

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

Naples, Florida, January 21, 2014

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 (Excused)
W. James Klug, III (Excused)
Nancy Lascheid (Excused)
Morton Rosenberg
Arthur Doberstein
(Vacancy)

ALSO PRESENT: Michelle Arnold, Director, ATM
Trinity Scott, Public Transit Manager
Spencer Smith, Mobility Manager
Omar Deleon, Keolis
James Means, Keolis
Nathan Reid, Keolis
Adrienn Bonnyai, Keolis

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. Approval of Agenda

Mr. Rosenberg moved to approve the Agenda subject to the addition of item 3.a Approval of Prior Meeting Minutes. Second by Mr. DiMarco. Carried unanimously 5 – 0.

a. Approval of 12/18/13 Meeting Minutes

Mr. Rosenberg moved to approve the minutes of the December 18, 2013 meeting subject to the following change:

- Page 2, Item 6.a – Mr. Doberstein abstained from the vote on the approval of the
- prior meeting minutes as he was not present at the previous meeting.

Second by Mr. DiMarco. Carried unanimously 5 – 0.

4. Reports and Presentations

a. Riders Booklet

Ms. Scott presented the Executive Summary “*Riders Booklet*” for information purposes. She provided an update on development of the “Rider Booklet” noting:

- The booklet is intended to be fold out, pocket size for ease of use by the rider.
- Tactile printing will be incorporated into a booklet.
- A vinyl pouch will be provided for the booklet’s protection and to allow for incorporating maps of route changes in the future.
- The booklet will provide routes and their timetables, points of interest and “select” bus stops.
- There will be a small fee charged for the booklet (\$1.00 or free to those who purchase a monthly pass).
- The existing route map will remain available at no charge to the rider.
- Staff is in the process of finalizing the design and garnering price quotes from vendors for the booklet.

b. Time Point Modifications/Route Modifications

Ms. Scott presented the Executive Summary “*Fixed Route Modifications*” for information purposes. She and representatives of Keolis reported on the following items:

Time Point Modifications

Staff is updating the “Time Points” system on the routes and provided the “Old” time points chart and the “New” time point chart. They noted:

- “Time Points” are pre-determined key locations on routes which aid in identifying the on time performance and overall quality of the system.
- An improvement in system’s on-time performance creates less uncertainty for riders and allows them to plan effectively.
- Less uncertainty for riders creates an environment whereby the riders may rely on the systems performance leading to increased ridership.

- Given the transient nature of the region, the “Time Points” plan may require development of 2 sets of data: one “peak” and one for “off peak” seasons..
- Staff anticipates implementing the new plan April 1, 2014.

Route Identification Modifications

Staff is in the process of modifying the route identifications including color changes, name changes, number changes and identifying the routes by a major destination (i.e. NCH/Coastland Mall Route, Pine Ridge Route, Marco Island Route, etc.). The number changes will incorporate a separate number system for express routes.

Route 6 Modifications

Route 6 will be renamed Route 20. The route currently accounts for 2 percent of the annual ridership on the system and Staff is seeking ways to increase ridership. The changes include:

- Initiating the route in Golden Gate City as opposed to the CAT Operations Center on Davis Blvd.
- Adding stops in Naples Blvd.
- Extending the Route to Clam Pass Park.

She requested the Committee to review the information and provide Staff with any comments as necessary on the 3 items.

c. Draft Advertising Policy

Ms. Scott provided the Executive Summary “*Draft Advertising Policy*” and “*Collier Area Transit Advertising Policy and Standards*” for information purposes. She noted:

- The Program is predominately funded through State and Federal Grants, fare receipts and a small portion of the gas tax.
- Staff has been working in conjunction with the County Attorney’s Office to develop an advertising policy which will not only increase revenue but provide a greater monetary base for the State and Federal Grants which are matching Grants.
- The advertising will be internal to the buses along the roof line and inside the lobbies of the Davis Blvd. and Government Center facilities.
- The advertising will be offered on “fixed routes” only.
- Certain materials will be prohibited such as political ads, ads for alcohol/tobacco, etc.
- Public service advertising will be allowed.
- The advertising will require approval by Staff with any applications “denied” subject to appeal to the Director of CAT Operations should the applicant so desire.
- In the future, Staff will be investigating the feasibility of expanding the Program to shelters, on “smart cards,” etc.

She requested the Committee review the Draft Policy and provide comments to Staff as necessary.

5. Member Comments

None

6. Public Comments

None

7. Next Meeting Date

February 18, 2014

Staff anticipates the following items will be placed on the Agenda:

- Review of the Advertising Policy
- Review of updated Title VI Policy
- MPO presentation on their Rail Feasibility Study – Multi Modal corridor

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 3:57P.M.

Public Transit Ad Hoc Advisory Committee

Glen D. Harrell, Chairman

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