

**MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE
MEETING**

January 17, 2017 Naples, Florida,

LET IT BE REMEMBERED, the Public Transit 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:

Co Chairman: Arthur Dobberstein
Co Chairman: John DiMarco, II
Vice Chairman: Dylan Michael Vogel
Richard Duggan
Harold Weeks (Excused)
Chris Gavrelis
William Klug, III

ALSO PRESENT: Michelle Arnold, Director, Public Transit and Neighborhood Enhancement
Yousi Cardeso, Operations Analyst
Omar Deleon, Senior Planner
Nathan Reid, General Manager, Medical Transportation Management
Jose Vargas, CAT

1. Call to Order

Co Chairman DiMarco called the meeting to order at 3:05PM.

2. Roll Call

Roll call was taken and a quorum was established.

3. Approval of Agenda

Mr. Gavrelis moved to approve the Agenda. Second by Co-Chairman DiMarco. Carried unanimously 5 – 0.

4. Approval of Minutes

a. October 18, 2016 minutes

b. November 22, 2016 minutes

Mr. Vogel moved to approve the minutes of the October 18, 2016 and the November 22, 2016 Public Transit Advisory Committee meeting as presented. Second by Mr. Duggan. Carried unanimously 5 – 0.

The Committee requested Staff to determine the status of their participation in the update of the Transportation Element of the Growth Management Plan.

5. Committee Action

a. TDP Goals and Objectives Review

1. TDP chosen Initiatives

Ms. Arnold presented the Executive Summary “*Transit Development Plan Goals and Objectives*” and a spreadsheet of 5 Goals with objectives which may be pursued. She noted the Committee previously narrowed down their priorities to 5 Goals identified in the Plan and requested Members to individually prioritize 3 final goals so Staff may move forward on the endeavors. The goals are as follows:

Goal 1: Operate a cost effective and sustainable public transportation system that safely and efficiently meets the needs of Collier County.

Goal 3: Build meaningful partnerships that increase the visibility of CAT, promote livability, and enhance economic and social well-being.

Goal 4: Coordinate public transportation services with local, regional, and state planning efforts.

Goal 5: Use the most efficient technologies and innovations available for transportation system.

Goal 7: Maximize the use of all funding sources to increase services or to provide better services.

Co-Chairman DiMarco: Goals 1, 5 and 7.

Mr. Gavrelis: Goals 1, 5 and 7.

Mr. Duggan: Goals 1, 3 and 5.

Co-Chairman Dobberstein: Goals 1, 3 and 7.

Mr. Vogel: Goals 1, 5 and 7.

The Committee reached consensus on pursuing Goals 1, 5 and 7.

6. Reports and Presentations

a. Beach Trolley

Staff presented the Executive Summary “*Collier Area Transit Beach Trolley*” for information purposes. They noted:

- On February 4, 2017, CAT will be initiating a beach trolley traveling from North Collier Regional Park along Vanderbilt Beach Road to Conner Park.
- The 60 minute route will operate from 9:00am to 3:00pm, 7 days a week and provide for numerous stops along the way.
- The stops will connect with the CAT system fixed routes.
- The fare for the trolley will be the normal CAT fare of \$1.50 and Staff will be monitoring usage to determine if the hours should be expanded to later in the afternoon.
- The vehicle will be leased and provide ample room for storage of small chairs, coolers and umbrellas.

Mr. Klug arrived at 3:25pm

- The activity is funded by grants from the Florida Department of Transportation and Collier County Tourist Development Council (TDC).
- The TDC grants will be utilized for marketing the system through hotel TV, publications, social media, etc.
- The program is intended to run from December thru April in future years.

b. Urban Land Institute – Affordable Housing Study

Ms. Arnold presented the Executive Summary “*Urban Land Institute: Collier County Housing Study*” for information purposes. She noted:

- Staff is participating in the Study being contracted through the Community and Human Services Division.
- The purpose is to evaluate housing issues in Collier County and make recommendations through an Advisory panel.
- The study will initiate on January 30 with a public reception and include a week long on site analysis incorporating the Immokalee area.
- The item will be presented to the BCC on February 3, 2017.

The Committee requested Staff to send out a reminder on the BCC meeting in case any members would like to attend.

7. Member Comments

Co-Chairman DiMarco reported:

- The “*Leader Dogs for the Blind*” organization will be in Collier County in February filming the daily activities of 18 blind and deaf students. Part of the event will include use of the CAT system and he requested bus passes be issued for use by the participants – *Staff reported they will coordinate with Mr. DiMarco.*
- Consideration should be given to implementing a “TV advertising” program for the buses. It was noted:

- ◇ It is under consideration by Staff, but they are awaiting the installation of WIFI service which would greatly facilitate the activity
 - ◇ Businesses could advertise on the TV including what services are available on upcoming bus stops.
 - ◇ It may be beneficial to contact a private company who is interested in undertaking the program with a percentage of revenue going to the CAT program.
 - ◇ Mr. DiMarco has a contact that may be interested in initiating the program and will coordinate with Staff.
- It would be beneficial to determine the feasibility for reinstating the JOE (Jump On Express) route which served the public after 9:00pm in the evening.

Ridership data

Mr. Deleon reported on 2016 ridership data year over year with October decreasing by 13 percent, November decreasing by 1 percent and December decreasing by 4.5 percent. Staff continues to monitor the data.

8. Public Comments

None

9. Next Meeting Date

February 21, 2017

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 3:55P.M.

Public Transit Advisory Committee

**Arthur Dobberstein, Co Chairman or
John DiMarco, Co Chairman**

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