

**EXECUTIVE SUMMARY**  
**Reports & Presentations**  
**Item 4B**  
**Fixed Route Modifications**

**Objective:**

To discuss revisions to the existing fixed route service to provide a more efficient means of transportation for passengers.

**Considerations:**

Collier County Alternative Transportations Modes (ATM) Staff have been currently working with Keolis Trans America to develop more efficient and effective fixed bus routes in Collier County. The goal is to make traversing the county a simple task while being able to do so in a timely manner. These changes have been reviewed to addresses the needs of the riders and benefit the community. Keolis staff will be available to discuss:

1. Current Routes
2. Route Changes
3. Time Point Changes
4. New Route Names

Keolis will take any input received into consideration during the modification of the Routes.

**Recommendation:**

Provide input to staff.

**Prepared by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Spencer Smith, CAT Mobility Manager

**Approved by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Trinity Scott, Public Transit Manager

# Time Points & Route 6 Modifications



# Time Points

- **Time points** are key intersections or stops within a route used to identify on time performance
- **On Time Performance** is a measure that is particularly useful for evaluating system reliability

# Improving Time Points

- Accurate time points remove uncertainty and frustration associated with using public transit which is derived from unrealistic time points.
  - Passengers will be able to plan their day effectively.
  - Improved schedule adherence at bus stops will reduce the inconsistency of bus arrival times and lower average passenger wait times, ultimately influencing mode choice decisions for potential passengers.
  - Probability of on-time performance is maximized.

# Schedule Time Table

## ROUTE 1B

GOV'T CENTER	U.S. 41 / FLEISCHMANN	U.S. 41/ PINERIDGE	U.S. 41/ IMM. ROAD	CREEKSIDE TRANSFER W/1C	
6:00AM	6:15AM	6:23AM	6:32AM	6:39AM	
7:30AM	7:45AM	7:53AM	8:02AM	8:09AM	
9:00AM	9:15AM	9:23AM	9:32AM	9:39AM	
10:30AM	10:45AM	10:53AM	11:02AM	11:09AM	
12:00PM	12:15PM	12:23PM	12:32PM	12:39PM	
1:30PM	1:45PM	1:53PM	2:02PM	2:09PM	
3:00PM	3:15PM	3:23PM	3:32PM	3:39PM	
4:30PM	4:45PM	4:53PM	5:02PM	5:09PM	
6:00 PM	6:15 PM	6:23 PM	6:32 PM	6:39 PM	Total Minutes
<b>0:00</b>	<b>0:15</b>	<b>0:08</b>	<b>0:09</b>	<b>0:07</b>	<b>0:39</b>

Current

## Route 11 US 41 / CREEKSIDE (New)

GOV'T Center	US 41	US 41	US 41	US 41	US 41	Creekside Connection	
	Davis	Fleischmann	Pine Ridge	Mercato	Immokalee Rd		
6:00 AM	6:07 AM	6:16 AM	6:28 AM	6:34 AM	6:37 AM	6:39 AM	
7:30 AM	7:37 AM	7:46 AM	7:58 AM	8:04 AM	8:07 AM	8:09 AM	
9:00 AM	9:07 AM	9:16 AM	9:28 AM	9:34 AM	9:37 AM	9:39 AM	
10:30 AM	10:37 AM	10:46 AM	10:58 AM	11:04 AM	11:07 AM	11:09 AM	
12:00 PM	12:07 PM	12:16 PM	12:28 PM	12:34 PM	12:37 PM	12:39 PM	
1:30 PM	1:37 PM	1:46 PM	1:58 PM	2:04 PM	2:07 PM	2:09 PM	
3:00 PM	3:07 PM	3:16 PM	3:28 PM	3:34 PM	3:37 PM	3:39 PM	
4:30 PM	4:37 PM	4:46 PM	4:58 PM	5:04 PM	5:07 PM	5:09 PM	
6:00 PM	6:07 PM	6:16 PM	6:28 PM	6:34 PM	6:37 PM	6:39 PM	Total Minutes
<b>0:00</b>	<b>0:07</b>	<b>0:09</b>	<b>0:12</b>	<b>0:06</b>	<b>0:03</b>	<b>0:02</b>	<b>0:39</b>

Proposed

0:16

0:09

# Route Color, Number, & Name Change

- Red-Route 1B  
Creekside
- Red-Route 1C  
Creekside
- Orange-Route 2A  
NCH-Mall
- Orange-Route 2B  
NCH-Mall
- Purple-Route 3A  
Golden Gate City
- Purple-Route 3B  
Golden Gate City



- Red-Route 11  
US41 / Creekside
- Gold-Route 12  
Airport Rd / Creekside
- Orange-Route 13  
NCH/ Coastland Mall
- Teal-Route 14  
Bayshore / Coastland Mall
- Purple-Route 15  
Golden Gate City
- Gray-Route 16  
Golden Gate City

# Route Color, Number, & Name Change

- Green-Route 4A  
Edison

- Green-Route 4B  
Edison

- Blue-Route 5  
Immokalee

- Yellow-Route 6  
Pine Ridge

- Light Blue-Route 7  
Marco Island

- Light Blue-Route 7Express  
Marco Island



- Green-Route 17  
Rattlesnake / Edison College

- Magenta-Route 18  
US41 East / Naples Manor

- Blue-Route 19  
GG Estates / Immokalee

- Yellow-Route 20  
Pine Ridge Clam Pass

- Light Blue-Route 21  
Marco Island Circulator

- Silver-Route 121 Express  
Express Immokalee/Marco  
Island

# Route Color, Number, & Name Change

- Pink-Route 8A- Immokalee Circulator
- Pink-Route 8B- Immokalee Circulator
- Brown-Route 9- Charlee Estates
- Lime Green-Route 10- Goodlette



- Pink-Route 22- Immokalee Circulator
- Burgundy-Route 23- Immokalee Circulator
- Brown-Route 24- US41 East / Charlee Estates
- Lime Green-Route 25 Golden Gate Pkwy / Goodlette Rd



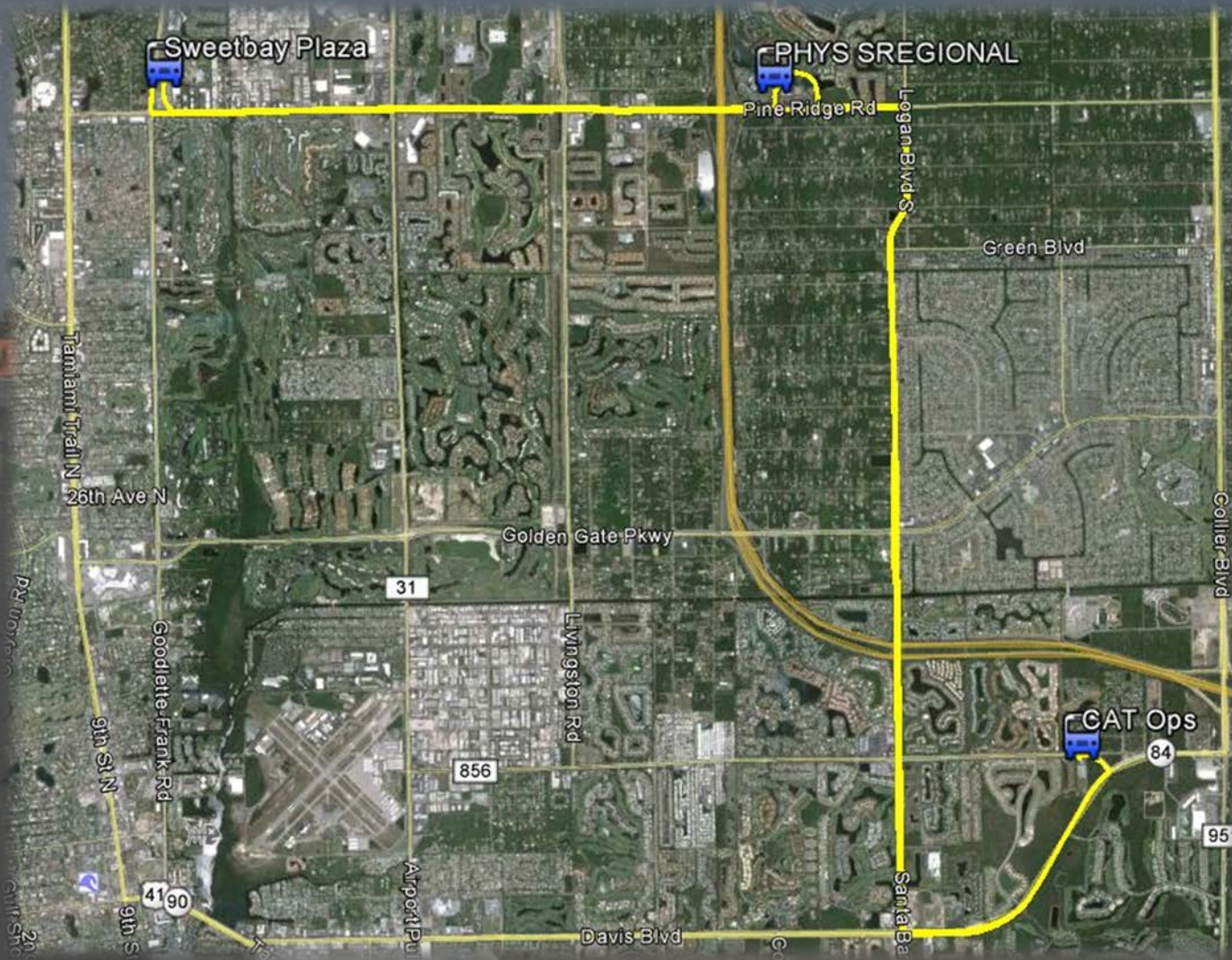
# Route 20 (old Route 6) Modifications

- In FY2013 Route 6 produced only 2% of the overall ridership
- In FY2013 Route 6 had the lowest total passengers per revenue hour

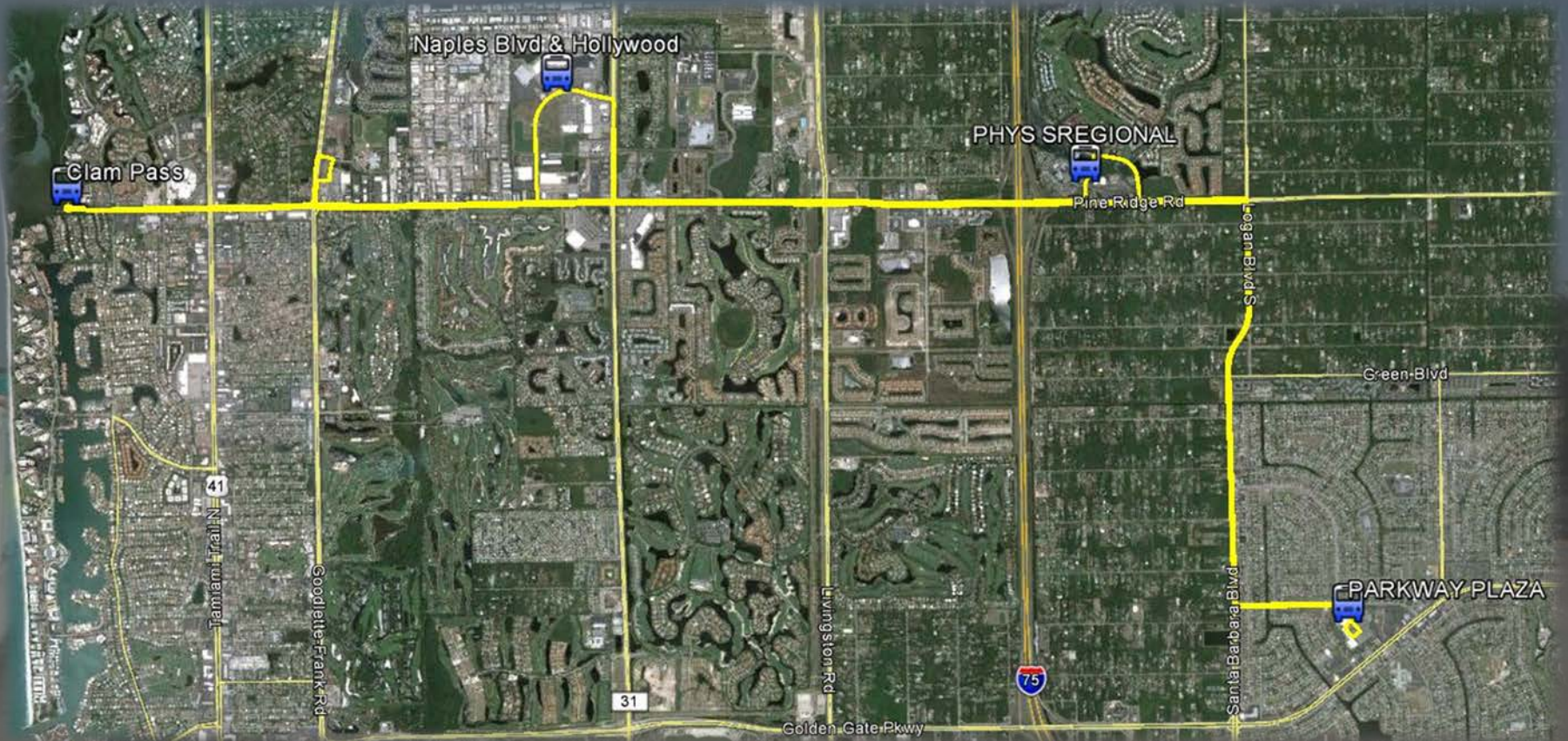
**ROUTE/RUTA 6**

CAT OPS	DAVIS SAN BARB	SAN BARB GG PKWY	PRMC NAPA	PINERIDGE AIRPORT	PINERIDGE SWEETBAY	PINERIDGE AIRPORT	PINERIDGE LOGAN	SAN BARB GG PKWY	SAN BARB DAVIS	CAT OPS
6:00AM	6:04AM	6:10AM	6:21AM	6:32AM	6:40AM	6:47AM	6:57AM	7:03AM	7:09AM	7:14AM
7:30AM	7:34AM	7:40AM	7:51AM	8:02AM	8:10AM	8:17AM	8:27AM	8:33AM	8:39AM	8:44AM
9:00AM	9:04AM	9:10AM	9:21AM	9:32AM	9:40AM	9:47AM	9:57AM	10:03AM	10:09AM	10:14AM
10:30AM	10:34AM	10:40AM	10:51AM	11:02AM	11:10AM	11:17AM	11:27AM	11:33AM	11:39AM	11:44AM
12:00PM	12:04PM	12:10PM	12:21PM	12:32PM	12:40PM	12:47PM	12:57PM	1:03PM	1:09PM	1:14PM
1:30PM	1:34PM	1:40PM	1:51PM	2:02PM	2:10PM	2:17PM	2:27PM	2:33PM	2:39PM	2:44PM
3:00PM	3:04PM	3:10PM	3:21PM	3:32PM	3:40PM	3:47PM	3:57PM	4:03PM	4:09PM	4:14PM
4:30PM	4:34PM	4:40PM	4:51PM	5:02PM	5:10PM	5:17PM	5:27PM	5:33PM	5:39PM	5:44PM

# Route 6 Map



# Route 20 Map (old Route 6)



## ROUTE 20 PINE RIDGE / CLAM PASS

PARKWAY PLAZA	San Barbara	Phys. Reg.	Pine Ridge	Naples Blvd	Pine Ridge	CLAM PASS	Pine Ridge	Goodlette Rd	Pine Ridge	Naples Blvd	Logan Blvd	San Barbara	PARKWAY PLAZA
	Coronado	951	Airport Rd	Airport Rd	US 41	CLAM PASS	US 41	Pine Ridge	Airport Rd	Hollywood Dr	Pine Ridge	Coronado	
6:00 AM	6:04 AM	6:12 AM	6:17 AM	6:22 AM	6:29 AM	6:34 AM	6:38 AM	6:45 AM	6:53 AM	6:59 AM	7:11 AM	7:16 AM	7:20 AM
7:30 AM	7:34 AM	7:42 AM	7:47 AM	7:52 AM	7:59 AM	8:04 AM	8:08 AM	8:15 AM	8:23 AM	8:29 AM	8:41 AM	8:46 AM	8:50 AM
9:00 AM	9:04 AM	9:12 AM	9:17 AM	9:22 AM	9:29 AM	9:34 AM	9:38 AM	9:45 AM	9:53 AM	9:59 AM	10:11 AM	10:16 AM	10:20 AM
10:30 AM	10:34 AM	10:42 AM	10:47 AM	10:52 AM	10:59 AM	11:04 AM	11:08 AM	11:15 AM	11:23 AM	11:29 AM	11:41 AM	11:46 AM	11:50 AM
12:00 PM	12:04 PM	12:12 PM	12:17 PM	12:22 PM	12:29 PM	12:34 PM	12:38 PM	12:45 PM	12:53 PM	12:59 PM	1:11 PM	1:16 PM	1:20 PM
1:30 PM	1:34 PM	1:42 PM	1:47 PM	1:52 PM	1:59 PM	2:04 PM	2:08 PM	2:15 PM	2:23 PM	2:29 PM	2:41 PM	2:46 PM	2:50 PM
3:00 PM	3:04 PM	3:12 PM	3:17 PM	3:22 PM	3:29 PM	3:34 PM	3:38 PM	3:45 PM	3:53 PM	3:59 PM	4:11 PM	4:16 PM	4:20 PM
4:30 PM	4:34 PM	4:42 PM	4:47 PM	4:52 PM	4:59 PM	5:04 PM	5:08 PM	5:15 PM	5:23 PM	5:29 PM	5:41 PM	5:46 PM	5:50 PM

# Route 20 (old Route 6) Modifications

- Added 2 Key Destinations to attract ridership
  - Clam Pass Beach
  - Naples Blvd: shopping and restaurants
- Commence the route from Golden Gate City, consistent with the recommendation from COA (Comprehensive Operational Analysis)
  - Adding service to Coronado Pkwy

