

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

Naples, Florida, October 15, 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 (Excused)  
Richard Duggan  
W. James Klug, III (via telephone)  
Nancy Lascheid (Excused)  
Morton Rosenberg  
(Vacancy)  
(Vacancy)

ALSO PRESENT: Michelle Arnold, Director, ATM  
Trinity Scott, Public Transit Manager  
James Means, 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.

*A Moment of Silence was held for former member Kimberly Bowers who passed away.*

*Mr. Rosenberg moved to allow Mr. Klug to participate in the meeting via telephone due to an extenuating circumstance. Second by Mr. Vogel. Carried unanimously 4 – 0.*

**3. Introduction of Attendees**

*Harold Weeks; Stacy Revay, Collier County Transportation Planning; Oly Olsen, ABC Bus Wrap, Inc.; Art Doberstein*

**4. Approval of Agenda**

*Mr. Dugan moved to approve the Agenda. Second by Mr. Vogel. Carried unanimously 5 – 0.*

**5. Follow Up Items from July 16, 2013 Meeting**

**a. Social Media**

Staff reported the County continues to develop a policy for the use of Social Media for all Departments and/or County Programs.

**b. Signage on Rear of Bus**

Staff is reviewing options with the vendors for signage on the back of the bus in an effort to improve safety. The options will be considered in the new designs for the bus wrap.

**6. Action Items**

**a. Approval of August 20, 2013 Meeting Minutes**

*Mr. Dugan moved to approve the minutes of the August 20, 2013 Public Transit Ad Hoc Advisory Committee meeting subject to the following addition:*

- *Page, Item 6.c, paragraph 3 – addition of following sentence - “He noted that the driver of a private vehicle recently crashed into the rear of a CAT bus that had stopped to pick up passengers causing injuries to passengers.”*

*Second by Mr. Vogel. Carried unanimously 5 – 0.*

**b. Comprehensive Operational Analysis**

Staff presented the document “*Comprehensive Operational Analysis (COA), Collier Area Transit Report, Findings and Recommendation - September 17, 2013*” for information purposes and the “*Collier Area Transit Comprehensive Operational Analysis*” dated February 2013 for consideration. They requested the Committee provide input and a recommendation on the Plan to the Board of County Commissioners.

The following items were raised during Committee discussions:

- The rationale for initiating the yellow bus route from the Golden Gate Public Library as opposed to making it a location stop on the existing route that initiates out of the Radio Road facility.  
*Staff reported the intent is to initiate the route at the library so its service area may be extended further westerly towards US41 while maintaining the same transit times for the route.*
- Consider extending the route on Goodlette Frank Road up to Center Street.  
*Staff reported they will review the concept and noted alterations/additions may be considered for all routes and service areas when requested.*

***Mr. Vogel moved to recommend the Board of County Commissioners adopt the “Collier Area Transit Comprehensive Operational Analysis” dated February 2013. Second by Mr. Rosenberg. Carried unanimously 5 – 0.***

**7. Reports and Presentations**

None

**8. Member Comments**

**CAT fleet**

Staff noted one duty of the Committee will be review the current system including marketing strategies, etc. They reported an area for consideration is whether or not the current “trolley” concept should be retained or an alternate concept be implemented.

**Phone number – Paratransit**

The Committee recommended Staff consider adding the phone number for the Paratransit service to the back of the fleet vehicles.

**On Bus Signage**

The Committee recommended staff consider increasing the visibility and opportunities for the advertising inside fleet vehicles, including CAT information and private advertising.

**Public Comment Agenda Item**

As a convenience to the public attendees of a meeting, the Committee recommended Staff consider placing the Public Comment Agenda Item towards the beginning of the meeting.

**9. Public Comments on Items not on the Agenda**

**Oly Olsen ABC Bus Wrap, Inc.** reported the company was awarded the contract for the bus wrap decals and he is available to provide input to the Committee as needed. He requested any comments be directed to the Staff liaison for distribution to the necessary parties.

Staff represented the Program during a United Way Walkathon at North Collier Regional Park. The Committee viewed photos of the event.

**Mr. Means** reported there is now bus service to Immokalee Casino on Sunday mornings leaving at 7:00am and returning in the afternoon.

- 10. Distribution Items**  
None
- 11. Next Meeting Date**  
**November 19, 2013**

**There being no further business for the good of the County, the meeting was adjourned by order of the chair at 3:50P.M.**

**Public Transit Ad Hoc Advisory Committee**

---

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