

MINUTES OF THE MEETING OF THE PUBLIC TRANSIT AD HOC
ADVISORY COMMITTEE

Naples, Florida, August 20, 2013

LET IT BE REMEMBERED, the Public Transit Ad Hoc Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 3:00 P.M. in REGULAR SESSION at Administrative Building “F”, Suite 501, Collier County Government Complex Naples, Florida with the following members present:

Chairman: Glen D. Harrell
Vice Chairman: Dylan Michael Vogel
John DiMarco, II
Richard Duggan
Nancy Lascheid
Morton Rosenberg

ALSO PRESENT: Michelle Arnold, Director, ATM
Trinity Scott, Public Transit Manager
Spencer Smith, Mobility Manager
Brandi Otero, Associate Project Manager
Yousi Cardeso, Operations Coordinator
Omar Deleon, Keolis Transit America

1. Call to Order

Chairman Harrell called the meeting to order at 3:00PM.

2. Roll Call

Roll call was taken and a quorum was established.

3. Introduction of Attendees

Tu Chi, Marco Island Marriot; Tuan Nguyen; Stacy Revay Collier County Transportation Planning; Janet Alterman, Fl. Div. of Blind Services and Jeff Macasevich, County Resident were also present.

4. Approval of Agenda

Mr. Rosenberg moved to approve the Agenda. Second by Mr. DiMarco. Carried unanimously 5 – 0.

5. Follow Up Items from July 16, 2013 Meeting

a. Tactile Bus Bays Signage for Collier County Government Center Intermodal Transfer Facility

Brandi Otero, Associate Project Manager reported Staff is still determining the most effective means of placing the signage including incorporating it into the systems informational flyers dedicated to the visually impaired.

b. Lack of Bus Stop on East Side of U.S. 41 between 5th Ave N & 6th Ave N

Staff reported the sign was missing at the stop location and has been replaced.

6. Action Items

a. Approval of July 16, 2013 Meeting Minutes

Mr. Duggan moved to approve the minutes of the July 16, 2013 Public Transit Ad Hoc Advisory Committee meeting as presented. Second by Mr. Rosenberg. Carried unanimously 5 – 0.

Mr. Vogel arrived at 3:10pm

b. Recommendation to approve the Public Participation Plan

Trinity Scott, Public Transit Manager provided the Executive Summary “*Committee Action Item 6B – Public Participation Plan*” and “*Collier Area Transit (CAT) Public Participation Plan*” for consideration. Staff reported:

- The Plan is currently under the 45 day public comment period which expires on 9/1/13.
- The Plan is scheduled to be heard by the Board of County Commissioners on 9/13/13.
- Staff requests the Committee to provide comments and endorse the Plan.
- Staff will bring any substantial comments (if any) following today’s meeting to the attention of the PTAHAC.
- The Plan will be subject to an annual review.

Under Committee member discussion, the following was noted:

- Concern was expressed the public notification of the Plan may not be adequate given it is not consistently on display at the Government Center Transfer Facility.

- Consideration should be given to utilizing Social Media (Facebook, Twitter, etc.) to communicate with the public.

Staff reported:

- The Plan is on display at the Transfer Facility, however has been removed several times by passengers. They will review the issue and determine how it may be addressed in the future.
- They are considering the use of “Social Media,” however a major concern is the cost of dedicating Staff time to monitor the accounts.

Ms. Lascheid moved to recommend the Board of County Commissioners adopt the “Collier Area Transit (CAT) Public Participation Plan.” Second by Mr. DiMarco. Carried unanimously 6 – 0.

c. Recommendation for the Board of County Commissioners to award Bid # 13-6103 Design and Installation of Bus Wrap Decals to ABC Bus, Inc.

Ms. Scott presented the Executive Summary “Committee Action Item 6.C – Approval of Bid Award” and requested the Committee to recommend approval to award Bid #13 6103 Design and Installation Bus Wrap Decals to ABC Bus, Inc. She reported the wrap has deteriorated on some vehicles in the fleet and is need of replacement.

Mr. Rosenberg expressed concern the current exterior design theme for the rear of the buses may not provide adequate warnings (signage, electronic notifications, etc.) when the bus is loading and unloading passengers. He recommended this issue be reviewed to determine how safety may be improved.

Staff reported the purpose of the item is to address a limited amount of fleet vehicles currently in need of “re-wrapping. They are in the process of developing a marketing plan and will be requesting input from the Committee on all facets of the plan including the theme of the buses (trolley style, providing advertising opportunities, etc.). The concern could be addressed (if deemed necessary) at that time.

Mr. Duggan moved to recommend the Board of County Commissioners award Bid #13 6103 for Design and Installation Bus Wrap Decals to ABC Bus, Inc. Second by Ms. Lascheid. Motion carried 5 “yes” – 1 “no.” Mr. Rosenberg voted “no.”

7. Reports and Presentations

a. Comprehensive Operational Analysis

Michelle Arnold, Director, ATM presented the Executive Summary “Reports and Presentations Item 7A –” and “Collier Area Transit Comprehensive Operational Analysis” dated February 2013 for information purposes. She provided a Slideshow and highlighted the following:

- The Plan was developed to evaluate the service of the existing CAT system.
- The Plan was developed through analysis of data including ridership, Stakeholder interviews, user interviews, survey data, etc.
- The Plan incorporates performance measures for the system, identifies its strengths and weaknesses and provides recommendations on improvements to the system.

- The key findings include that the overall system is performing at an acceptable level with 75 percent of the ridership utilizing 5 routes.
- Recommendations were developed based on the assumption funding would not be increased over the next 5 years and include numbering the classes of routes for easier identification for the riders and changes to existing routes.
- The Plan will aid in developing the marketing plan and any significant changes in routes, etc. will be highly scrutinized including the opportunity for the public to comment.

Staff requested the members to review the Plan and provide comments as necessary. Staff will be seeking action on the Plan by the Committee at the next meeting.

8. Member Comments

Chairman Harrell reported the earlier discussions on social media opportunities for the Program and vehicle safety were highlighted by members.

9. Public Comments on Items not on the Agenda

Jeff Macasevich, County Resident, addressed the Committee and thanked the efforts by Staff to resolve a recent Para-transit issue for his neighbor who was in need of service.

10. Distribution Items

None

Grand Opening Celebration of Transfer Facility

Staff reported the Grand Opening Celebration for the new Transfer Facility located at Government Center will be held on September 5, 2013 at 3:00pm.

Advertising Opportunities

Discussion occurred on advertising revenue opportunities for the system including signs on buses. Staff reported they are investigating the issue including any County requirements or policies required to implement a program. It was noted the Lee County system has a program and utilizes the revenues to fund Staff positions for marketing.

11. Next Meeting Date

September 17, 2013

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 4:20P.M.

Public Transit Ad Hoc Advisory Committee

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