

EXECUTIVE SUMMARY
Reports & Presentations
Item 6A
PTAC Extension Outcome

Objective:

To discuss the result of our request to the Board of Collier County Commissioners to continue the Public Transit Ad Hoc Advisory Committee and keep all current members terms by one year.

CONSIDERATIONS:

Collier Area Transit (CAT) began operating service in February 2001. The transit system operates under the supervision of the Alternative Transportation Modes (ATM) Department within the Public Services Division. However, a transit vendor, Keolis Transit America, is under contract with the County to conduct the day-to-day operation services for both the fixed route and paratransit systems. In the beginning, CAT provided fixed-route on six routes, as well as a route operating on Marco Island, and a Marco Express route with service to and from Immokalee. By 2006 the system had exceeded 1 million riders and has maintained that trend despite the declining economy. On January 2, 2011, in response to community demand, CAT expanded the service area and began operating ten routes within Collier County.

At the January 22, 2013, Board meeting, staff was directed to bring back a resolution for the creation of the Public Transit Ad Hoc Advisory Committee (PTAC) to engage transit users, businesses and agencies in an Advisory Committee to address transit efficiencies and future funding alternatives to meet community and service needs. The resolution was adopted on February 26, 2013, creating the committee. The first meeting was held on July 16, 2013.

Since the first meeting, the PTAC has tackled the Comprehensive Operational Analysis, bus wrap, shelter and schedule redesigns, Public Participation Plan, Title VI Policy, Bike Locker policy, and route modifications that included a recommendation to reallocate revenue hours to provide for beach access with no net increase in cost; all of these projects have been or are in the process of being implemented. The Committee has also endorsed an advertising policy that will be presented to the Board at an upcoming meeting. The Committee recognizes that there are additional items over the next year in which its input would be beneficial. These items include: additional route modifications to improve efficiency; potential Growth Management Plan & Land Development Code amendments; long term funding strategies; a marketing plan; the 2015 Transit Development Plan and the 2040 Long Range Transportation Plan.

At their March 20, 2014 meeting, the committee unanimously endorsed a recommendation to request that the Ad-Hoc Committee be extended for twelve additional months.

Recommendation:

None.

Prepared by: _____ **Date:** _____
Spencer Smith, CAT Mobility Manager

Approved by: _____ **Date:** _____
Michelle Arnold, ATM Director