$40.00	N	-	\$3.00	n/a
Bayway	\$1.50	\$4.00	n/a	\$35.00	N	-	\$1.50	\$0.75
ECAT	\$1.75	\$5.25	n/a	\$47.00	S	\$0.00	\$3.50	n/a
CCRTA	\$2.00	\$6.00	n/a	\$60.00	S	\$0.00	\$2.50	n/a
CARTA	\$3.50	\$7.00	n/a	\$57.00	S	\$0.00	\$4.00	\$0.75
Citrus Connection	\$1.50	\$3.00	n/a	\$47.00	S	\$0.00	\$2.00	\$0.00
WTS***	\$1.25	\$3.00	n/a	\$40.00	S	\$0.00	\$2.50	n/a
PCPT	\$1.50	\$3.75	n/a	\$37.50	N	-	\$3.00	\$0 - \$3.00
Media del grupo de pares	\$1.78	\$4.50	\$20.00	\$45.94	-	-	\$2.78	\$0.50
% CAT de la media	13%	-33%	0%	-13%	-	-	8%	100%

*Ninguna agencia de pares tiene un pase de 15 días/semanal

**Transbordos gratis para tarjeta, \$1.25 para efectivo

***Los traslados gratuitos generalmente aplican a un viaje

Estructura tarifaria existente

Personas con Desventajas en el Transporte (TD)

Sistema de tránsito	Requisitos de elegibilidad	Tarifa/Tasa	TD Bus Pass
CAT	Basado en los ingresos	\$1, \$3 o \$4 por viaje de ida según los ingresos familiares del pasajero	No
Breeze Transit	Ingresos, edad o ADA	Tarifa plana de \$1.50 por viaje de ida	No
LeeTran	Basado en los ingresos	Tarifa plana de \$3.00 por viaje de ida	Sí
Bayway	Ingresos, edad o ADA	Tarifa plana de \$1.50 por viaje de ida	No
ECAT	Basado en los ingresos	Tarifa plana de \$2.50 por viaje de ida	Sí
CCRTA	Basado en los ingresos	Autobús gratis, \$1.50 por DR	Sí
CARTA	Basado en los ingresos	Tarifa plana de \$1.25 por viaje de ida	Sí
Citrus	Basado en los ingresos	Tarifa plana de \$2.00 por viaje de ida	Sí
WTS	n/a	n/a	n/a
PCPT	Basado en los ingresos	Autobús gratis, tarifa plana de \$2.50 por viaje de ida	Sí



Estructura tarifaria existente

Sistema de tránsito	Descuentos para estudiantes		Descuentos para militares	
	Tarifa base	Pases	Tarifa base	Pases
CAT	\$1.00 (50% de descuento)	50% de descuento en todos los pases; Pase de verano de \$30 (1 de junio - 31 de agosto)	\$1.00 (50% de descuento)	50% de descuento en todos los pases
Breeze Transit	Gratis	Sin descuento	Sin descuento	Sin descuento
LeeTran	\$0.75 (50% de descuento)	\$12.00 (7 días) (20% de descuento); \$6.75 (12 viajes) (50% de descuento); \$25.00 (31 días) (37.5% de descuento)	Sin descuento	Sin descuento
Bayway	\$0.75 (50% de descuento)	Los estudiantes de FSU y GCSC viajan gratis	Sin descuento	Sin descuento
ECAT	\$1.25 (28.5% de descuento)	\$12.00 (10 viajes) (tarifa especial disponible solo para estudiantes)	Gratis (en uniforme); \$1.00 con ID (43% de descuento); \$1.25 con ID (Rutas 59A, 59, 60, 61) (28.5% de descuento)	Sin descuento

Sistema de tránsito	Descuentos para estudiantes		Descuentos para militares	
	Tarifa base	Pases	Tarifa base	Pases
CCRTA	\$1.50 (25% de descuento)	Sin descuento	Sin descuento	Sin descuento
CARTA	Gratis (K-12)	\$80 por semestre (6 meses) (universidad)	Sin descuento	Sin descuento
Citrus	\$1.25 (16.6% de descuento)	\$2.50 (pase de un día) (17% de descuento)	Sin descuento	Sin descuento
WTS	Tarifa reducida	\$20.00 (1 mes) (50% de descuento)	Sin descuento	Sin descuento
PCPT	\$0.75 (50% de descuento)	\$1.85 (pase de un día) \$18.75 (31 días) \$12.50 (20 viajes) (50% de descuento en todo)	Gratis	Gratis



Estructura de tarifas existente (resumen de pares)

La tarifa base de ruta fija CAT (\$2.00) está por encima de la media de sus pares (\$1.78) en un 13%.

El pase diario (\$3.00) está un 33% por debajo de la media de sus pares (\$4.50).

El pase mensual (\$40.00) está un 13% por debajo de la media de sus pares (\$45.94).

La tarifa de ADA (\$3.00) está un 8% por encima de la media de sus pares (\$2.78).

CAT no ofrece un pase de autobús para Personas con Desventajas en el Transporte, pero la mayoría de sus pares lo hacen.

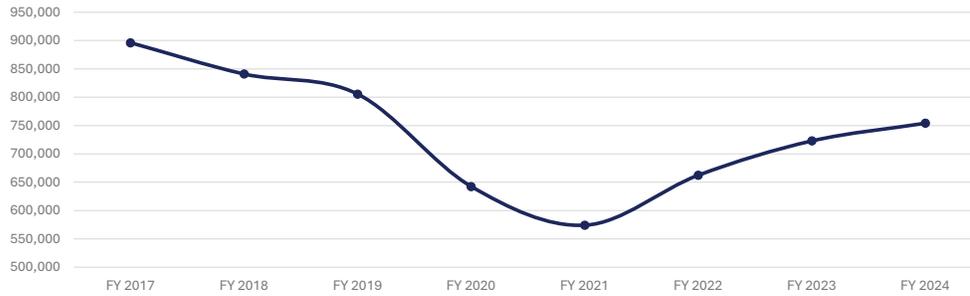
Los descuentos para estudiantes y militares son competitivos (50% de descuento en la base y pases).

Algunos pares ofrecen descuentos gratuitos o mayores para estudiantes.

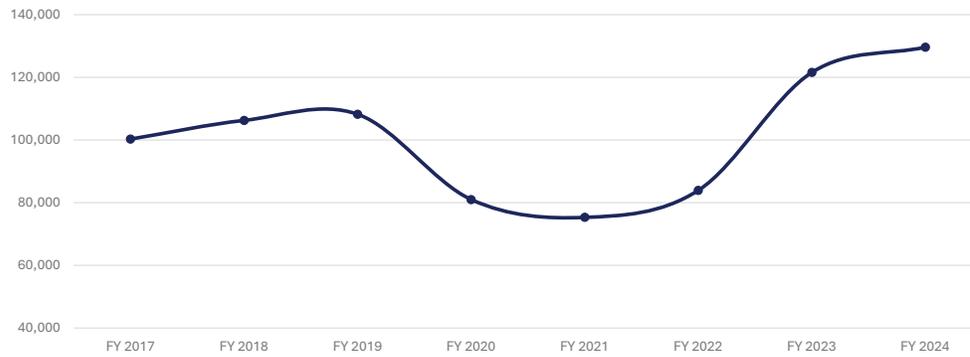


Tendencias de pasajeros

Pasajeros de ruta fija AF 17-24



Pasajeros de Transporte Adaptado AF 17-24

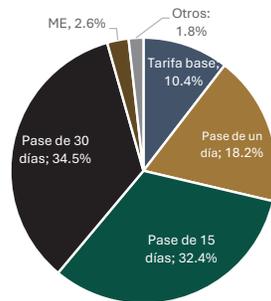


Tendencias de ingresos

Ingresos por rutas fijas AF 17-24

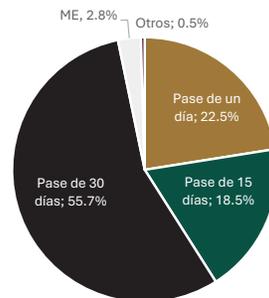


Uso* por tipo de tarifa AF 21-24



*Desde Masabi

Ventas* por tipo de tarifa AF 2020-2024



*Desde Trapeze

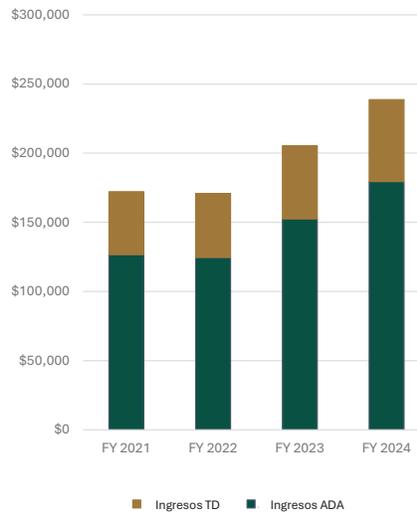


Tendencias de ingresos

Ingresos por Transporte Adaptado AF 17-24)

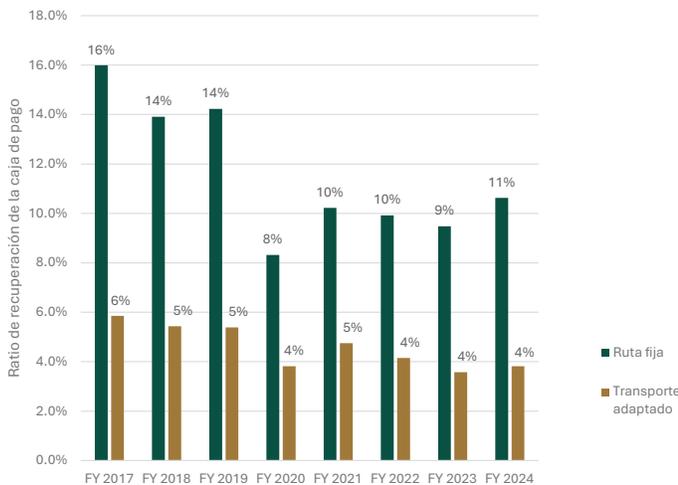


Ingreso por tipo de tarifa (AF 21-24)



Tendencias de ingresos

Tendencias de la tasa de recuperación de la caja de pago Farebox (AF 17-24)



¿Cuál es el impacto de la reducción de los ingresos de Farebox en los presupuestos operativos de CAT?



Alternativas de tarifas conceptuales

Ruta fija

- Comparación con pares
- Estrategia de limitación de tarifas
- Apoyo de los empleadores
- Recuperación de ingresos

Transporte adaptado

- Ajuste de la tarifa base

Personas con Desventajas en el Transporte (TD)

- Enfoque de tarifa plana
- Simplificación a dos niveles
- Ajuste de los niveles actuales
- Enfoque de ruta fija



Alternativas de tarifas conceptuales

Categoría de tarifa FR	Actual	Escenario 1	Escenario 2	Escenario 3*	Escenario 4
Tarifa de ruta fija completa	\$2.00	\$2.00	\$2.00	\$2.00	\$2.25
Niños	Gratis para niños de 5 años o menos	Gratis para niños de 5 años o menos	Gratis para niños de 5 años o menos	Gratis para niños de 5 años o menos	Gratis para niños de 5 años o menos
Pase de un día completo/reducido	\$3.00/\$1.50	\$4.00/\$2.00	Límite de tarifa de \$4/\$2	\$4.00/\$2.00	\$4.00/\$2.00
Pase de 15 días completo/reducido	\$20.00/\$10.00	\$20.00/\$10.00	Límite de tarifa en \$20/\$10	\$20.00/\$10.00	\$24.00/\$12.00
Pase de 30 días completo/reducido	\$40.00/\$20.00	\$40.00/\$20.00	Límite de tarifa en \$40/\$20	Cambio en el Perk Pass	\$44.00/\$22.00

* Reducir el requisito de Perk Pass de 250+ a 100+ empleados. Pase piloto Marco Express patrocinado por el empleador a \$60

Alternativas de tarifas conceptuales

Escenario PT	Tipo de tarifa	Cambios	Escenario para Personas con Desventajas en el Transporte (TD)	Tipo de tarifa	Cambios	
1	Tarifa ADA	\$3-->\$3.25	1 (Simplificación por niveles)	TD en o por debajo del PL	Mantener (\$1)	
	Tarifa ADA reducida	Mantener		101 % a 150 % del PL	\$3-->\$3.50	
2	Tarifa ADA	\$3-->\$3.50		151 % a 225 % del PL	\$4-->\$5	
	Tarifa ADA reducida	Mantener		226% a 250% del PL	\$4-->\$5	
3	Tarifa ADA	\$3-->\$4.00	2 (Aumentar la recuperación de ingresos)	Más del 250 % del PL	Ya no califica para Personas con Desventajas en el Transporte	
	Tarifa ADA reducida	\$1-->\$2.00		TD en o por debajo del PL	Mantener (\$1)	
4	Tarifa ADA	\$3-->\$4.00		101 % a 150 % del PL	\$3-->\$4	
	Tarifa ADA reducida	\$1-->\$2.00		151 % a 225 % del PL	\$4-->\$5	
5	Tarifa ADA	\$3-->\$4.00	3 (Enfoque de ruta fija)	226% a 250% del PL	\$4-->\$6	
	Tarifa ADA reducida	\$1-->\$2.00		Más del 250 % del PL	Ya no califica para Personas con Desventajas en el Transporte	
6	Tarifa ADA	\$3-->\$4.00		4 (Tres niveles)	TD en o por debajo del PL	\$1-->\$2
	Tarifa ADA reducida	\$1-->\$2.00			101 % a 150 % del PL	\$3-->\$4
7	Tarifa ADA	\$3-->\$4.00	151 % a 250 % del PL		\$4-->\$5	
	Tarifa ADA reducida	\$1-->\$2.00	Más del 250 % del PL		Ya no califica para Personas con Desventajas en el Transporte	

Ejercicios del taller

- Escanee el código QR para responder la encuesta
 - Asegúrese de responder la pregunta requerida* para ver la encuesta completa



Ejercicios del taller

1. ¿Qué incrementos de tarifa hacen que pagar en efectivo sea más conveniente para usted?

- a) Un dólar completo, como \$1.00, \$2.00, etc.
- b) Medio dólar, como \$0.50, \$1.50, etc.
- c) Un cuarto de dólar, como \$0.25, \$0.50, \$0.75, etc.
- d) Todos las anteriores son igualmente convenientes para mí
- e) ¿Otros incrementos? _____



Ejercicios del taller

2. ¿Qué nueva opción de compra/pago de tarifas sería conveniente para usted?

- a) Comprar una tarjeta inteligente en lugares como supermercados o tiendas de conveniencia
- b) Pagar la tarifa con mi teléfono inteligente o tableta
- c) ¿Otra? Por favor, explique: _____



Ejercicios del taller

3. ¿Apoyaría un aumento de tarifas si los ingresos se utilizaran para lo siguiente? (elija todo lo que corresponda)

- a) Sí, para mejorar la frecuencia/disponibilidad del servicio
- b) Sí, para mantener el nivel de servicio actual
- c) Sí, para ofrecer mejor acceso a los lugares a los que desea ir
- d) Sí, para: _____
- e) No, no apoyo un aumento de tarifas



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Ejercicios del taller

4. Responda solo si usa el servicio CATConnect (ADA). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas para cubrir el costo del servicio ADA?

- a) Aumento de \$0.25
- b) Aumento de \$0.50
- c) Aumento de \$1.00
- d) Otro aumento _____



22

Ejercicios del taller

5. Responda solo si es un pasajero elegible para el programa de Personas con Desventajas en el Transporte (TD). Si no es así, pase a la siguiente pregunta. ¿Cuánto cree que deberían aumentarse las tarifas de TD para cubrir el costo del programa de servicios de TD? (elija uno)

- a) Aumento de \$0.25
- b) Aumento de \$0.50
- c) Aumento de \$1.00
- d) Otro aumento _____



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Ejercicios del taller

6. Algunas agencias de tránsito utilizan un sistema de limitación de tarifas, en el que nunca paga más de una cantidad fija por día o semana; después de alcanzar el límite, los viajes son gratuitos. Para utilizar este sistema, tendría que utilizar siempre una tarjeta inteligente o un ticket móvil. ¿Apoyaría esta idea si le ayudara a ahorrar dinero en viajes?

- a) Sí
- b) No, mantener como está



24

Ejercicios del taller

7. ¿Cuánto dura su viaje típico de ida?

_____ minutos _____ millas



25

Ejercicios del taller

8. ¿A qué precio es demasiado caro el servicio de autobús de ruta fija?

- a) Tarifa actual de \$2.00 (o \$1.00 para pasajeros que califiquen para tarifa reducida)
- b) Tarifa de \$2.25 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
- c) Tarifa de \$2.50 (o \$1.25 para pasajeros que califiquen para tarifa reducida)
- d) ¿Otro? _____



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Ejercicios del taller

9. Si actualmente no usa pases, ¿por qué? (elija todo lo que corresponda)

- a) No puedo llegar a un lugar para comprar el pase
- b) El pase de un día es demasiado caro
- c) El pase de 15 días es demasiado caro
- d) El pase de 30 días es demasiado caro
- e) Es demasiado confuso comprar el pase en el autobús
- f) Calificar para una tarifa con descuento no es fácil de entender
- g) No viajo lo suficiente como para que el costo de un pase valga la pena el precio
- h) No lo sé/no estoy informado sobre las opciones de pase



Ejercicios del taller

10. Clasifique los siguientes cambios de tarifa propuestos de su favorito (1º) al menos favorito (4º)

- ___ Aumentar el pase diario de \$3.00 a \$4.00
- ___ Implementar límites de tarifas diarios y mensuales: Máximo diario en \$4.00, mensual en \$40.00
- ___ Probar el nuevo pase Marco Express patrocinado por el empleador a \$60
- ___ Tarifa base a \$2.25, pase de 15 días a \$24, pase de 30 días a \$44



Ejercicios del taller

11. Además de los tipos de pases existentes (pase de un día, pases de 15 y 30 días, pase Marco Express de 30 días, Summer Paw Pass y 30 Day Perk Pass), ¿hay otras opciones de tarifas que CAT deba considerar? Enumere/describa hasta tres si corresponde.

- a. _____
- b. _____
- c. _____

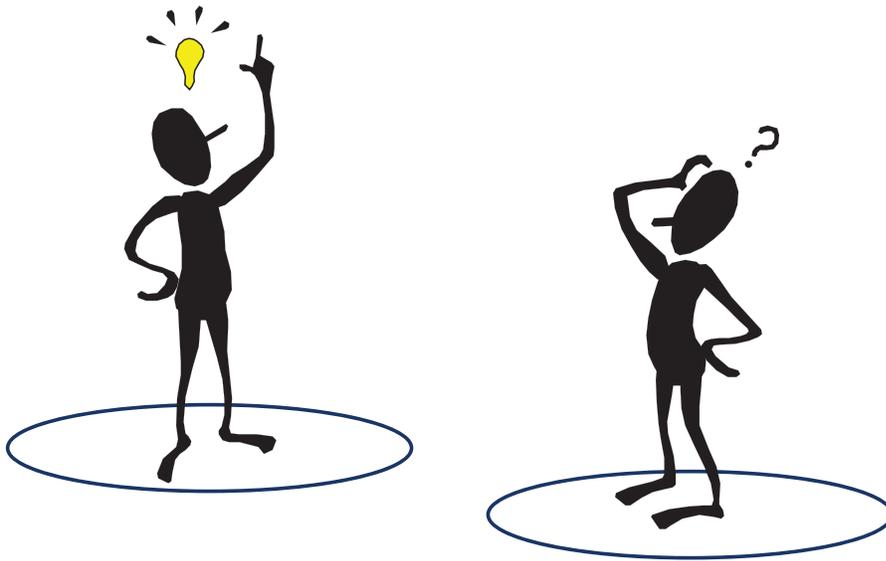


Ejercicios del taller

12. Comparta cualquier comentario, pregunta o pensamiento adicional en el espacio a continuación.



Preguntas y comentarios

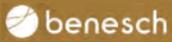


**¡Gracias
por participar!**





Collier Area Transit Etid sou Tarif

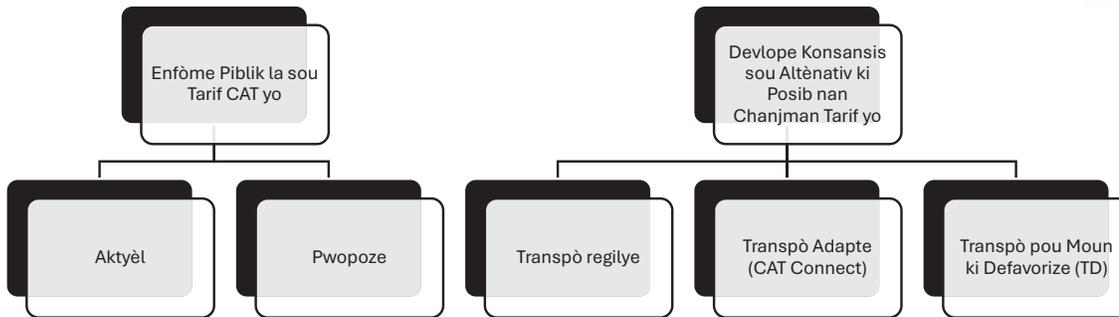


Apèsi sou Atelye a

- Objektif Atelye a
- Estrikti Tarif ki Egziste
- Tandans sou Itilizasyon ak Revni
- Altènativ Tarif Konseptyèl
- Egzèsis Atelye a
- Kesyon ak Kòmantè



Objektif Atelye a



Estrikti Tarif ki Egziste (Transpò regilye)



Telechaje aplikasyon rideCAT la

Kategori Sèvis	Tarif Konplè	Frè Redwi ¹
Tarif Ale Sèlman	\$2.00	\$1.00
Timoun ki gen 5 ane oswa mwens	Gratis	Gratis
Marco Express	\$3.00	\$1.50
Transfè – jiska 90 minit	Gratis	Gratis
Tikè pou yon Jou	\$3.00	\$1.50
Tikè Smart Card		
Tikè 15 jou	\$20.00	\$10.00
Tikè 30 jou	\$40.00	\$20.00
Tikè Marco Express 30 jou	\$70.00	\$35.00
Tikè ak Rabè²		Pri
Tikè Summer Paw (Valab 1 jen rive 31 out pou elèv. Pri a gen ladan Kat Entelijan an)		\$30.00
Tikè Perk 30 Jou (250+ Anplwaye)		\$29.75

¹Tarif Redui se pou manm Medicare, kominote ki andikape, moun ki gen 65 an ak plis, timoun 17 an ak mwens, elèv nan lekòl segondè ak inivèsite, ak militè aktif/retrete. Kat idantite obligatwa. Tarif sa a aplike tou pou founisè transpò sou kontra ki fè travay pou Komisyon Florid pou Transpò Moun ki Defavorize (Florida Commission for the Transportation Disadvantaged) ki bay sèvis transpò anba kontra Medicaid pou transpò ki pa ijans pou Konte Collier.

²Tikè ak rabè yo se pou moun ki kalifye dapre pwogram yo idantifye yo.

Estrikti Tarif ki Egziste

• Vwayaj dapre ADA

- Tarif pou sèvis sa a se **\$3 pou yon vwayaj ale sèlman. Yon tarif redwi \$1** ka aplike si sèten kritè sou revni fanmi yo satisfè. Enfòmasyon sou revni fanmi pa nesèsè pou kalifikasyon nan pwogram nan. Pwogram sa a pèmèt/transpòte yon sèl envite oswa Asistan Swen Pèsonèl (PCA).
- Yon PCA defini kòm yon moun ki nesèsè sou plan medikal pou ede yon pasaje ADA. Yon pasaje dwe jwenn apwobasyon davans pou pran yon PCA. PCA yo pa gen pou peye tarif pou yo vwayaje. Envite yo dwe peye menm tarif la.

• Vwayaj Transpò pou Moun ki Defavorize (TD)

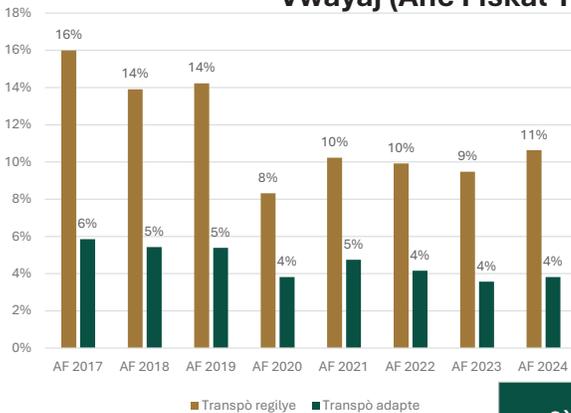
- Tarif pou vwayaj TD yo baze sou yon echèl revni epi li varye **ant \$1, \$3 oswa \$4 pou chak vwayaj ale sèlman.** Pwogram sa a pa pèmèt/transpòte envite.



Telechaje aplikasyon rideCAT la

Estrikti Tarif ki Egziste

Tarif chak Vwayaj pa rapò ak Depans chak Vwayaj (Ane Fiskal 17-24)



Sèvis	Tarif Mwayèn chak Vwayaj	Depans/Vwayaj	Rekiperasyon Depans
Transpò regilye	\$1.12	\$10.15	12%
Transpò adapte	\$2.08	\$46.02	5%



Estrikti Tarif ki Egziste

Sistèm Transpò Piblik	Tarif transpò regilye						Transpò adapte	
	Tarif debaz ale sèlman	Tikè chak jou	Tikè 15 jou*	Chak mwa/ Tikè 30 jou	Transfè**	Tarif transfè debaz	Tarif ADA (Ale sèlman)	Tarif ADA (Redwi)
CAT*	\$2.00	\$3.00	\$20.00	\$40.00	W	\$0.00	\$3.00	\$1.00
Transpò Piblik Breeze	\$1.50	pa aplikab	pa aplikab	\$50.00	N	-	\$3.00	pa aplikab
LeeTran	\$1.50	\$4.00	pa aplikab	\$40.00	N	-	\$3.00	pa aplikab
Bayway	\$1.50	\$4.00	pa aplikab	\$35.00	N	-	\$1.50	\$0.75
ECAT	\$1.75	\$5.25	pa aplikab	\$47.00	W	\$0.00	\$3.50	pa aplikab
CCRTA	\$2.00	\$6.00	pa aplikab	\$60.00	W	\$0.00	\$2.50	pa aplikab
CARTA	\$3.50	\$7.00	pa aplikab	\$57.00	W	\$0.00	\$4.00	\$0.75
Citrus Connection	\$1.50	\$3.00	pa aplikab	\$47.00	W	\$0.00	\$2.00	\$0.00
WTS***	\$1.25	\$3.00	pa aplikab	\$40.00	W	\$0.00	\$2.50	pa aplikab
PCPT	\$1.50	\$3.75	pa aplikab	\$37.50	N	-	\$3.00	\$0 - \$3.00
Mwayèn Gwoup Ajans Parèy	\$1.78	\$4.50	\$20.00	\$45.94	-	-	\$2.78	\$0.50
%CAT pa rapò ak mwayèn nan	13%	-33%	0%	-13%	-	-	8%	100%

*Pa gen okenn ajans parèy ki gen yon tikè 15 jou/chak semèn.

*** Transfè gratis pou kat, \$1.25 pou lajan kach

**Transfè gratis yo anjeneral aplike sèlman pou yon sèl vwayaj

Estrikti Tarif ki Egziste

Transpò Moun ki Defavorize (TD)

Sistèm Transpò Piblik	Kondisyon pou Kalifye	Tarif/Frè	Tikè Otobis TD
CAT	Ki baze sou revni	\$1, \$3, oswa \$4 pou chak vwayaj ale sèlman, selon revni fanmi pasaje a.	Non
Transpò Piblik Breeze	Revni, laj, oswa ADA	\$1.50 pou chak vwayaj ale sèlman, tarif fiks	Non
LeeTran	Ki baze sou revni	\$3.00 pou chak vwayaj ale sèlman, tarif fiks	Wi
Bayway	Revni, laj, oswa ADA	\$1.50 pou chak vwayaj ale sèlman, tarif fiks	Non
ECAT	Ki baze sou revni	\$2.50 pou chak vwayaj ale sèlman, tarif fiks	Wi
CCRTA	Ki baze sou revni	Otobis gratis, \$1.50 pou DR	Wi
CARTA	Ki baze sou revni	\$1.25 pou chak vwayaj ale sèlman, tarif fiks	Wi
Citrus	Ki baze sou revni	\$2.00 pou chak vwayaj ale sèlman, tarif fiks	Wi
WTS	pa aplikab	pa aplikab	pa aplikab
PCPT	Ki baze sou revni	Otobis gratis, \$2.50 pou chak vwayaj ale sèlman, tarif fiks	Wi



Estrikti Tarif ki Egziste

Sistèm Transpò Piblik	Rabè pou Elèv		Rabè pou Militè yo	
	Tarif Debaz	Tikè	Tarif Debaz	Tikè
CAT	\$1.00 (50% rabè)	50% rabè sou tout tikè yo; tikè Ete \$30 (1 jen - 31 out)	\$1.00 (50% rabè)	50% rabè sou tout tikè yo
Transpò Piblik Breeze	Gratis	Pa gen rabè	Pa gen rabè	Pa gen rabè
LeeTran	\$0.75 (50% rabè)	\$12.00 (7 jou) (20% rabè); \$6.75 (12 vwayaj) (50% rabè); \$25.00 (31 jou) (37.5% rabè)	Pa gen rabè	Pa gen rabè
Bayway	\$0.75 (50% rabè)	Elèv FSU ak GCSC vwayaje gratis	Pa gen rabè	Pa gen rabè
ECAT	\$1.25 (28,5% rabè)	\$12.00 (10 vwayaj) (tarif espesyal disponib sèlman pou elèv)	Gratis (an inifòm); \$1.00 ak ID (43% rabè); \$1.25 avèk ID (wout 59A, 59, 60, 61) (28.5% rabè)	Pa gen rabè

Sistèm Transpò Piblik	Rabè pou Elèv		Rabè pou Militè yo	
	Tarif Debaz	Tikè	Tarif Debaz	Tikè
CCRTA	\$1.50 (25% rabè)	Pa gen rabè	Pa gen rabè	Pa gen rabè
CARTA	Gratis (K-12)	\$80 pa semès (6 mwa) (inivèsite)	Pa gen rabè	Pa gen rabè
Citrus	\$1.25 (16.6% rabè)	\$2.50 (tikè jounen an) (17% rabè)	Pa gen rabè	Pa gen rabè
WTS	Tarif Redwi	\$20.00 (1 mwa) (50% rabè)	Pa gen rabè	Pa gen rabè
PCPT	\$0.75 (50% rabè)	\$1.85 (tikè jounen an) \$18.75 (31 jou) \$12.50 (20 vwayaj) (50% rabè sou tout)	Gratis	Gratis



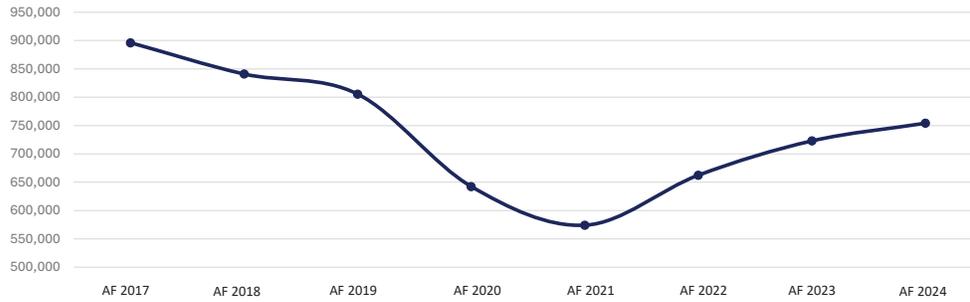
Estrikti Tarif ki Egziste (Rezime Ajans Parèy)

- Tarif debaz CAT pou transpò regilye (\$2.00) depase 13% pa rapò ak mwayèn ajans parèy la (\$1.78).
- Kat jounen an (\$3.00) 33% pi ba pase mwayèn ajans parèy la (\$4.50).
- Kat chak mwa (\$40.00) 13% pi ba pase mwayèn ajans parèy la (\$45.94).
- Tarif ADA a (\$3.00) 8% pi wo pase mwayèn ajans parèy la (\$2.78).
- CAT pa ofri tikè otobis pou Transpò Moun ki Defavorize pandan pifò ajans parèy yo ofri l.
- Rabè pou elèv ak militè yo konpetitif (50% rabè sou tarif debaz ak tikè yo).
- Gen kèk ajans parèy yo ki bay elèv yo sèvis gratis oswa pi gwo rabè.

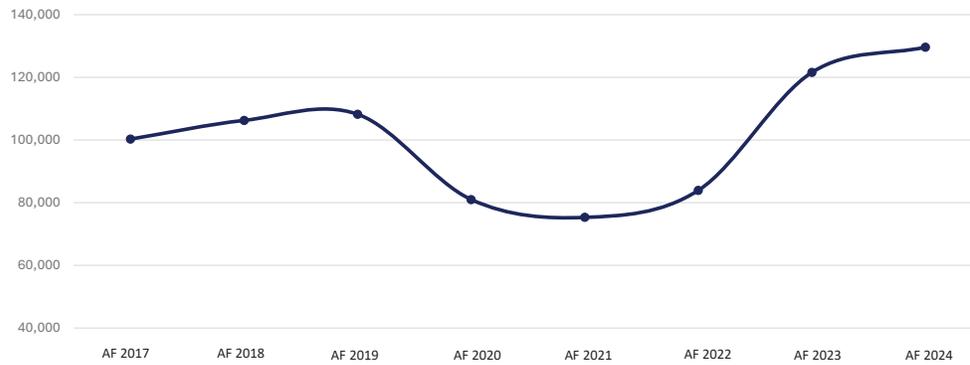


Tandans sou Itilizasyon

Itilizasyon Transpò Regilye AF (Ane Fiskal) 17-24

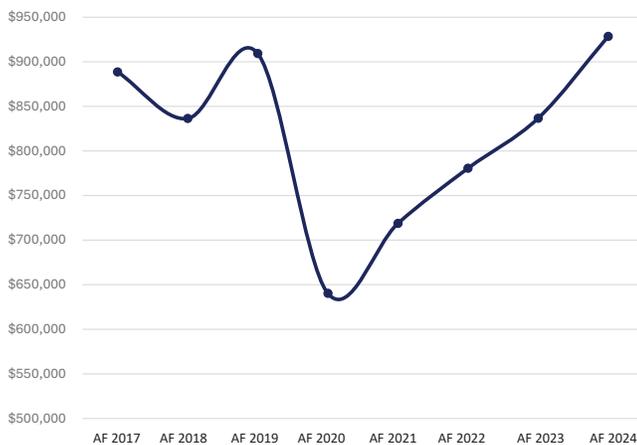


Itilizasyon Transpò Adapte AF 17-24

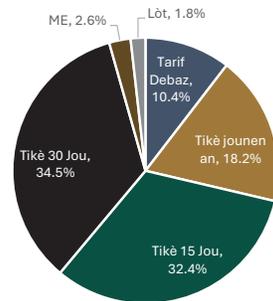


Tandans Revni

Revni pou Transpò Regilye AF 17-24

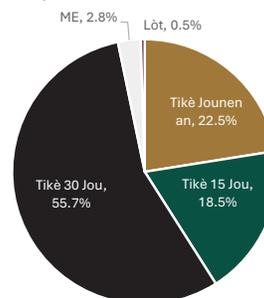


Itilizasyon* dapre Kalite Tarif, AF 21-24



*Soti nan Masabi

Vant*dapre Kalite Tarif 2020-2024



*Soti nan Trapeze

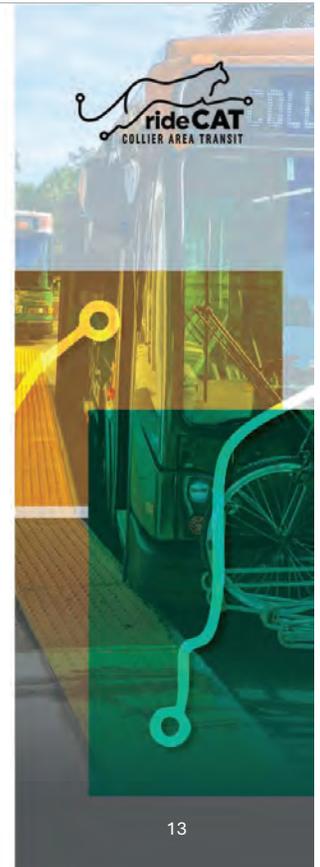
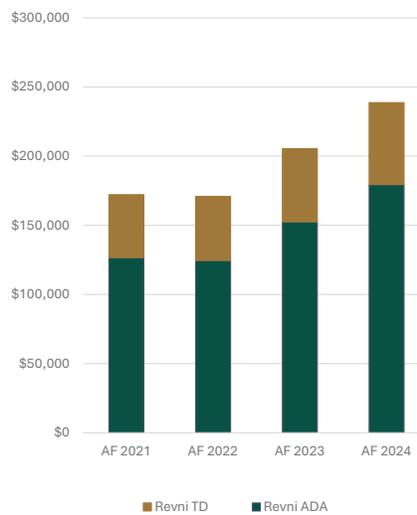


Tandans Revni

Revni Transpò Adapte, AF 17-24)

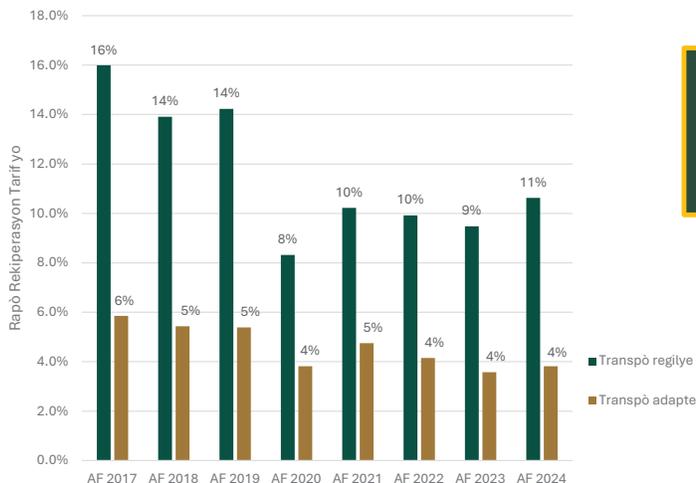


Revni dapre Kalite Tarif, (AF 21-24)



Tandans Revni

Tandans to rekiperasyon Tikè transpò (AF 17-24)



Ki enpak rediksyon revni ki sòti nan pri vwayaj yo genyen sou bidjè fonksyònman CAT la?



Altènativ Tarif Konseptyèl

Transpò regilye

- Aliyman ak Ajans Parèy
- Estrateji Limit Tarif
- Adezyon pou Anplwaye
- Rekiperasyon Revni

Transpò Adapte

- Ajisteman Tarif Debaz

Transpò Moun ki Defavorize (TD)

- Apwòch Tarif Tikè
- Senplifikasyon an De Nivo
- Ajisteman nan Nivo Aktyèl yo
- Konsantre sou Transpò Regilye



Altènativ Tarif Konseptyèl

Kategori Tarif FR	Aktyèl	Senaryo 1	Senaryo 2	Senaryo 3	Senaryo 4
Tarif transpò regilye konplè	\$2.00	\$2.00	\$2.00	\$2.00	\$2.25
Timoun yo	Gratis pou 5 ane ak mwens	Gratis pou 5 ane ak mwens	Gratis pou 5 ane ak mwens	Gratis pou 5 ane ak mwens	Gratis pou 5 ane ak mwens
Tikè Jounen Konplè/Redwi	\$3.00/\$1.50	\$4.00/\$2.00	Limit Tarif a \$4/\$2	\$4.00/\$2.00	\$4.00/\$2.00
15 Tikè Jounen Konplè/Redwi	\$20.00/\$10.00	\$20.00/\$10.00	Limit Tarif a \$20/\$10	\$20.00/\$10.00	\$24.00/\$12.00
30 tikè Jounen Konplè/Redwi	\$40.00/\$20.00	\$40.00/\$20.00	Limit Tarif a \$40/\$20	Chanjman nan tikè Perk	\$44.00/\$22.00

Redwi kondisyon pou tikè Perk la soti nan 250 rive nan 100+ anplwaye. Anplwayè Pilòt finanse Marco Express pass a \$60

Altènativ Tarif Konseptyèl

Senaryo PT	Kalite Tarif	Chanjman
1	Tarif ADA	\$3--> \$3.25
	Tarif Redwi ADA	Kenbe
2	Tarif ADA	\$3--> \$3.50
	Tarif Redwi ADA	Kenbe
3	Tarif ADA	\$3--> \$4.00
	Tarif Redwi ADA	\$1--> \$2.00

Senaryo Transpò pou Moun ki Defavorize	Kalite Tarif	Chanjman
1 (Senplikasyon Nivo)	TD nan oswa pi ba PL	Kenbe (\$1)
	101% rive 150% nan PL	\$3-->\$3.50
	151% rive 225% nan PL	\$4-->\$5
	226% rive 250% nan PL	\$4-->\$5
	Plis pase 250% nan PL	Pa kalifye ankò pou Transpò pou Moun ki Defavorize
2 (Ogmante Rekiperasyon Revni)	TD nan oswa pi ba PL	Kenbe (\$1)
	101% rive 150% nan PL	\$3-->\$4
	151% rive 225% nan PL	\$4-->\$5
	226% rive 250% nan PL	\$4-->\$6
	Plis pase 250% nan PL	Pa kalifye ankò pou Transpò pou Moun ki Defavorize
3 (Konsantrasyon sou Transpò Regilye)	TD nan oswa pi ba PL	Senaryo 1 + Mete Transpò Regilye gratis pou itilizatè TD yo
	101% rive 150% nan PL	
	151% rive 225% nan PL	
	226% rive 250% nan PL	
	Plis pase 250% nan PL	Pa kalifye ankò pou Transpò pou Moun ki Defavorize
4 (Twa Nivo)	TD nan oswa pi ba PL	\$1-->\$2
	101% rive 150% nan PL	\$3-->\$4
	151% rive 250% nan PL	\$4-->\$5
	Plis pase 250% nan PL	Pa kalifye ankò pou Transpò pou Moun ki Defavorize

Egzèsis Atelye a

- Eskane Kòd QR la pou ranpli sondaj la
 - Asire w reponn kesyon obligatwa a* pou ka wè tout sondaj la.



Egzèsis Atelye a

1. Ki ogmantasyon tarif ki fè li pi pratik pou ou peye ak lajan kach?

- a) Yon dola antye – tankou \$1.00, \$2.00, elatriye.
- b) Yon mwatye dola antye – tankou \$0.50, \$1.50, elatriye.
- c) Yon ka dola antye – tankou \$0.25, \$0.50, \$0.75, elatriye.
- d) Tout sa yo ki anwo a bon menm jan pou mwen
- e) Lòt ogmantasyon? _____



Egzèsis Atelye a

2. Ki nouvo opsyon acha/pèman tarif ki t ap pi pratik pou ou?

- a) Achte yon kat entelijan nan kote tankou makèt oswa magazen ki toupre
 - b) Peye tarif avèk telefòn entelijan oswa tablèt mwen
 - c) Lòt? Tanpri eksplike:
-



Egzèsis Atelye a

3. Èske w ta sipòte yon ogmantasyon tarif si revni a te itilize pou bagay sa yo? (Chwazi tout sa ki aplike)

- a) Wi, pou amelyore frekans/disponibilite sèvis la
- b) Wi, pou kenbe nivo sèvis aktyèl la
- c) Wi, pou bay pi bon aksè nan kote w ta renmen ale yo
- d) Wi, pou: _____
- e) Non, mwen p ap sipòte ogmantasyon tarif



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Egzèsis Atelye a

4. Tanpri reponn sèlman si w itilize sèvis CATConnect (ADA). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis ADA a?

- a) Ogmantasyon \$0.25
- b) Ogmantasyon \$0.50
- c) Ogmantasyon \$1.00
- d) Lòt ogmantasyon _____



22

Egzèsis Atelye a

5. Tanpri reponn sèlman si w se yon pasaje ki elijib nan pwogram pou Moun ki Defavorize nan Transpò (TD). Si se pa sa, pase nan pwochen kesyon an. Konbyen w panse yo ta dwe ogmante tarif yo pou kouvri depans pou bay sèvis TD yo? (chwazi youn)

- a) Ogmantasyon \$0.25
- b) Ogmantasyon \$0.50
- c) Ogmantasyon \$1.00
- d) Lòt ogmantasyon _____



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Egzèsis Atelye a

6. Gen kèk ajans transpò piblik ki itilize yon sistèm limit tarif, kote w p ap janm peye plis ke yon kantite fikse pa jou oswa pa semèn; aprè w atenn limit la, vwayaj yo gratis. Pou w itilize sistèm sa a, ou ta dwe toujou itilize yon kat entelijan oswa yon sistèm tikè mobil. Èske w t ap sipòte lide sa a si li ta ede w ekonomize lajan nan vwayaj ou yo?

- a) Wi
- b) Non, kite ljan lye a.



24

Egzèsis Atelye a

7. Konbyen tan w pran pou w fè yon vwayaj ale sèlman nòmalmman?

_____ minit _____ mil



Egzèsis Atelye a

8. Apati ki pri sèvis otobis transpò regilye a twò chè?

- a) Tarif aktyèl la se \$2.00 (oswa \$1.00 pou pasaje ki kalifye pou tarif redwi).
- b) Tarif \$2.25 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
- c) Tarif \$2.50 (oswa \$1.25 pou pasaje ki kalifye pou tarif redwi)
- d) Lòt? _____



Egzèsis Atelye a

9. Si w p ap itilize kat transpò kounye a, poukisa? (Chwazi tout sa ki aplike)

- a) Mwen pa kapab ale yon kote pou achte tikè a
- b) Tikè jounen an twò chè
- c) Tikè 15 jou a twò chè
- d) Tikè 30 jou a twò chè
- e) Li twò konplike pou achte tikè a nan otobis la
- f) Li pa fasil pou konprann kijan pou w kalifye pou yon tarif redui
- g) Mwen pa vwayaje ase pou pri tikè a vo pri a
- h) Mwen pa konnen/mwen pa enfòmè sou opsyon tikè yo



Egzèsis Atelye a

10. Klase chanjman tarif yo pwopoze yo soti nan sa w pi renmen (1ye) rive nan sa w pi pa renmen (4yèm).

- ___ Ogmante pri tikè jounen an soti \$3.00 rive \$4.00
- ___ Mete sou plas limit tarif chak jou ak chak mwa: Limit chak jou a \$4.00, limit chak mwa a \$40.00
- ___ Teste nouvo tikè Marco Express anplwayè w ofri a \$60
- ___ Tarif debaz \$2.25, tikè 15 jou a \$24, tikè 30 jou a \$44



Egzèsis Atelye a

11. Anplis kalite tikè ki egziste yo (tikè chak jou, tikè 15 jou ak 30 jou, tikè Marco Express 30 jou, tikè Summer Paw ak tikè Perk 30 jou), èske gen lòt opsyon tarif CAT ta dwe konsidere? Bay/dekri jiska 3 opsyon si sa aplikab.

- a. _____
- b. _____
- c. _____

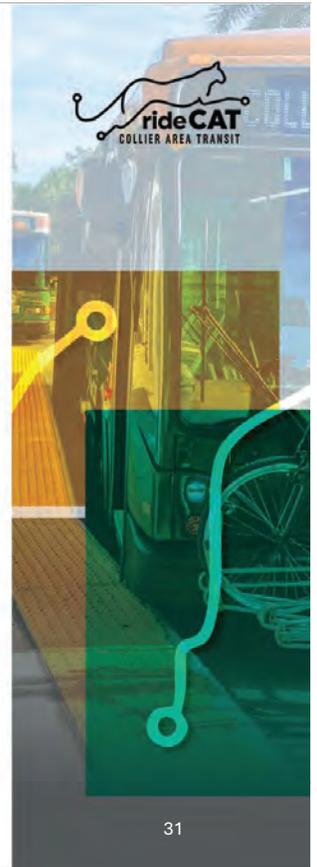
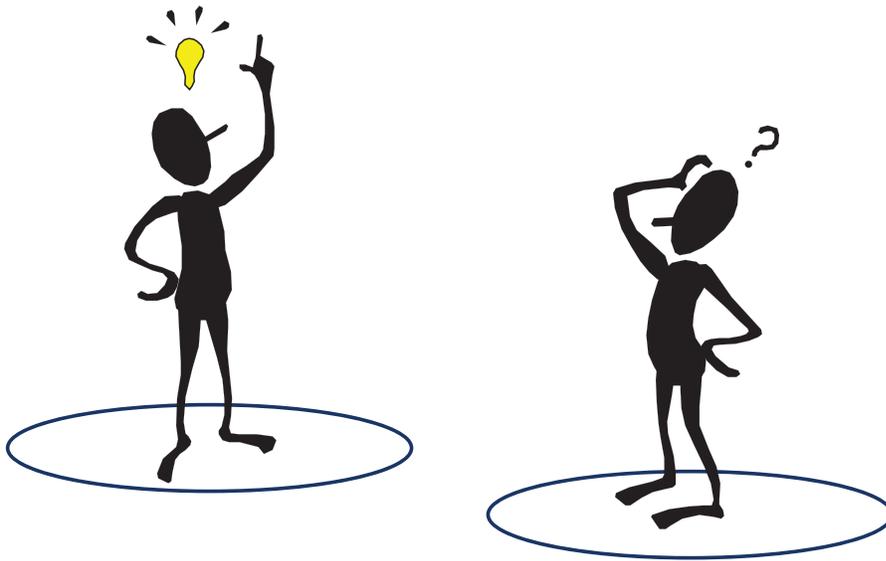


Egzèsis Atelye a

12. Tanpri mete nenpòt lòt kòmantè, kesyon, oswa refleksyon nan espas ki anba a.



Kesyon ak Kòmantè



**Mèsi
pou
Patisipasyon
w!!**



EXECUTIVE SUMMARY

Title VI Update

Item 6a

Objective:

To inform the committee of the update of Title VI that happens every 3 years

Considerations:

We are putting forward the most recent update to the Title VI Program for CAT to the Federal Transit Administration (FTA). The program ensures transit services are provided fairly and without discrimination based on race, color, or national origin.

Because Collier County receives federal transit funding, it must maintain and update a Title VI Program every three years to stay compliant with federal regulations. The 2026 update includes new elements such as a fare study and progress updates on a new transit facility since the last submission in 2023.

The update is going through its PPP (Public Participation Period).

Approval allows CAT to remain eligible for federal funding through FTA grants. There are no growth management impacts, and funding continues through existing grant programs. If approved, the updated Title VI Program will remain valid through 2029.

Recommendation:

None

Attachments:

None

EXECUTIVE SUMMARY

Beach Bus

Item 6b

Continuation of the Beach bus

Objective:

To provide an update on The Beach Bus and how we promote it.

Considerations:

We consistently have the Beach Bus, otherwise known as Paradise Beach Trolley, for the months of February and March. This year we are just updating because of the recent interest in how we market and do outreach in the community.

Attachments:

1. Photos of advertisements
2. List of Outreach we do and will be doing during its run

Here is what we are doing to promote this service:

1. **Social media** (boosted ads) 3 months Facebook and Instagram
2. **Digital Advertising Media Buy**- 3 months of digital advertising, targeting specific zip codes around North Naples with display ads
3. **Beach Bus Meet and Greet**- Friday, March 6th from 10am to 12pm at Vanderbilt Beach and Delnor Wiggins Pass State Park (pass out info, promotional items and refreshments)
4. **MyCollier Newsletter**- article about the Beach Bus, distributed to approximately 10,000 Collier residents
5. **Oboard Infotainment Screens**- Beach Bus graphic running on all buses
6. **Kiosks**- graphic running on CAT Radio Rd Kiosk and Government Center Kiosk
7. **Website information**- Beach Bus webpage with details of service
8. **Vehicle Wraps**- wrapped two trolleys in beach theme design
9. **Word of Mouth/Flyer Distribution**- at events in North Naples (Senior Expo) and at various agency meetings to help promote the service
10. **News Release**- distributed to local media news agencies
11. **Promotional Items**- branded beach balls, stickers

Paradise Beach Trolley



EVERY
FRIDAY, SATURDAY & SUNDAY

FEB 13
T H R O U G H
APR 26

8am – 3pm | 4:30 – 7pm





Paradise Beach Trolley



FEB 13
THROUGH
APR 26

EVERY
FRIDAY, SATURDAY & SUNDAY
8am – 3pm | 4:30 – 7pm

www.rideCAT.com



Paradise Beach Trolley

FREE RIDES



EVERY
FRIDAY, SATURDAY & SUNDAY

FEB 13 - APR 26

8am - 3pm | 4:30 - 7pm

For routing information, visit rideCAT.com or download the **Transit app** to view Route 29 in real-time.