



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
March 18th, 2026
1:00 p.m.**

Agenda Packet

- 1) Call to Order
- 2) Roll Call
- 3) Approval of Agenda
- 4) Approval of Minutes
 - a. February 25th, 2026
- 5) Committee Action
 - a. Membership Applications – Jennifer Ginther
- 6) Reports and Presentations
 - a. OFF Season Schedule
 - b. Members send off
- 7) Brainstorm with new members
- 8) Member Comments
- 9) Public Comments
- 10) Next Meeting Date – April 15th, 2026, Human Resources Building “B” HR Training Room
- 11) 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

FEBRUARY 25, 2026

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 2:30 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: Ellen Sheffey, Interim Director, Collier County PTNE
Jacob Stauffer, Planner II, Collier County PTNE
Rosio Garcia, Operations Coordinator, Collier County PTNE (Virtual)
Liz Soriano, Marketing Manager, Collier PTNE
Liitiasha Thomas, Dispatcher, MV Transportation
Nash Nagal, Project Manager, Benesch Consulting

1. Call to Order

Chair DiMarco called the meeting to order at 2:31 P.M.

2. Roll Call

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

3. Approval of Agenda

Ms. Staadecker moved to approve the Agenda as presented. Second by Vice Chair Berry. Carried unanimously 4 - 0.

4. Approval of Minutes

a. November 19, 2025

Ms. Staadecker moved to approve the minutes of the November 19, 2025, Public Transit Advisory Committee meeting as presented. Second by Mr. Enderle. Carried unanimously 4 - 0.

5. Committee Action

a. Membership Applications

Mr. Stauffer presented Executive Summary “*Membership Applications*” for Jennifer Ginther and Cecelia Morales, noting three seats, each for a three-year term, are available on the Committee.

Jennifer Ginther

Ms. Ginther’s application will be considered at the next regularly scheduled meeting of the Advisory Committee.

Cecelia Morales

Ms. Morales shared her credentials and confirmed her interest in Advisory Committee membership.

Ms. Staadecker motioned to recommend Cecelia Morales for membership to the Public Transit Advisory Committee. Second by Vice Chair Berry. Carried unanimously 4 - 0.

Ms. Morales’ application will be placed on the Board of County Commissioner’s Consent Agenda for consideration.

b. Fare Study

Yash Nagal, Project Manager, Benesch Consulting, presented the Executive Summary “*Executive Summary Collier Area Transit Fare Study.*” He noted:

- The 2015 Major Transit Development Plan recommends Collier Area Transit (CAT) periodically review and evaluate its fare structure to ensure they are equitable and generating the revenue required to operate the service.
- In accordance with the review, the Federal regulations outlined by FTA in Circular 4702.1B require all service modifications to be fair and equitable for all citizens and an analysis of any proposed changes be completed.
- CAT, in partnership with consultants Johnson Engineering, LLC. and Benesch, undertook a study to evaluate its fixed-route and paratransit fare structure.
- The Study will help Collier County ensure it is maximizing farebox recovery in an equitable manner and fares be consistent with “peer’ transit agencies.

- Two public workshops for passengers to evaluate the fare scenarios were held August 26th and August 27th at North Collier Regional Park and the Immokalee Community Park.
- The Fare Study Public Workshop Surveys were offered in multi-lingual format.

Findings

Fixed Route Fare Structures

- The CAT's long-term goals of improving fixed-route productivity without significant rider disruption, a combined fixed-route strategy, supplemented by employer-based initiatives, should be pursued.
- CAT's day pass and monthly pass products are priced below peer averages.

Paratransit Fare Structure

- Recommend the ADA fare should be increased from \$3.00 to \$4.00 and the reduced ADA fare from \$1.00 to \$2.00.
- Recommend fares align with federal guidance, peer agency practices, and elasticity analysis.
- Paratransit demand is even less price sensitive, reflecting high rider dependence and limited travel alternatives.
- ADA fares have not changed since 2012, despite rising costs.

Transportation Disadvantaged Fare Structure

- Recommend advancing 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 while remaining affordable for riders who depend on paratransit service.
- 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.

Next Steps

- The Study and final recommendations will be presented to the Local Coordinating Board (LCB) for approval on March 4, 2026.
- The Study will be submitted to the Board of County Commissioners (BCC) on April 14, 2026, to seek approval for the proposed changes and confirm direction for the rollout.

Implementation

- Finalize administrative and operational steps.
- Coordinate internal teams and external partners.
- Establish implementation timelines and monitoring approaches.

Recommendation

Mr. Enderle motioned to endorse submitting the Fare Study to the Collier County Local Coordinating Board (LCB) for approval and submission to the Board of County Commissioners (BCC). Second by Vice Chair Berry. Carried unanimously 4 – 0.

c. Election of Officers

Mr. Stauffer reported, in accordance with Ordinance No. 2016-00, that the Advisory Committee must elect a Chairperson and Vice Chairperson from among its members annually.

Nomination for Chair

Ms. Staadecker nominated John DiMarco for the position of Chair of the Public Transit Advisory Committee for one year, or until a successor is appointed. Second by Vice Chair Berry. Nominations were closed, and no others were tendered. Carried unanimously 4 - 0.

Mr. DiMarco retained the Chair.

Nomination for Vice Chair

Vice Chair Berry nominated Benita Staadecker for the position of Vice Chair of the Public Transit Advisory Committee for one year, or until a successor is appointed. Second by Chair DiMarco. Nominations were closed, and no others were tendered. Carried unanimously 4 - 0.

Ms. Staadecker assumed Vice Chair.

6. Reports and Presentations

a. Title VI Update

Mr. Stauffer presented the Executive Summary “*Title VI Update*” to inform the Committee on the status of the Update which occurs every three years.

- The most recent update to the Title VI Program for Collier Area Transit (CAT) for submission to the Federal Transit Administration (FTA) was distributed with the Agenda.
- The program ensures available transit services are equitably distributed, and provides equal access and mobility to any person, without regard to race, color, or national origin.
- The 2026 update includes new elements such as a fare study and progress updates on the new transit facility.
- The program is going through a Public Participation Period (PPP).
- Program approval allows CAT to remain eligible for federal funding through FTA existing grants.
- The Update will be submitted to the Board of County Commissioners (BCC) in March 2026.
- Upon BCC endorsement, the Update will be submitted to both the FTA (Federal Transportation Administration) and FDOT (Florida Department of Transportation).

The Committee noted:

- Additional avenues should be considered for Public Outreach events to increase awareness and participation.
- The Naples Chamber of Commerce could be contacted to provide input on venue options.

b. Paradise Beach Trolley

Mr. Stauffer presented the Executive Summary “*Collier Area Transit Paradise Beach Trolley*” to the Committee. He noted:

- Service commenced February 13th and will last until April 26th.
- The service consists of a free trolley traveling in a loop from Delnor-Wiggins Pass state Park to Vanderbilt Beach stopping at Conner Park in between.

- Operational hours are 8:00 a.m. to 3:00 p.m., then again from 4:30 p.m. to 7:00 p.m. Friday through Sunday with a twenty-minute frequency.
- CAT plans to continue to provide this successful service annually.

7. Member and Staff Comments

Mr. Stauffer gifted lunch boxes to Vice Chair Berry and Mr. Enderle whose terms are expiring.

8. Public Comments

None

9. Next Meeting Date

March 18, 2026 - 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 3:09 P.M.

Public Transit Advisory Committee

John DiMarco III, Chair

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