

Collier Area Transit Transit Development Plan (TDP) 2018 Minor Update

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Section 1 - INTRODUCTION

Collier Area Transit Mission “Collier Area Transit (CAT) is committed to providing safe, accessible and courteous public transportation services to our customers.” SECTION 1 INTRODUCTION Collier Area Transit (CAT) operates under the supervision of the Collier County Public Transit & Neighborhood Enhancement Division (PTNE) for the Collier County Public Services Department. CAT serves as the public transit provider for Collier County, serving the Naples, Marco Island, and Immokalee areas.

According to the Rule 14-73.001, Florida Administrative Code, F.A.C., Transit Development Plans (TDPs) are required for grant program recipients pursuant to Section 341.052, Florida Statutes (F.S.). A TDP shall be the provider’s planning, development, and operational guidance document, based on a ten-year planning horizon covering the year in which funding is sought through the nine subsequent years. A TDP or an annual update shall be used in developing the Florida Department of Transportation (FDOT) Five-Year Work Program, the Transportation Improvement Program, and the Department’s Program and Resource Plan. A TDP shall be adopted by a provider’s governing body. Rule 14-73.001, F.A.C., sets forth the requirements for the TDP Annual Update, as stated verbatim below:

14-73.001 Public Transit (4) Annual Update. Annual updates shall be in the form of a progress report on the ten-year implementation program, and shall include:

- a. Past year’s accomplishments compared to the original implementation program;
- b. Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives;
- c. Any revisions to the implementation program for the coming year;
- d. Revised implementation program for the tenth year;
- e. Added recommendations for the new tenth year of the updated plan;
- f. A revised financial plan; and
- g. A revised list of projects or services needed to meet the goals and objectives, including projects for which funding may not have been identified.

This report is an Annual Update for the Collier County TDP, meeting all the Rule 14-73.001, F.A.C., requirements listed above.

Report Organization

This report is organized into seven major sections (including this introduction). The remainder of this section provides an overview of this Transit Development Plan Annual Update.

Section 2: Fixed Route Service Improvements Implementation provides a review of the past year's implementation actions and describes improvements made to the fixed route services and facilities since the last annual progress report. This section partially addresses Rule 14-73.001, Florida Administrative Code (FAC), (4) (a) Past year's accomplishments compared to the original implementation program;

Section 3: Revisions to Implementation Program provides a review of the past year's accomplishments compared to the original implementation plan. It also provides an analysis of the discrepancies between the 2010 Major Transit Development Plan and its implementation in the past two years and any revisions to the steps that will be taken to attain the original goals and objectives. This section addresses Rule 14-73.001, F.A.C., (4)(a), past year's accomplishments compared to the original implementation program; and Rule 14-73.001, F.A.C., (4)(c), any revisions to the implementation program for the coming year;

Section 4: Status of Goals and Objectives provides the status of the goals and objectives, including a revised list of projects or services needed to meet the goals and objectives, which include projects with funding that, may not have been identified. This section addresses Rule 14-73.001, F.A.C. (4) (b) Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives;

Section 5: Tenth Year Transit Implementation provides recommendations for the new tenth year of the updated plan with any revisions or additions to the goals, objectives, and implementations. This section addresses both Rule 14-73.001, F.A.C. (4) (d) Revised implementation program for the tenth year; and Rule 14-73.001, F.A.C. (4) (e) Added recommendations for the new tenth year of the updated plan;

Section 6: Financial Plan provides the revised financial plan of how the transit improvements will be funded, with stated cost and revenue assumptions. This section will include a cost and revenue summary. This section addresses both Rule 14-73.001, F.A.C. (4) (f) A revised financial plan; and Rule 14-73.001, F.A.C. (4) (g) A revised list of projects or services needed to meet the goals and objectives, including projects for which funding may not have been identified; and,

Section 7: Farebox Recovery Report provides the implementation plan describing strategies for the next fiscal year. This section addresses the requirements of Section 341.071, Florida Statutes, regarding Farebox recovery impacts. 1-2

Section 2 - FIXED ROUTE SERVICE IMPROVEMENTS IMPLEMENTATION

This section provides a review of the past fiscal year’s implementation actions and describes improvements made to the fixed route services and facilities since the last annual progress report. As displayed in Table 2-1, individual route ridership for the preceding 5 years.

Table 2-1

Collier Area Transit (CAT) Ridership Summary FY 2013 - FY2017
(depicted in Figure 2-1)

Collier Area Transit Ridership FY 13 - FY 17					
	FY13	FY14	FY15	FY16	FY17
Route 6	33,357	21,803			
Route 11	131,376	127,061	121,944	111,407	100,116
Route 12	143,387	126,152	114,177	107,315	88,686
Route 13	107,949	93,922	94,164	79,854	72,049
Route 14	95,002	80,893	78,931	65,531	59,935
Route 15	152,321	131,958	126,169	113,238	104,016
Route 16	93,852	81,815	67,212	56,673	53,053
Route 17	79,460	68,547	64,710	52,401	49,053
Route 18	57,027	52,255	49,663	36,041	31,141
Route 19	137,307	100,620	95,805	67,502	60,816
Route 20		4,867	14,804	10,133	12,059
Route 21	46,174	36,198	18,463	13,528	9,756
Route 22	64,425	54,444	49,117	47,234	51,655
Route 23	56,278	47,123	41,622	42,653	42,338
Route 24	83,665	72,555	65,927	56,206	50,742
Route 25	57,388	57,466	47,483	38,367	33,777
Route 26		2,792	8,775	8,955	6,467
Route 27			16,374	27,114	27,530
Route 28				22,683	23,189
Route 29					318
Route 121	22,326	21,059	18,763	17,146	19,693

Route Changes and Improvements

The 2016-2025 TDP Major Update was adopted on June 23, 2015. Collier County Board of County Commissioners have contracted with Keolis Transit America Inc., to provide fixed route and paratransit services until March 2016. In October 2015 Collier County Board of County Commissioners entered into contract with MV Transportation and MTM Inc., to provide Operation and Administrative services for five (5) years with the option of three (3) one (1) year extensions. The start date for the service was agreed upon for March 26, 2016 after the Keolis contract expired. MV Transportation and MTM Inc. have been coordinating on providing operations and administrative functions for CAT for 2 years.

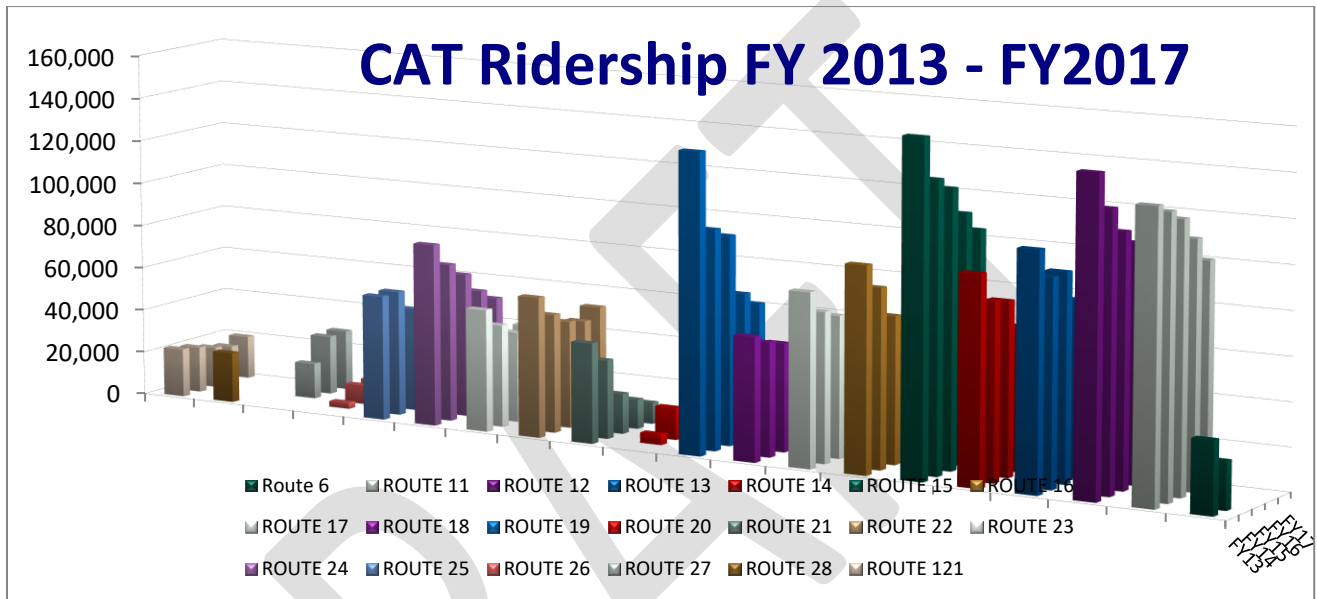


Figure 2-1 Collier Area Transit Ridership

The following paragraphs provides a description of the system routes and identifies any changes made to the routes since the last TDP update.

Route 6 was eliminated in FY15.

Figure 2-2
Ridership by Year for Route 11

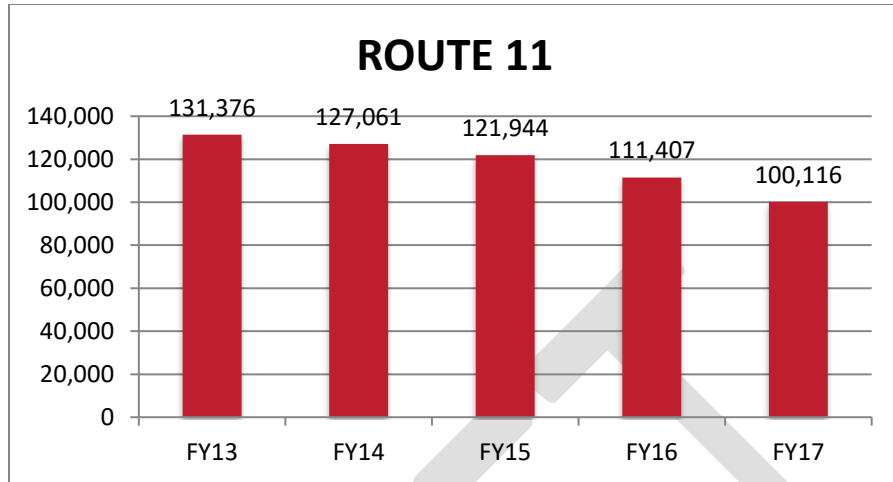
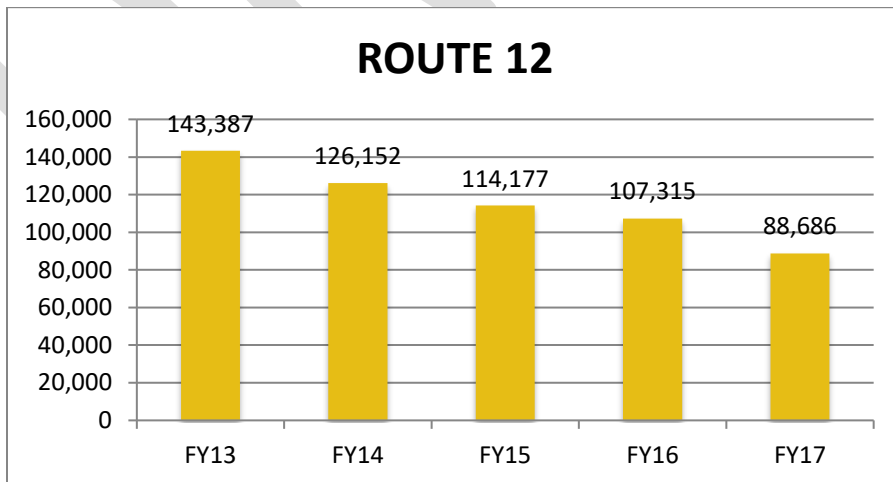


Figure 2-2 Route 11 is one of our highest performing routes. The route has demonstrated steady ridership.

Route 11 runs from the Intermodal Transfer Facility at the government complex along US 41 to Immokalee Road and then south back to the Transfer Station. Route 11 continues to provide fixed route service seven (7) days a week. Route 11 connects on Immokalee Road with the routes 12, 27 and LinC route, LinC is operated by LeeTran in Lee County Florida. This implemented connection allows passengers from both counties to travel to and from Fort Myers and Naples utilizing the fixed route systems.

Modifications: None

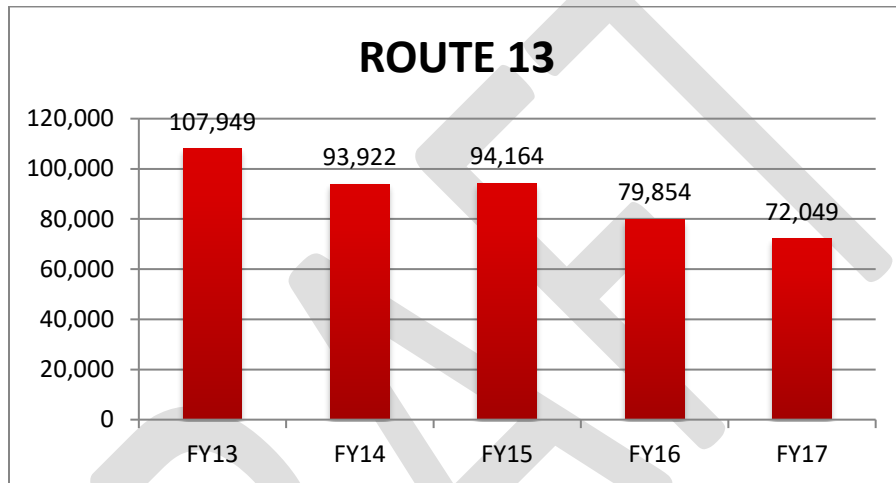
Figure 2-3
Ridership by Year for Route 12



Route 12 runs from the Intermodal Transfer Facility at the government complex along Airport Road to Immokalee Road and then south back to the Transfer Station via Airport Road. Route 12 continues to provide fixed route service seven (7) days a week. Route 12 connects on Immokalee Road with the routes 11, 27 and LinC route, LinC is operated by LeeTran in Lee County Florida. This implemented connection allows passengers from both counties to travel to and from Fort Myers and Naples utilizing the fixed route systems.

Modifications: None

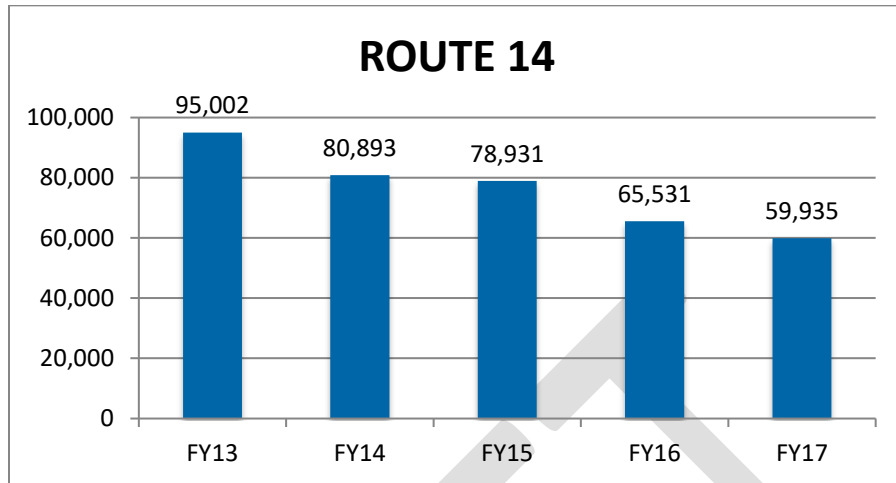
**Figure 2-4
Ridership by Year for Route 13**



Route 13 currently serves the south/east Naples area, includes Naples Community Hospital, Coastland Center Mall, Naples Botanical and Naples Zoo. Route 13 continues to provide fixed route service seven (7) days a week. The route has demonstrated steady ridership.

Modifications: None

Figure 2-5
Ridership by Year for Route 14



Route 14 currently serves the south/east Naples area, includes Naples Community Hospital, Coastland Center Mall, Naples Botanical and Naples Zoo. Route 14 continues to provide fixed route service seven (6) days a week. The route has demonstrated steady ridership consistent with a maturing fixed route service.

Modifications: None

Figure 2-6
Ridership by Year for Route 15

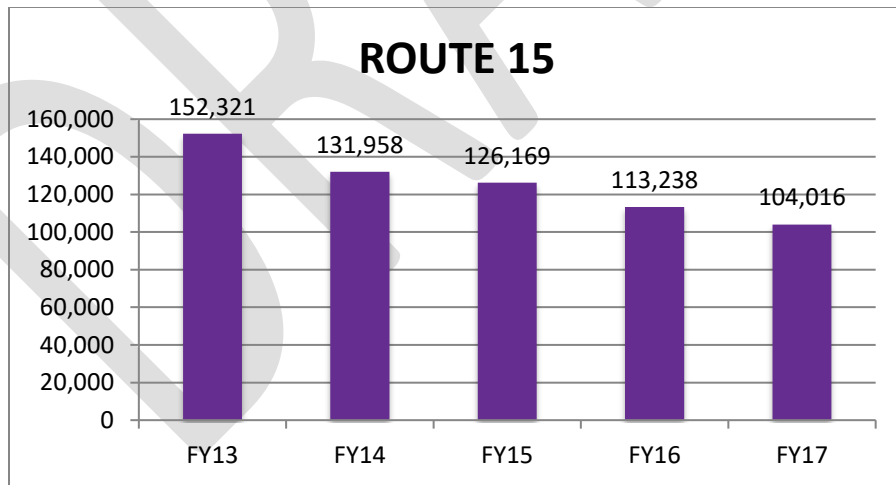
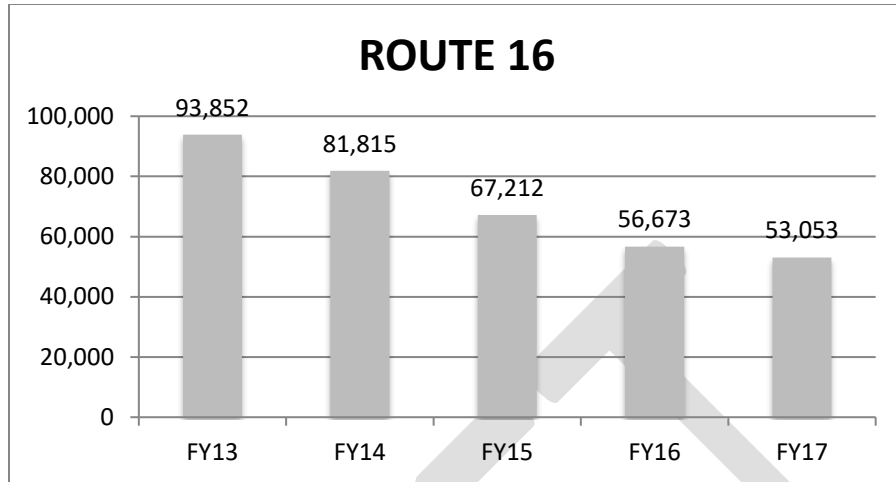


Figure 2-6. Route 15 is one of our highest performing routes. The route has demonstrated steady ridership.

Route 15 serves the Golden Gate City area making connections at both CAT Ops and Intermodal Transfer Facility. Route 15 continues to provide fixed route service seven (7) days a week. The route has demonstrated steady ridership consistent with a maturing fixed route service.

Modifications: None.

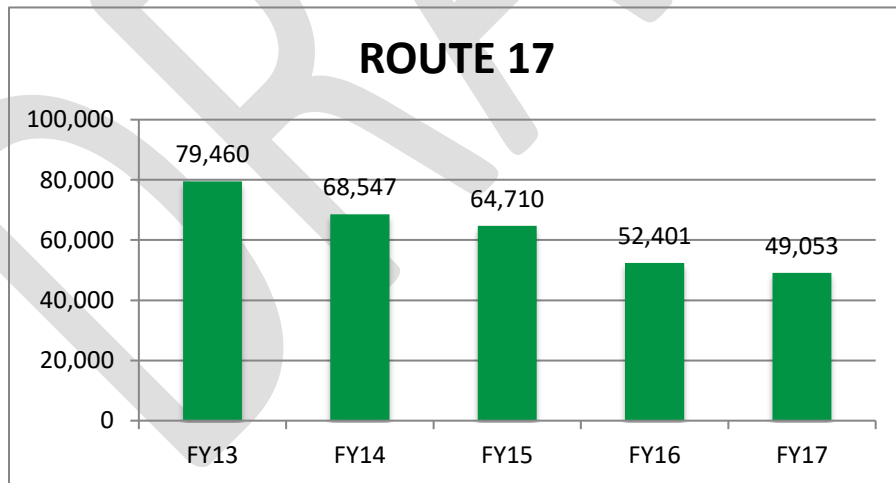
Figure 2-7
Ridership by Year for Route 16



Route 16 serves the Golden Gate City area making connections at both CAT Ops and Intermodal Transfer Facility. Route 16 provides fixed route service six (6) days a week.

Modifications: None

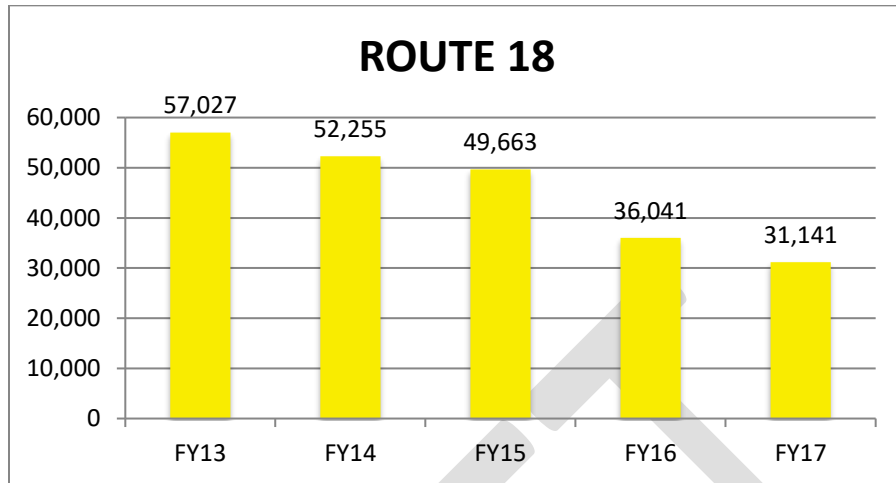
Figure 2-8
Ridership by Year for Route 17



Route 17 serves the east Naples area making connections at Intermodal Transfer Facility. The last two trips on this route were deviated through Naples Manor on Mondays through Saturdays to provide service to Lely High School. This route has demonstrated steady ridership consistent with a maturing fixed route service. Route 17 provides fixed route service seven (7) days a week.

Modifications: None

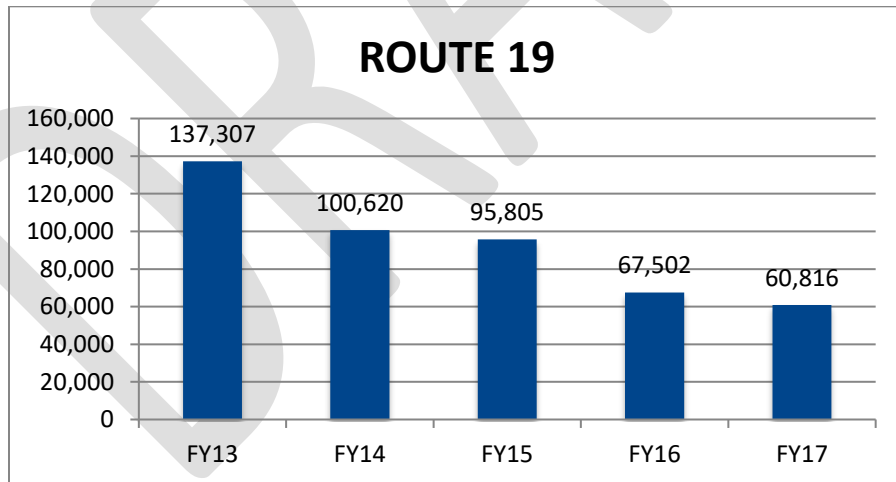
Figure 2-9
Ridership by Year for Route 18



Route 18 serves the east Naples area making connections at Intermodal Transfer Facility. This route has demonstrated steady ridership consistent with a maturing fixed route service. Route 18 provides fixed route service six (6) days a week.

Modifications: None

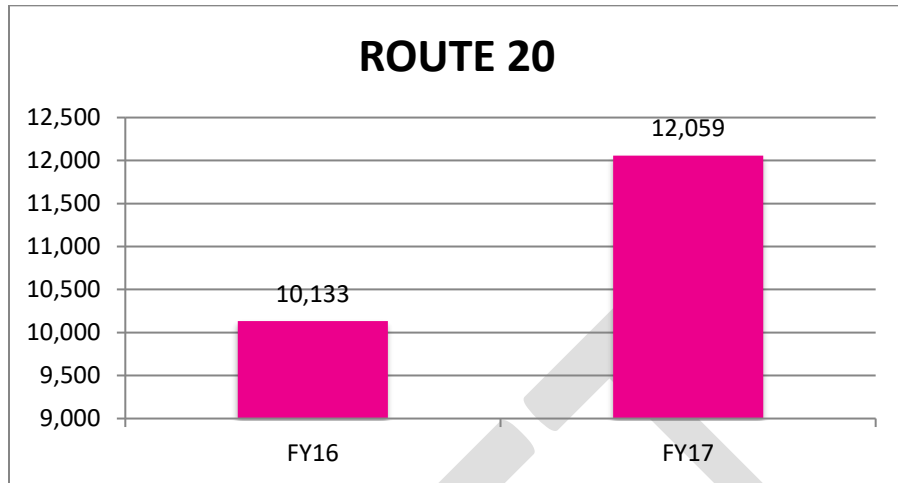
Figure 2-10
Ridership by Year for Route 19



Route 19 currently serves the Immokalee to Naples and the other way around making connections at Intermodal Transfer Facility and Immokalee Health Department. Route 19 provides fixed route service seven (7) days a week. A reduction in revenue hours occurred during the fiscal year 2016 to create route 28. Route 28 and Route 19 have the same origin and destination but travel on different roads.

Modifications: None

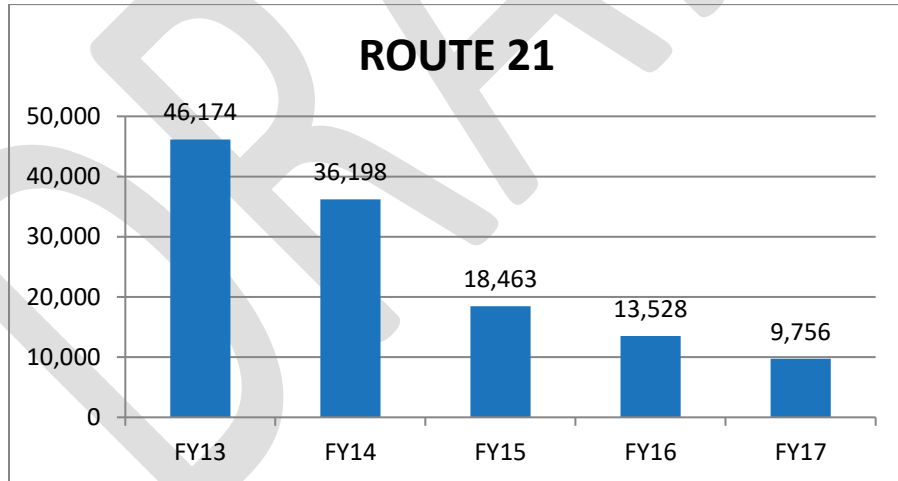
Figure 2-11
Ridership by Year for Route 20



Route 20 serves the Pine Ridge Road area making connections at CAT Ops. Route 20 provides fixed route service seven (7) days a week, for a limited number of hours throughout the day.

Modifications: None

Figure 2-12
Ridership by Year for Route 21



Route 21 serves as the Marco Island circulator. Route 21 provides fixed route service seven (7) days a week, for a limited number of hours during the day.

Modifications: None

Figure 2-13
Ridership by Year for Route 22

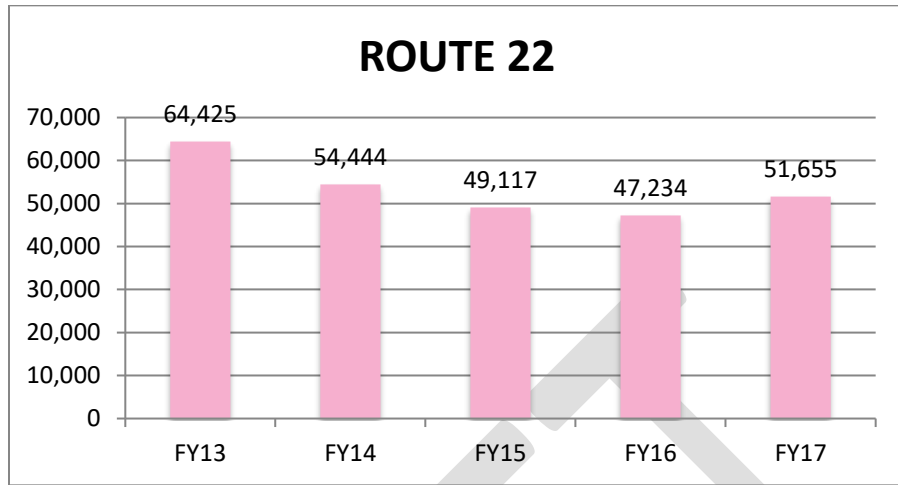
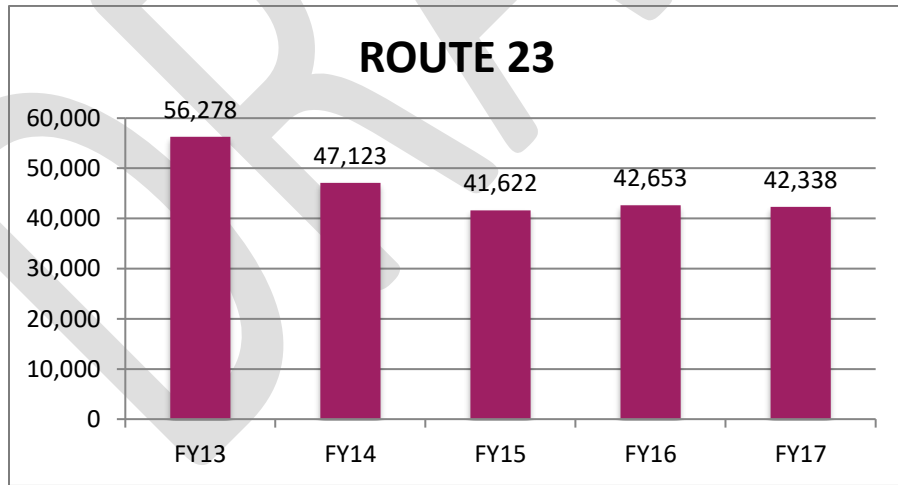


Figure 2-13 shows ridership trends on Routes 22.

Route 22 serves as an Immokalee Circulator. Route 22 provides fixed route service seven (7) days a week.

Modifications: None

Figure 2-14
Ridership by Year for Route 23



Route 23 serves as an Immokalee Circulator. Route 23 provides fixed route service six (6) days a week.

Modifications: In FY2017 Planning was conducted and Public meetings for future route changes.

Figure 2-15
Ridership by Year for Route 24

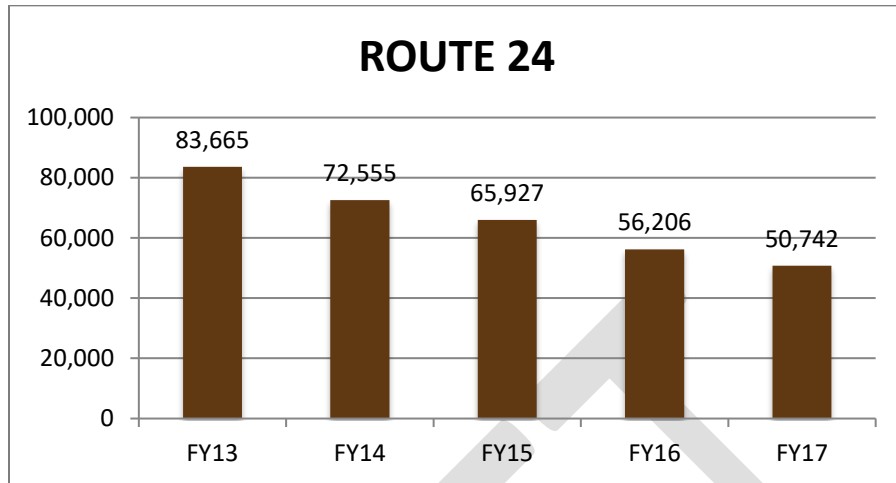
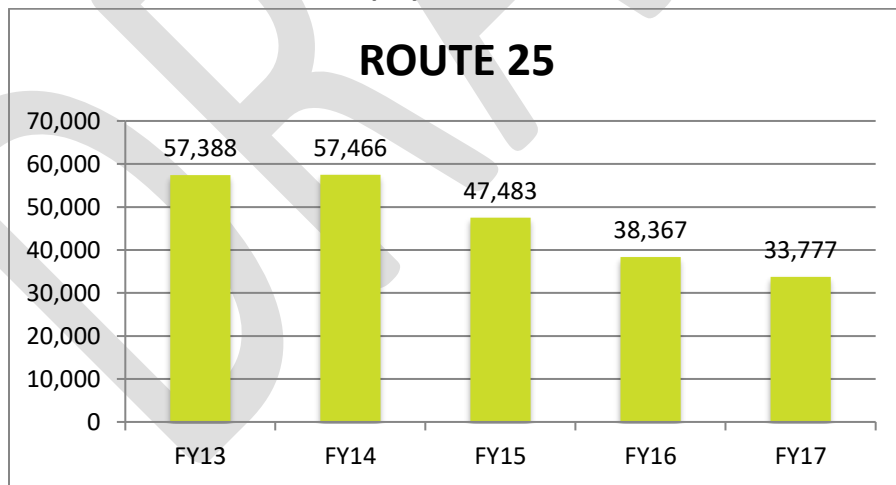


Figure 2-15 shows ridership trends on Routes 24.

Route 24 serves the south Naples/ Charlee Estates area. Route 24 provides fixed route service seven (7) days a week.

Modifications: In FY2017 Planning was conducted and Public meetings for future route changes.

Figure 2-16
Ridership by Year for Route 25



Route 25 serves the Golden Gate Parkway and Goodlette-Frank Road corridors. Route 25 provides fixed route service seven (7) days a week, limited service on Sunday.

Modifications: None

Figure 2-17
Ridership by Year for Route 26

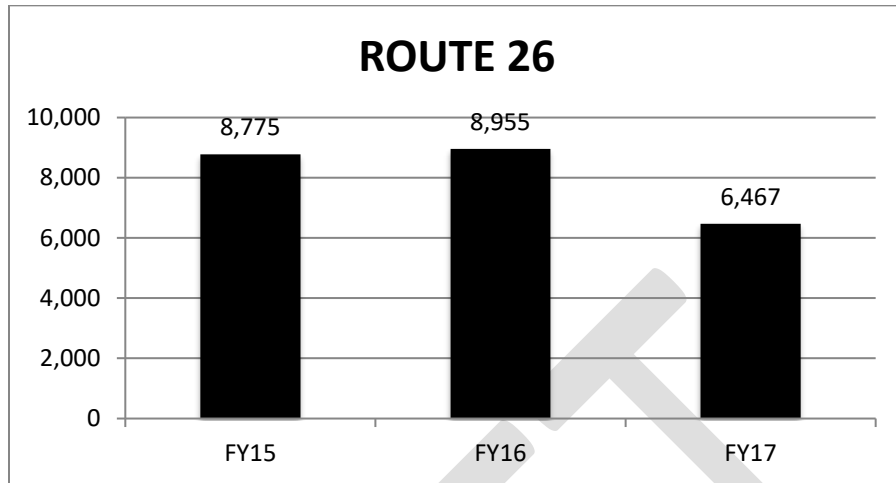


Figure 2-17 shows ridership trends on Routes 26.

Route 26 serves the Pine Ridge Rd and Golden Gate City area, includes Naples blvd and Clam Pass Park. Route 26 provides fixed route service seven (7) days a week, limited hours throughout the day.

Modifications: None

Figure 2-18
Ridership by Year for Route 27

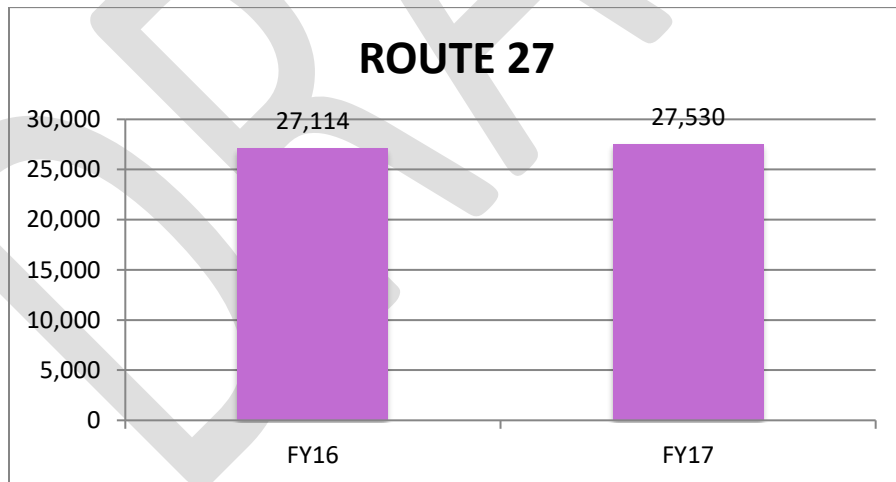


Figure 2-18 shows ridership trends on Routes 27.

Route 27 is a route that serves Collier Blvd (951) and Immokalee Rd, includes Sun n Fun Lagoon and connection with 11,12, and LinC at creek side super stop. Route 27 provides fixed route service seven (7) days a week.

Modifications: None

Figure 2-19
Ridership by Year for Route 28

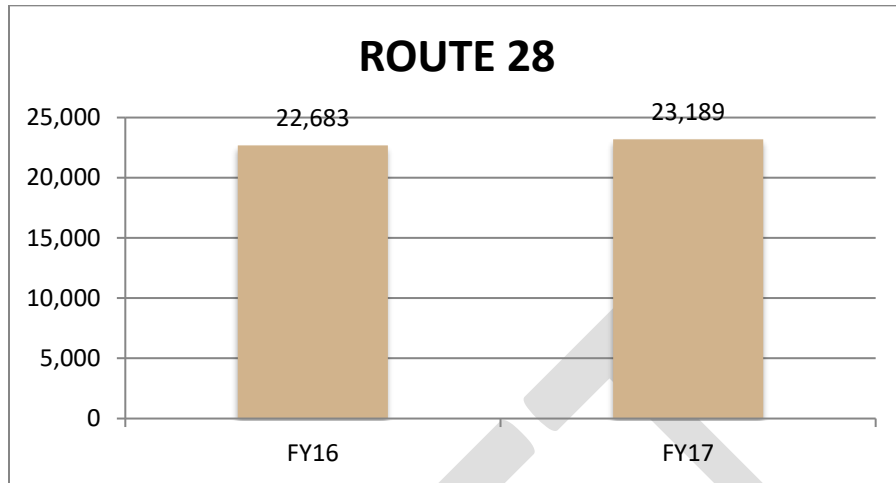
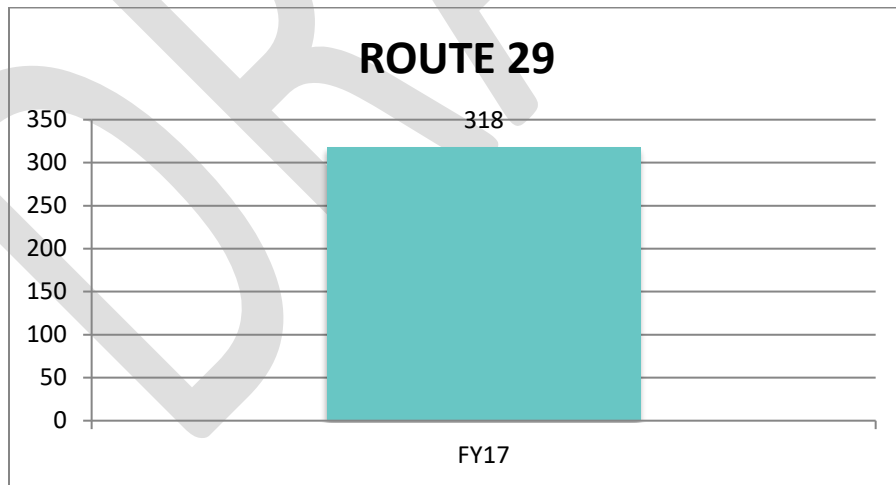


Figure 2-18 shows ridership trends on Routes 28.

Route 28 is a route that serves Oil Well Rd and Everglades Blvd, a reduction in service hours to Route 19 occurred to create Route 28. Route 28 and Route 19 origin and destination are the same but travel on different road ways.

Modifications: None

Figure 2-20
Ridership by Year for Route 29



Route 29 CAT partnered with Collier County Parks and Recreation, the Florida Department of Transportation and the Collier County Tourist Development Council to offer a beach trolley. The trolley operated from 9 a.m. to 3 p.m. daily starting Saturday, Feb. 4, 2017 through Sunday, May 28, 2017. The trolley started at the North Collier Regional Park Administration Building. The trolley ran every 60 minutes and served Vanderbilt Beach, Delnor-Wiggins Pass State Park and Conner Park.

Modifications: New Route

Figure 2-21
Ridership by Year for Route 121

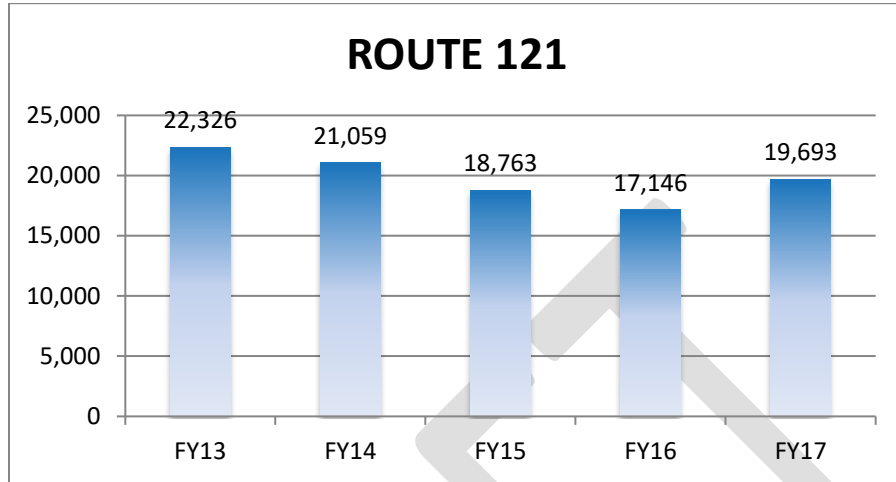


Figure 2-20 shows ridership trends on Routes 121.

Route 121 Express route that serves the area of Immokalee and Marco Island. Early morning trip from Immokalee to Marco Island and an afternoon trip from Marco Island to Immokalee area. This route has demonstrated steady ridership.

Modifications: None

Fare Changes

Resolution 2013-28 was amended by the Board of County Commissioners on April 28, 2015, which modified the fixed route fee schedule. The Board of County Commissioners approved fares are shown in **Table 2-2**. Changes made to the fare structure included the establishment of a Summer Paw Pass Program and a Corporate Employee Discount Pass Program as description below.

Summer Paw Pass Program

Summer Paw Pass was established to ensure that students have access to affordable transportation to broaden their accessibility to libraries, parks, museums and summer internships, employment opportunities and gain familiarity with the transit system. Students age 17 and under would be eligible for the paw pass. It would be valid from June 1 each year through August 31 to coincide with summer break.

Corporate Employee Discount Transit Pass Program

PTNE implemented the corporate discount program for employers with an employment base of 300 or more employees working in Collier County. The program will benefit such employees by providing a reduced stress transportation option, as well as lowering their monthly costs to travel to work. According to information gained for the development of the Transit Development Plan (TDP), there are over 35 businesses and organizations with an employment base ranging from 300 to 5,000 employees. The program is provided to both Private and Public Employers.

**Table 2-2
Fare Structure**

SERVICE CATEGORY/ CATEGORIAS DE SERVICIO	FARE/ TARIFAS	REDUCED¹ FARE/TARIFA REDUCIDA
One-way Fare / Tarifa de un viaje	\$1.50	\$0.75
Children 5 Years and Younger Niños de 5 años o Menos	Free	Free
Marco Express	\$2.50	\$1.25
Transfer / Transferencia	\$0.75	\$0.35
Day Passes / Pase Diario	\$4.00	\$2.00
SMART CARD PASSES / TARJETAS		
Smart Card/ Tarjeta		\$2.00
7-Day Pass / Pase de 7 dias	\$15.00	\$7.50
30 Day Pass / Pase de 30 Días	\$35.00	\$17.50
Marco Express 30 Day Pass / Pase de 30 Dias	\$70.00	\$35.00
DISCOUNT PASSES² / PASE CON DESCUENTO		
Summer Paw Pass (includes / incluye Smart Card) Valid/valido Jun 1 st - Aug 31 st , 17yrs Under/ o menor		\$30.00
Corporate Pass (300 to 500 Employees) Pase Corporativo (300 a 500 Empleados)		\$31.50/mo.
Corporate Pass (300 to 500 Employees) Pase Corporativo (Desde 500+ Empleados)		\$29.75/mo.
¹ Reduced fares are for Members of Medicare, Disabled Community, those 65 years and older, and children 17 and under. Government issued picture ID required. ¹ Las tarifas reducidas son para los miembros de Medicare, Comunidad Desahilitada, aquellos de 65 años o mayor y jóvenes de 17 o menores. Identificación gubernamental con foto requerida ² Discount Passes are for persons eligible under the identified programs. ² Las Tarifas Reducidas son para personas eligible en los programas identificados.		

There were no additional fare changes made since the last TDP update.

Capital Equipment and Facility Changes and Improvements

There are currently two (2) passenger transfer stations and five (5) passenger transfer points provided on the CAT system as shown on **Figure 2-20**. The two transfer stations are located at the Intermodal Transfer Facility at the government complex and the CAT Radio Road Operations facility. Other transfer point locations include: Walmart Plaza; Pine Ridge and Goodlette-Frank Rd (Magnolia Square Plaza); Coastland Center; Creekside (Immokalee Road); and the Health Department in Immokalee.

CAT's principal passenger transfer station is located on the Intermodal Transfer Facility at the government complex. Grants were awarded for the design and construction of a permanent multimodal passenger transfer station at the Government Center which was completed in 2013. The secondary Transfer station is located at the Radio Road Operations Facility. Improvements to Radio Road Operations Facility was designed in phases. Phase 1 was completed in January 2016 and consisted of a Fuel station, rehabbing the maintenance garage, installation of an elevator in the Operations Building, improvements to the Customer Service reception desk, constructing passenger restrooms and reconstruction of existing employee restrooms to make them ADA accessible. In February 2016 phase 2 commenced, and consisted of the construction of a Canopy for the sawtooth bus bay, constructing a Bus Wash building and associated equipment, and the installation of an asphalt parking lot for bus storage. Phase 2 construction was completed in November 14th, 2017. As a separate project, a DEF station was installed and integrated into the recently constructed fuel station. As capital needs are identified, the design and construction improvements at Radio Rd will be phased in as funding is obtained.

PTNE has been working diligently towards installing bus shelters throughout the County to provide an enhanced experience for the passengers using the service. The construction of 35 ADA accessible bus stops and 3 shelters commenced in FY2017 and was completed in early FY2018.

**Figure 2-22
System Map**

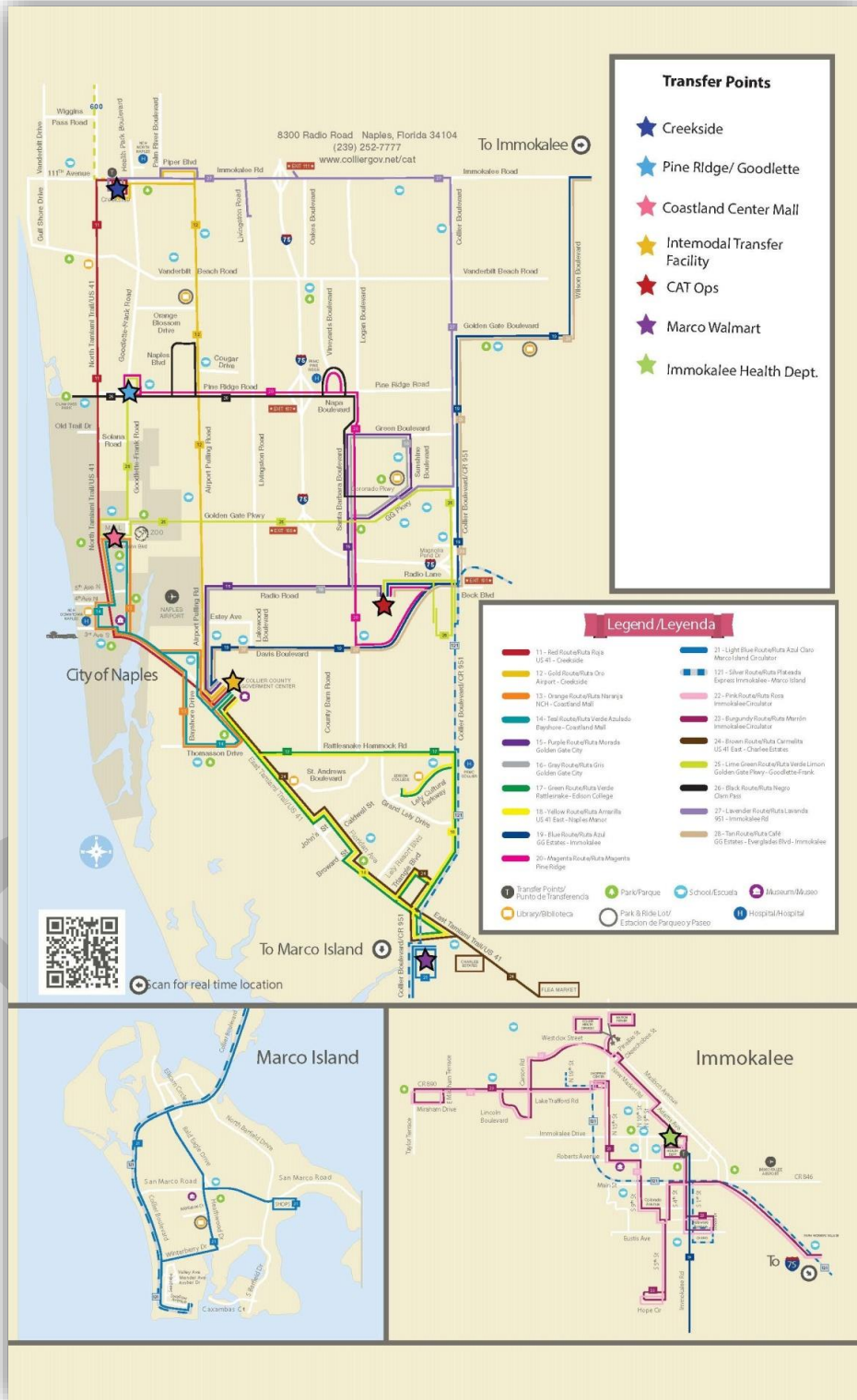


Figure 2-23
Route 29 Beach Trolley



Collier Area Transit Operations and Administration Facility (CAT Ops)

Collier County purchased a ten-acre site at 8300 Radio Road, Naples, Florida in 2007. The property is located on the south side of Radio Road, a short distance west of the Radio Road/ Davis Boulevard intersection. When this property was purchased, Collier County intended to use the site for all CAT operations including a passenger transfer station. However, due to zoning restrictions, only the CAT Operations and Administration uses were approved and implemented when the facility opened.

Collier County was granted a conditional use to allow the facility to serve as a secondary transfer center in March 2010. Minor improvements were completed in January 2011 (portable restrooms, signage and striping, and construction of steps) with local funding so that transfer activities could take place at the facility, but many more upgrades are still necessary to allow the facility to serve as a true transit transfer site. Since January 2, 2011, CAT Routes 15, 16, 19, 20, and 25 connect at the Radio Road site.

In July 2011, a permanent generator was installed at the Radio Road facility to allow operations to be maintained in the event of a power outage. CAT was awarded FTA funding for design and construction of further improvements to the existing facility. Design began in 2011 and was completed in 2013. The project included the addition of a permanent transfer station, construction of a fueling island and bus wash facility, construction of ADA compliant restrooms, and other necessary improvements to enhance existing operations, safety, and security. Additionally, the project included elements to upgrade the

building and site to current ADA standards. Construction was completed in phases over several years due to the limited funding available.

In January 2016, the following improvements were completed, including passenger restrooms and an elevator to the administration building, construct a fuel island and saw-tooth bus bay, and to modify the existing maintenance building to accommodate buses. Phase II improvements commenced in April 2016 and includes adding a bus wash facility, additional parking for buses and a canopy over the saw-tooth bus bay. These improvements were completed in November 2017



Bus Shelter Construction

Shelter design for 15 shelters were completed in FY2017 with construction planned for fiscal year 2018. The construction of the shelters will consist of the shelter infrastructure, bench, bike rack, and boarding and lighting pad.

Customer Marketing

Events Participation during FY15 (Oct 2016 - Sept 2017)

Annual Collier County Senior Expo: This event is held at the Golden Gate Community Center in February of every year to educate seniors of Collier County about fitness programs, safety, public transportation, gardening, pet adoptions and various other services available to them.

Try it Transit Day: This event is an element of the Collier Area Transit community outreach program and it was held on April 2017. In order to increase public awareness CAT provides incentives to citizens of Collier County encouraging transit usage. The target groups are choice riders who normally commute alone by automobile, and bicyclists who do not currently utilize CAT as part of their transportation mode. The ultimate goal is to reduce the number of vehicles on the roadways, reducing traffic congestion and lowering greenhouse gas emissions by utilizing transit.

Immokalee Christmas Parade: In an effort to continue to educate and provide continuing outreach to the residents of Immokalee CAT participated in the Christmas parade in December 2016. The parade featured a float competition which Collier Area Transit "CAT" bus entered. The bus was decorated with holiday lights and gave away holiday candies to the passersby that lined the local streets.

Immokalee Sunflower Festival: On October 1st, 2016, to further provide information to the community Collier Area Transit participated in the event by giving bus tours and providing information, giveaways at a booth.

Collier County Health Expo: On January 18, 2017 Collier County Human Resources hosts an event annually to promote available Health Care, Financial, and Community resources to Collier County employees. CAT in partnership with Commuter services participates by providing relevant information on how to utilize the CAT System and subscription to Commuter Services.

Trucks, Trucks, Trucks: On February 17, 2017 CAT participated in an event by providing information about public transportation and displaying a bus for children at the South Regional Library

Collier County Sheriff's Safety Fair for Kids: On July 24, 2017 CAT participated in an event for families with a booth to provide information on how to ride the bus.

Florida SouthWestern State College Community Resource Fair: On August 23, 2017 Collier Area Transit provided information to college students and encourage them to utilize the bus by providing

them information on the health, cost savings, and environmental benefits of using the public transportation.

DRAFT

Section 3 REVISIONS TO THE IMPLEMENTATION PLAN

This section provides a comparison of accomplishments in FY 2016 to the Implementation Plan as part of the 2015 Major Transit Development Plan (TDP). This section also provides an analysis of all discrepancies between the 2015 Major TDP, the implementation in the past year (FY 2015), and any revisions to the steps that will be taken to attain the original goals and objectives in future years.

Accomplishments in the Past Fiscal Year:

Bus Shelter Construction – CAT designed 15 shelters throughout Collier County. Infrastructure have been purchased and construction will occur in fiscal year 2018.

ADA Bus Stop Improvements: CAT obtained grant funding for the design and construction of bus stop improvements to meet ADA accessibility standards. 50 stops were designed using the grant and the construction 35 stops has commenced and will be completed by fiscal year 2018.

New transit route: Route 29 Beach trolley was implemented to assist with beach access for the volume of visitors and residents during seasonal months. This project was a joint effort with the Collier County Tourist Development Council (TDC). The ridership on the route was not as anticipated due to the length of the route. Modification were proposed for the following season.

Hurricane Irma hit Collier County on September 10th, 2017. Collier Area Transit (CAT) played a role in the pre- and post-hurricane preparedness and recovery. Prior to the storm CAT provided transportation to resident to dialysis and other medical treatment so they would be ready during the storm. Transportation was also provided to residents who evacuated to shelters within the community. After the hurricane many of the evacuees had not place to return to due to damage or lack of electricity. For continued support CAT provided vehicles to serve as cooling stations for residents and first responders. CAT was able to restore transit service as soon as 2 days after the hurricane, free to passengers. When it was safe to return home, CAT provided transportation from shelters but to the safety of home.

RFP 15-6424 Services Contract for the Collier Area Transit (CAT) Fixed Route and Paratransit Programs:

Previously, every five years, the County competitively bid the Management Services Contract of the Collier Area Transit (CAT) Fixed Route and Paratransit Program. The previous contract was scheduled to expire in October 2015 but was extended to March 2016. In order to maintain the existing level of Transit services the Public Transit and Neighborhood Enhancement Division sought procurement of these services through a Request for Proposal (RFP) process.

The County issued Request for proposal # 15-6424, "Management Services Contract for the Collier Area Transit (CAT) Fixed Route and Paratransit Program," on April 27, 2015. By consensus of the selection committee, the recommended Scheduling & Dispatching firm for award is MTM and the recommended Operations firm for award is MV Transportation, Inc.

Staff recommended the award of RFP 15-6424, Management Services Contract for the Collier Area Transit (CAT) Fixed Route and Paratransit Programs, to Medical Transportation Management, Inc., d/b/a

Southeast MTM, Inc. (MTM) for Scheduling and Dispatch Services and to MV Transportation, Inc. for Transit Operation Services for a five (5) year period with three (3) one (1) year renewal options which commenced on March 26, 2016.

DRAFT

Section 4 Goals, Objectives, Initiative

Objective/ Initiative	Description	Implemented	Assessment
Goal 1 Operate a cost effective and sustainable public transportation system that safely and efficiently meets the needs of Collier County's residents and visitors.			
Objective 1.1	Improve efficiency, quality, and level of service to adequately serve residents and visitors while increasing the economic vitality of transit in the county.		
Initiative 1.1.1	Establish east/west corridor service, as funding allows, by 2025 to provide alternative access to jobs, education, and recreation.	Partial	In January 2015, Route 27 commenced service and runs along Immokalee Road from Collier Boulevard to Creekside Commerce Park. Existing Route 10 provides service along Golden Gate Parkway, Route 20&26 provides service along Pine Ridge Rd.
Initiative 1.1.2	Establish north/south corridor service, as funding allows, by 2025 to provide alternative access to jobs, education, and recreation.	Partial	Route 11 (US41) and Route 12 (Airport Pulling Rd) currently provide service north/south. As funding becomes available additional routes may be established as recommended in the TDP major update.
Initiative 1.1.3	Improve the frequency of peak weekday service to 45 minutes or better on all existing CAT routes, as funding allows, by 2025.	No	Due to no increase in funding for operational purposes, increased frequency is not scheduled for implementation. PTNE staff will continue to seek additional funding.
Initiative 1.1.4	Evaluate the feasibility of premium transit services, such as bus rapid transit (BRT) within the TDP planning horizon.	No	The feasibility study for BRT has not commenced for this update. Due to no increase in revenues, this project was not included in the Transit Cost Feasible plan of the 2040 Long Range Transportation Plan.

Objective 1.2	Improve and maintain the existing transit infrastructure and bus stop accessibility within Collier County.		
Initiative 1.2.1	Continue to pursue funding for improvements to existing bus stops.	Ongoing	Collier County pursues funding for improvements to bus stops on an ongoing basis. A portion of 5307 is dedicated to bus stop improvements and 5339 has been applied for the purpose of bus stop improvements.
Initiative 1.2.2	Develop a Passenger Amenities Program by 2016.	Ongoing	CAT provides a number of amenities to our passenger through our ITS projects, for example automated announcements and Real Time Route information.
Initiative 1.2.3	Install a minimum of 10 covered, ADA-compliant, accessible bus stop shelters per year.	Ongoing	In FY17 15 shelters were designed, construction will commence in FY18.
Initiative 1.2.4	Preserve the existing transit infrastructure throughout the CAT service area.	Ongoing	8 Shelters were rehabilitated and 45 benches were replaced in FY17. In addition, the transit vendor is required to pressure wash each shelter on an annual basis, which should increase their longevity.
Initiative 1.2.5	Coordinate with the Collier County to include bus stop shelters design and installation during roadway construction projects.	Ongoing	Coordination with FDOT as well Collier County Transportation Planning occurs regularly to evaluate potential stop improvements in conjunction with roadway improvements.
Initiative 1.2.6	By 2025, implement the phased recommendations from the CAT Bus Stop ADA Assessment report	Ongoing	Designs were completed for 50 stops and construction commenced for 35 stops and will be completed by FY18
Objective 1.3	Service all current and future transit users with a focus on providing job access and allowing for a cost-effective, greener alternative to the private automobile.		

Initiative 1.3.1	Improve transit service within areas with the highest transit orientation index, as identified in the TDP Major Update, by 2025.	Ongoing	Collier County continues to explore funding opportunities for expansion,
Initiative 1.3.2	Provide efficient transit access to major employment centers, development corridors, and other significant activity centers, as funding allows.	Ongoing	Collier County continues to explore ways to expand service within existing funding limitations.
Initiative 1.3.3	Expand transit services to areas with high employment and dwelling unit densities, including Golden Gate Estates and other areas located in the eastern portion of the county, by 2025.	Ongoing	Collier County will continue to explore funding opportunities for expansion.
Initiative 1.3.4	Increase transit ridership by one percent each year.	No	Staff will continue to monitor ridership levels and strive to increase overall ridership by one percent each year. Efforts such as attending/hosting events, incorporating a Mobility Manager position in the new vendor contract have been made in an effort to promote public transit.
Initiative 1.3.5	Continue coordination with groups including the Immokalee CRA and the Bayshore Gateway Triangle CRA on projects, including land development code updates, the development of master plans, and community improvements that would affect transit service.	Partial	Staff coordinates and participates with Collier CRA's as plans are developed to ensure transit is incorporated within master plans and area improvement. Staff has plans to work with the Growth Management staff towards incorporating transit in the land development codes during Fiscal Year 2018.

Initiative 1.3.6	Coordinate with Opportunity Naples and the Greater Naples Chamber of Commerce to be an integral part of the future economic development implementation plan.	Ongoing	Staff will plan to work with the Opportunity Naples and the Greater Naples Chamber towards incorporating transit in the future economic development strategy and the implementation plan for Fiscal Year 2018. Staff is participating with the Housing Division towards their initiative to include transit with Housing Affordability efforts.
Initiative 1.3.7	Continue to coordinate with county and city departments to be an important part of future development and redevelopment plans.	Ongoing	CAT coordinates with Transportation Planning to review site development and redevelopment plans.
Objective 1.4	Create an interconnected transit network using multimodal transportation elements.		
Initiative 1.4.1	Work with Commuter Services to identify properties for park-and-ride lots in priority areas as identified within the TDP Major Update and as funding is available.	Ongoing	Collier County worked with Commuter Services to identify county owned properties that will allow the use of some parking spaces as park-and-rides (i.e. County Libraries). Grant was submitted to fund a Park and Ride Study.
Initiative 1.4.2	CAT should review and propose additional regional public transportation connections along future transit corridors, as appropriate.	Ongoing	Since the inception and as a result of the success of the LinC Route connecting Lee and Collier County, discussions have occurred regarding a secondary route. Collier County will continue to seek additional funding opportunities.
Initiative 1.4.3	Encourage local governments to provide accessible sidewalks, bus stops, and other bus stop improvements.	Ongoing	Collier County staff currently attends the MPO's Pathways Advisory Committee (PAC) and Congestion Management System/Intelligent Transportation System Stakeholders

			(CMS/ITS) committee meetings and encourages accessible sidewalks and bus stop improvements be added as part of every project.
Initiative 1.4.4	Coordinate public transportation connections with existing and planned pedestrian and bicycle pathways.	Ongoing	Collier County staff currently attends the MPO's Pathways Advisory Committee (PAC) and Congestion Management System/Intelligent Transportation System Stakeholders (CMS/ITS) committee meetings and encourages accessible sidewalks and bus stop improvements be added as part of every project. In addition, staff reviews sidewalk construction projects for bus stops improvements needed within the project limits.
Initiative 1.4.5	Continue to explore opportunities for additional bicycle storage facilities around the county.	No	Collier County will continue to explore funding opportunities for additional bicycle storage.
Initiative 1.4.6	Encourage passengers to travel with foldable bicycles that may be transported on the fixed-route buses.	No	Additional research is needed before consideration of this initiative.
Initiative 1.4.7	Continue to explore new and innovative concepts to accommodate bicycles on the fixed-route buses	Ongoing	Collier County will continue to explore new and inventive ways to accommodate bicycles on the bus
Objective 1.5	Coordinate transportation services to provide cross county connections to Lee County as appropriate based on the regional transportation and economic benefits that can be derived.		
Initiative 1.5.1	Continue to evaluate how regional services can add economic value to Collier County by increasing job access and creating alternative routes to access goods and services.	Ongoing	An evaluation was completed on the 2015 Major TDP update.

Initiative 1.5.2	Coordinate with LeeTran and FDOT to identify funding sources for the expansion of cross county public transportation services.	Ongoing	CAT and LeeTran continue to have quarterly meetings to discuss cross-county transportation service and potential funding for expansion of service.
Initiative 1.5.3	Expand transportation services to Lee County with connections to LeeTran near Immokalee.	Ongoing	As a result of the success of the LinC Route connecting Lee and Collier County, discussions have occurred regarding a secondary route. Collier County will continue to seek additional funding opportunities.
Objective 1.6	Enhance the availability of transit services for tourists and seasonal residents.		
Initiative 1.6.1	Designate a CAT representative to attend Collier County Tourist Development Council (TDC) meetings.	No	Staff has attended the TDC meetings to present progression of the Beach Trolley Route.
Initiative 1.6.2	Coordinate with the TDC to explore the potential for using tourist development tax revenue to expand and improve transit service for Collier County's tourists and visitors.	Yes	Service Development grant as well as Tourism Development Council funds were obtained to implement a seasonal Beach Trolley. The Trolley commenced service in FY17.
Initiative 1.6.3	Coordinate with the TDC to market CAT services.	Ongoing	CAT has been working with the Collier County Public Services Division to collaborate its marketing efforts. Ensuring that all advertising for CAT will be done in the most effective and efficient methods. CAT will include coordination with the TDC to market CAT services.
Initiative 1.6.4	Encourage the private market segment benefiting from tourist in Collier County to help fund transit services to this population and employees servicing the tourist population.	No	Due to a lack of staff resources, this initiative has not yet been implemented.

Initiative 1.6.5	Continue to broadcast CAT television commercials and radio advertisements.	Ongoing	Television commercials and radio advertisements have continued to be broadcasted.
Initiative 1.6.6	Monitor ridership in coordination with marketing and advertising efforts to determine increases attributable to additional marketing efforts.	Ongoing	Ridership is monitored regularly and compared to marketing efforts to review effectiveness.
Initiative 1.6.7	Proceed with developing a smartphone application to support real-time fixed-route bus locator information.	Ongoing	Scope of work has been developed procurement commenced in FY17 and award will occur in FY18.
Objective 1.7	Enhance access and availability of transit information and schedules.		
Initiative 1.7.1	Add numbers to bus stops to assist passengers and CAT representatives in determining bus stop locations and providing accurate information.	Ongoing	A new Bus Stop sign was designed to include bus stop ID numbers. Replacement of signs will commence in FY18
Initiative 1.7.2	Partner with the Chamber of Commerce to develop and disseminate a route map that depicts the locations of major destinations, including employment centers, apartments, and attractions.	No	This may present some challenges for the Division's advertising sales program.
Initiative 1.7.3	Conduct a Travel Training Day with CAT representatives riding the buses to share information with passengers and teach non-users how to use the transit system	Ongoing	The new administrative contract included a Mobility Manager and individual Travel Training has occurred, an event will be planned to conduct a larger group training
Initiative 1.7.4	Develop outreach activities to teach children how to use public transportation.	Ongoing	CAT conducts outreach activities to educate children whenever possible.
Initiative 1.7.5	Proceed with developing a smartphone application to enable the greater dissemination of CAT information.	Ongoing	Scope of work has been developed for a smartphone application. Procurement commenced in FY17 and contract will be awarded in FY18

Initiative 1.7.6	Update the CAT webpage with user-friendly features to provide easier access to route maps, trip planning, and real-time bus location information.	Yes	CAT has updated its website to incorporate a trip planner, easier/quicker access to key items such as schedules. Overall the look and accessibility was enhanced. Collier County main home page now has an icon to direct you to CAT's page. The URL was also change for better recognition and easier to remember.
Goal 2 Reduce energy demand, implement green initiatives and sustainable processes, and protect Collier County's natural resources using cost-effective and efficient technologies.			
Objective 2.1	Implement innovative programs to reduce vehicle miles traveled within Collier County.		
Initiative 2.1.1	Continue coordination with FDOT's District One Commuter Services program for the implementation of additional commuter programs.	Ongoing	Collier County continues to coordinate with FDOT District One's Commuter Services program. CAT participated in the 2017 regional program of Try Transit Day.
Initiative 2.1.2	Coordinate with public and private entities to establish new park-and ride locations for commuters.	Ongoing	CAT worked with Commuter Services to identify county owned properties that will allow the use of some parking spaces as park-and-rides (i.e.: County Libraries). CAT will continue this effort to establish more park-and-ride sites.
Initiative 2.1.3	Coordinate with the Naples Pathway Coalition, the MPO Pathways Advisory Committee, and local non-profit and/or for-profit groups to explore the potential for implementing a bicycle share program.	Ongoing	As bike sharing program discussions have surfaced, CAT staff has been at the table to coordinate as needed.
Initiative 2.1.4	Determine how Collier County can leverage additional funding to promote and provide green alternatives including federal funds for transit in parks.	No	Due to current resources constraints, this was not completed in this fiscal year. This initiative will be considered as funding becomes available.

Initiative 2.1.5	Coordinate with Collier County Driver License and Motor Vehicle Service Centers to promote CAT fixed-route services to persons unable to obtain a driver's license or with an unsafe and/or inoperable vehicle.	No	Due to a lack of staff resources, this initiative has not yet been implemented.
Objective 2.2	Implement environmentally-friendly operating procedures.		
Initiative 2.2.1	Explore potential to transition the fleet to alternative fuel vehicles for economic and environmental benefits.	Ongoing	CAT is in constant communication with the Fleet Department to analyze and research alternative fuel
Initiative 2.2.2	Where appropriate, consider the potential to purchase smaller vehicles to match the capacity requirements of the new service areas.	Ongoing	A smaller vehicle was purchased to service Marco Island to match the capacity requirements, the vehicle is in use. CAT will continue to evaluate routes to determine the need of vehicle capacity.
Initiative 2.2.3	Reduce fuel consumption by one percent each year, as service, new sources to power vehicles, and funding allows.	Ongoing	This initiative was developed with the expectation that hybrid technology would yield reductions in fuel consumption. It appears that the hybrids do not offer the reductions in fuel consumption as expected. FDOT is evaluating fuel efficiency results of hybrids and will be issuing a report upon completion. Collier County will continue to monitor this initiative.
Initiative 2.2.4	Construct future CAT facilities utilizing environmentally-friendly materials, where feasible.	Ongoing	Collier County will use environmentally-friendly materials whenever possible.
Goal 3 Build meaningful partnerships that increase the visibility of CAT, promote livability, and enhance economic and social well-being.			
Objective 3.1	Develop marketing strategies to increase ridership and improve the visibility of CAT.		

Initiative 3.1.1	Participate in local job fairs to increase knowledge about the transit system and encourage use.	Ongoing	CAT regularly participates in events to promote Public Transit.
Initiative 3.1.2	Develop marketing materials and programs to demonstrate the value and role of transit in regional carbon emissions reduction.	Yes	CAT developed a flyer describing the benefits of utilizing Public Transportation which included economic, health and environmental benefits.
Initiative 3.1.3	Distribute transit service information and user-friendly brochures to at least 25 percent of businesses within ¼-mile of existing transit routes prior to initiating the next TDP Major Update.	No	Once the brochure is developed distribution will commence. Marketing, Events and Sales coordinator will be tasked with ensuring any communication/brochures are distributed.
Initiative 3.1.4	Continue the CAT public relations campaign, including commercial and radio advertisements, designed to promote transit ridership and sustainability.	Ongoing	Commercial and Radio advertisements have continued to be broadcasted.
Initiative 3.1.5	Create a Transit Ambassador Program using volunteer transit users to spread the word about CAT and how to use the services.	No	Due to current resources constraints, this was not completed in this fiscal year. This will be considered to commence next fiscal year
Initiative 3.1.6	Hire a full-time Mobility Manager/Social Media Specialist responsible for updating the CAT Facebook page and Twitter account with the latest news and information.	Yes	A Mobility Manager was hired as part of the new administrative contract. An Event, Sales & Marketing Coordinator has been hired and will manage all forms of social media

Initiative 3.1.7	Conduct one presentation each month to an agency, including the NAACP, assisted living facilities, driver's education classes, CRAs, Wives of the Farm Workers, Good Will Industries, Homeowners Associations, pending the hire and availability of a full-time staff person at CAT designated to perform outreach functions.	Ongoing	Presentations are performed upon request and as opportunities arise.
Objective 3.2	Build partnerships for participation in discussions relating to proposed future development and redevelopment.		
Initiative 3.2.1	Coordinate with the Immokalee Seminole Casino on their future and recent developments to explore the potential for partnering to provide additional service in Immokalee and other areas.	No	In FY18 CAT is will be implementing changes to the routes in Immokalee and will coordinate with Seminole Casino and discuss partnership.
Initiative 3.2.2	Develop Transit Development Guidelines to provide the development community with guidelines on bus stop siting and design, land use and roadway design factors that affect transit design, and when to coordinate with CAT for transit services during the development process.	Ongoing	Official Guidelines have not been developed, but CAT reviews all future sites and redevelopments to encourage transit accessibility and when possible bus stop improvements.
Initiative 3.2.3	Participate in Opportunity Naples meetings and other discussions regarding future development in Collier County, pending the availability of CAT staff.	No	Due to a lack of staff resources, this initiative has not yet been implemented.
Objective 3.3	Establish intergovernmental relationships to improve and expand existing and future transit service.		
Initiative 3.3.1	Participate in quarterly meetings with Lee Tran to identify ways to improve service; including coordinating the fixed-route bus schedules between Lee County and Collier County routes connecting with the LinC.	Ongoing	Quarterly meeting occurs between Collier and Lee County to discuss current routes and possible future routes. Any schedule changes are discussed to determine impact on connection of the LinC route.
Goal 4 Coordinate public transportation services with local, regional, and state planning efforts.			

Objective 4.1	Coordinate integrated land use planning efforts to incorporate transit needs into the development review process.		
Initiative 4.1.1	Work with county and city planners to evaluate and consider the impacts of development on transit and how that could be translated into funding options for transit.	Ongoing/No	The PTNE Department has discussed the impacts of development on transit but funding has not translated from the discussion. Staff will work to pursue a potential mobility fee in the future.
Initiative 4.1.2	Participate in planning and development review meetings to ensure that county and city policies support transit services and funding needs.	Ongoing	Collier County receives notices of upcoming development review meetings and participates as required.
Initiative 4.1.3	Ensure that CAT comments on all major development regarding the provision of transit services and the capital and operational impact on transit and associated funding for these impacts.	Ongoing	Collier County monitors development meetings and responds to any request to review development. Staff continues to work hard to become more involved in the review process.
Initiative 4.1.4	Work with county and city planners to incorporate transit oriented development design into the planning process.	Ongoing	Collier County participated in the development of the Master Mobility Plan. The Plan looked at options to reduce vehicle miles traveled, including transit oriented development design. Staff will work to ensure that transit oriented development design is incorporated into the planning process.
Initiative 4.1.5	Develop a list of recurring annual meetings where transportation and land use will be topics and designate a representative to attend.	Ongoing	CAT staff attends meeting on a monthly and quarterly basis where transportation and land use is discussed.

Initiative 4.1.6	Meet quarterly with staff from the Collier County Transportation Engineering and Planning departments to identify upcoming utilities, roadway, and /or storm water projects, planning studies, and site developments that will affect the provision of transit services.	Ongoing/No	CAT staff meets with Transportation planning on a weekly basis to discuss upcoming Development projects. CAT is notified of any roadway, utilities, and or storm water projects but a reoccurring meeting has not been established.
Goal 5 Use the most efficient technologies and innovations available for transportation system operations.			
Objective 5.1	Implement and expand Intelligent Transportation System (ITS) improvements		
Initiative 5.1.1	Continue to improve customer information systems (including website) for scheduling information to encourage and increase system use.	Ongoing	Collier County continuously strives to improve information systems. In February of 2013 Collier County completed Phase I (funded by ARRA) of the ITS project which includes real-time arrival and departure. This phase included a website that allows riders to view real time bus arrival information per stop. A scope of work has been developed to develop a mobile application and onboard Wi-Fi. The website has been updated and enhanced for ease of use.
Initiative 5.1.2	Develop an Intelligent Transportation Systems (ITS) plan that includes evaluation criteria for potential and proposed ITS projects.	ongoing	Phase I (funded by ARRA) of the ITS project was completed in February of 2013. Phase II (funded by CMS) of the project will include mobile application, and onboard Wi-Fi, for CAT passengers. Phase III will include an upgraded onboard camera system and IVR.
Initiative 5.1.3	Implement a trip planner by September 2016.	Completed	CAT has developed General Transit Feed Specifications that where submitted to Google Transit and approved. Passengers can now plan

			their trip using Google Maps. Trip Planner has been incorporated into CAT's homepage
Initiative 5.1.4	Implement technology to allow for customers to reload smart cards online by 2017.	Ongoing	As part of the scope for a mobile application, mobile ticketing will be included to facility the purchase of passes via a phone.
Initiative 5.1.5	Coordinate with Lee County Transit to implement technologies that support regional acceptance of smart cards for fare payment.	No	Discussions have been made regarding a regional fare media, but nothing has been determined as feasible as of yet.
Initiative 5.1.6	Explore technology that would allow merchants to reduce the fixed route fare for patrons using smart cards.	No	Due to a lack of staff resources, this initiative has not yet been implemented in FY16. In FY17 discussion have commenced with a local merchant to sell passes.
Goal 6 Monitor and maintain service quality and standards.			
Objective 6.1	Develop ongoing processes to measure and monitor service quality.		
Initiative 6.1.1	Use the performance measures established in the 2016-2025 TDP Major Update to monitor fixed-route services on a quarterly basis. Make revisions to low-performing services and if improvements are not seen after the changes discontinue the service.	No	The Performance Measures indicated in the TDP are monitored on a monthly basis but the Evaluation of routes has not been implemented. Evaluation Methodology will be in place for FY 18.
Initiative 6.1.2	Conduct a survey at least every two years to obtain passenger information including user demographics, travel behavior characteristics, and user satisfaction.	Ongoing	Surveys have been developed and a calendar is being proposed to identify the schedule for surveying the public.
Initiative 6.1.3	Maintain an ongoing public involvement process to solicit input through discussion groups, interviews, surveys, and public workshops.	Ongoing	CAT seizes every opportunity to solicit information from the public such as events like Try Transit Day; Stuff the Bus; Trucks, Trucks, Trucks, etc. In Addition, Quarterly CAT conducts

			surveys to evaluate the service provided as well as soliciting suggestions/feedback.
Objective 6.2	Efficiently and cost-effectively upgrade and maintain the CAT fleet.		
Initiative 6.2.1	Operate a fleet of fixed-route vehicles with an average age of less than five years by 2025, as funding permits.	Ongoing	Collier County replaces fixed route vehicles as they meet their useful life dependent upon funding. All fixed route buses have a useful life of 10 to 12 years as per FTA.
Initiative 6.2.2	Perform scheduled maintenance activities for all transit vehicles to keep them operable and reduce overall vehicle costs.	Completed/Ongoing	Collier County Fleet Management performs scheduled maintenance activities for all transit vehicles on a regular basis.
Initiative 6.2.3	Develop a process for operators to communicate potential vehicle maintenance problems that feed into an ongoing preventative maintenance program and address actual maintenance problems immediately.	Completed/Ongoing	Drivers conduct pre- and post-trip inspections on all vehicles through the Zonar system and supervisors report any issues to Collier County Fleet Management. Fleet Management addresses actual maintenance problems prior to the bus leaving the Operations facility.
Goal 7 Maximize the use of all funding sources to increase services or to provide better services.			
Objective 7.1	Increase and expand revenue sources.		
Initiative 7.1.1	Review the potential for advertising inside the buses.	Completed	Collier Area Transit has an adopted Advertising Policy, the selling of advertising commenced in FY15.
Initiative 7.1.2	Educate the general public and local decision-makers on the importance of public transportation and the need for financial support.	Ongoing	Collier County educates the public and local decision-makers on the importance of public transportation and the need for financial support at every opportunity.
Initiative 7.1.3	Submit grant applications available through federal, state, local, and private sources.	Ongoing	Grants are submitted as required.

Initiative 7.1.4	Annually seek to identify and obtain available alternative revenue sources for the provision of new and improved transit services.	Ongoing	Collier County continuously searches for alternative revenue sources for new and improved transit services.
Initiative 7.1.5	Work with the County Attorney’s office to explore the possibility of establishing a 501(c)(3) that allows persons to donate funds to CAT for the purpose of “adopting a shelter” or “adopting a rider” by September 2016.	No	Due to a lack of staff resources, this initiative has not yet been implemented. The research has commenced in FY17.
Initiative 7.1.6	Establish a citizen campaign by January 2016 to educate on the benefits of creating a sales tax initiative or Municipal Services Taxing Unit (MSTU) for transit and gauge citizen support for the establishment of either an MSTU or sales tax that would provide transit service at reduced or no cost to the residents paying taxes within the boundaries.	No	Due to a lack of staff resources, this initiative has not yet been implemented.

Section 5 Tenth Year Transit Implementation Plan

The 2015 Collier County Major TDP Update included a very comprehensive list of activities leading up to the creation of an implementation plan that would guide the County’s development of services over a ten-year planning horizon.

With each annual update, an additional tenth year is added to the implementation plan. Although an additional year was added, no improvements are scheduled to take place beyond what was identified in the last progress report. Collier County will actively pursue funding opportunities to implement recommendations from the 2015 TDP.

The following items from the implementation plan were addressed with the current reporting period:

Project Description	Improvement Type	Original Year	Revised Year	Comments
Evaluate Fare Policy	Planning Priorities	2017	2017	A Fare Study for both Fixed Route and Paratransit commenced in FY2017 and will be completed in FY2018
Seasonal Beach Access Route	Fixed Route/ Fixed Guide Way Improvement	2016	2017	A Beach Trolley Route was implemented February 4 th , 2017 serving the Beaches in the northern County.
Seasonal Beach Access Route	Marketing	2016	2017	Marketing for the Beach Trolley was conducted through Social Media, Website, Email Blast, Radio, Print.

Section 6 Financial Plan

This section of the TDP presents the financial plan consisting of the capital and operating costs and revenues associated with maintaining the existing system (status quo) and with implementation of the 10-year Needs Plan. The financial plan is a planning tool utilized to quantify cost of service and related capital enhancements, but does not represent a commitment of funding or a requirement to provide any identified service/project in the year shown.

There have been no commitments from local, state, federal, or other sources to increase transit funding levels over the proposed amounts identified in the Collier County Fiscal Year (FY) 2015 Adopted Budget. Based on currently identified funding, existing service levels and capital improvements are planned through the first nine years of this TDP, with needs-based improvements being added to the tenth year, with exception of regularly occurring planning and marketing activities, a mobility management position, and the introduction of a pilot seasonal beach access route. All improvements included in the tenth year related to addressing the transit needs will require new revenue sources, along with additional revenue sources for the mobility management position and the seasonal beach access route pilot.

Numerous assumptions were made to project public transportation costs and revenues for this TDP planning timeframe of FY 2016 through FY 2025. The assumptions made for operating and capital costs and revenues are based on a variety of factors, including NTD data, trend data, operating characteristics, planning documents, the FDOT Work Program FY 2016 - 2020, the Collier MPO Transportation

Improvement Program (TIP) FY 2015 - 2019, staff correspondence, and the Collier County FY 2015 Adopted Budget. These assumptions are summarized below.

Cost Assumptions

- Costs are computed based on the federal fiscal year assuming CAT operating all but six days of service. The pilot route providing seasonal beach access was calculated with 80 days of service per year.
- Based on the Consumer Price Index (CPI) data for the last 10 years, from 2005 to 2014, the average annual inflation rate is 2.3 percent. Therefore, an annual inflation rate of 2.3 percent is used for all operating cost projections.
- Annual operating cost for fixed-route service is based on the revenue hours for each route multiplied by the revenue cost per hour. The cost per hour was determined using the FY 2013 National Transit Database cost per revenue hour of \$84.62 for fixed-route and \$63.09 for paratransit service escalated by 2.3 percent annually to a 2015 cost per revenue hour of \$88.56 and \$66.03, respectively. Each year service is in operation the inflation rate is applied to the costs of service.
- Additional expenses included in the operating costs are planning level studies that CAT may undertake directly or in coordination with the Collier MPO and the addition of a mobility management staff position proposed to be funded with competitively secured Federal 5310

Program funding. Marketing costs are also included for promoting the pilot seasonal beach access route. Some of the planning costs may be diverted within funding constraints and as necessary for marketing activities.

- Capital costs are increased based on a 3 percent annual inflation rate based on recent Florida TDPs.
- The number of replacement buses is determined based on FTA guidelines for vehicle retirement of twelve years or 500,000 miles for larger vehicles (fixed-route) and seven years or 110,000 miles for smaller vehicles (paratransit). Cost for fixed-route and paratransit vehicles is based on recent vehicle purchase data from CAT and consistent with other Florida transit agency vehicle costs. This plan utilizes an average unit cost of \$429,000 for fixed-route replacement and expansion vehicles for local bus service and \$72,700 for replacement and expansion of paratransit vehicles. The cost of the vehicle includes all technological upgrades and operating components such as bike racks, fareboxes, video cameras, Automatic Passenger Counters (APCs), and Automatic Vehicle Locators (AVLs). Also, a unit cost of \$30,000 has been assumed for support vehicles that provide supervisory and oversight transportation. The vehicle costs are in FY2015 dollars and are assumed to increase 3.0 percent annually.
- Infrastructure costs for the pilot seasonal route have been estimated at \$100,000 for initial infrastructure in 2016 and \$25,000 plus annual inflation every other year through 2020 for additional improvements as the service becomes more popular.
- The capital costs also include a unit cost of \$35,000 in annual infrastructure improvements for bus passenger amenities (bike racks, shelters, signs and benches), ITS improvements periodically throughout the planning timeframe based on projects in the work program, two park-and-ride lot studies that are developed into capital projects at a unit cost of \$396,000 based on recent TDPs and the 2012 FDOT Park-and-Ride Guide, \$25,000 annually for ADA compliance related improvements, upgrades to the existing transfer points totaling approximately \$229,000, and the addition of four new transfer points excluding land purchases in the tenth year to accommodate the proposed new services. These unit costs also were inflated by 3 percent annually.

Revenue Assumptions

- Revenues are based on varying sources including the FY 2015 Collier County Adopted Budget and the FDOT Adopted FY 2016 - 2020 Work Program and the Collier MPO FY 2015 - 2019 TIP.
- Federal Section 5307 Urban Area Formula operating assistance is based on the Collier County FY 2015 Adopted Budget, with a constant amount through FY 2019. A 3.0 percent increase is assumed each year thereafter. Federal Section 5307 capital funding is assumed as the FY 2015 FTA apportionment minus the funding used for operations each year, to include 3.0 percent escalation.

- Federal Section 5310 Elderly and Enhanced Mobility of Seniors funding is assumed to cover the costs of the Mobility manager position, which will have to be submitted and selected for funding through a competitively bid grant process. Revenues are assumed to equal the position cost annually.
- Federal Section 5311 Rural Area funding is based on the FDOT FY 2016 – 2020 Work Program, with 3.0 percent escalation added each year after FY 2020.
- State Block grant revenues are based on the Collier MPO TIP through FY 2019 and escalated by 3.0 percent thereafter. The Collier MPO TIP was consistent with the revenue identified in the Collier County Adopted FY 2015 Budget.
- State Transportation Disadvantaged Grant funding is based on the Collier County FY 2015 Adopted Budget and escalated by 3.0 percent beginning with FY 2015.
- Service Development Grant funding is based on the Collier County FY 2015 Adopted Budget for Route 11. Funding is only available for three years and due to funds being included in the FY 2015 budget, revenue is only assumed for FYs 2016 and 2017.
- County funding is the net remaining funds necessary to cover the expenses for operating costs with the exception of farebox revenues. Based on the Collier County FY 2015 Adopted Budget, County revenues are comprised of gas taxes, general fund, interest, Reserves, and other miscellaneous revenues. The County's capital contribution is based on the Collier MPO TIP through FY 2019 and escalated by 3.0 percent each year thereafter. The County's capital contributions may be met through the use of toll revenue credits, in-kind sources, or offset by additional state or federal participation that can be secured to support capital improvements.
- Farebox revenues are based on maintaining the farebox recovery ratio of 21.04 percent for fixed route and 7.43 percent for paratransit consistent with the FY 2013 NTD percentages; therefore all years include farebox revenues that total 21.04 percent of local and 7.43 percent of paratransit service costs.

Additional revenue sources will be required to balance the funding needs with the costs of the improvements. Actual revenue to fund the alternatives may be secured for these activities from any individual or combination of local, state, and federal sources, private contributions, or innovative financing techniques. When revenue is secured, staff can proceed with implementation of any listed service or improvement.

Table 6-1 shown below, is the unfunded transit priorities list as approved by the MPO Board on June 9, 2017

2017 Transit Priorities

Priority Ranking	Requested Funding / Project Estimates	Location	Description
1	\$500,000	Collier County	Enhance accessibility to bus stops to meet Americans with Disabilities Act (ADA) requirements.
2	\$500,000*	Collier County	Construction of bus shelters & amenities (bike rack, bench, trash can, etc.)
3	\$300,000****	Collier County	Required Environmental & Design Phases for future construction of a Park and Ride Facility on US 41 at the Lee County line
4	\$300,000****	Collier County	Required Environmental & Design Phases for future construction of a Park and Ride Facility at the intersection of Collier Boulevard and Immokalee Road
5	\$2,341,500***	Collier County	Extended Service Hours on existing routes - 1 additional run - 7 days a week.
6	\$2,220,000**	Collier County	Reduce headways to 45 minutes on routes 11 & 12
7	\$1,110,000**	Collier County	Lee/Collier Connection
8	\$2,220,000**	Collier County	Reduce headways to 45 minutes on routes 15 & 17
9	\$1,702,692**	Collier County	Reduce headways to 30 minutes on route 13
10	\$100,000	Collier County	Existing Transfer Point Upgrade (Coastland Mall)

* Collier PTNE recently redesigned of shelters to ensure that shelters provide more protection from the elements.

** Includes cost for 3 years estimated per route per year (Based on current operating hours). This cost does not include bus purchase.

*** Includes cost for 3 years estimated at \$780,500 per year. (Based on existing routes)

**** Cost estimate does not include right-of-way acquisition or construction.

COSTS AND REVENUES SUMMARY

Table 6-2 displays the status quo financial plan with service and funding continuing at existing levels with inflation and minor planning or capital improvements occurring. The status quo financial plan has a balanced operating budget, but results in a \$2.2 million-dollar surplus for capital over the 10-year planning horizon. The surplus is not additional funding that CAT will have available, but results based on the programming of capital funding and scheduling of capital projects. It is important to note that in previous years maintaining the current level of service resulted in the need for use of Reserve funding from Collier County. Any future year deficits in funding that may result for the provision of existing service would need to be covered through Collier County Reserve funding, an increase in fares, service reductions, or new funding sources. Table 6-2 provides a balanced status quo operating budget based on the best financial data available to project future year costs and revenues. Table 6-3 identifies the needs-based financial plan incorporating in the tenth-year service improvements and major capital investments as identified in Section 9 of the 2015 Major TDP Update. The needs-based financial plan includes a deficit of \$53.5 million dollars, comprised of \$30.8 million of operating cost and \$22.8 million of capital cost. New funding would be required to realize any service or improvement beyond maintaining the current level of service. Nevertheless, operating and capital costs for the Needs Plan have been prepared in the event that additional funding is identified.

Table 6-2 – Status Quo Financial Plan

Status Quo Financial Plan											
Cost/Revenue	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	10-Year Total
Costs											
Operating Costs											
Maintain Existing Service	\$ 9,560,937	\$ 9,780,838	\$ 10,005,797	\$ 10,235,931	\$ 10,471,357	\$ 10,712,198	\$ 10,958,579	\$ 11,210,626	\$ 11,468,471	\$ 11,732,245	\$ 106,136,979
Other Operating Expense Priorities	\$ 271,051	\$ 277,285	\$ 152,236	\$ 94,115	\$ 268,207	\$ 309,552	\$ 100,759	\$ 103,077	\$ 105,448	\$ 107,873	\$ 1,789,603
Total Operating Costs	\$ 9,831,988	\$ 10,058,123	\$ 10,158,033	\$ 10,330,046	\$ 10,739,564	\$ 11,021,750	\$ 11,059,338	\$ 11,313,703	\$ 11,573,918	\$ 11,840,118	\$ 107,926,582
Capital Costs											
Replacement Vehicles	\$ 218,124	\$ 1,370,322	\$ 231,475	\$ 931,361	\$ 2,966,765	\$ 1,863,825	\$ 1,185,520	\$ 1,960,898	\$ 1,403,793	\$ 2,690,402	\$ 14,822,485
Other Transit Capital (Infrastructure, Amenities, Technology, Misc.)	\$ 1,009,431	\$ 466,613	\$ 475,945	\$ 485,464	\$ 495,173	\$ 505,077	\$ 515,178	\$ 525,482	\$ 535,992	\$ 535,992	\$ 5,867,943
Total Capital Costs	\$ 1,227,555	\$ 1,836,935	\$ 707,420	\$ 1,416,825	\$ 3,461,938	\$ 2,368,902	\$ 1,700,698	\$ 2,486,380	\$ 1,939,785	\$ 3,543,989	\$ 20,690,428
Total Operating and Capital Costs	\$ 11,059,543	\$ 11,895,058	\$ 10,865,454	\$ 11,746,871	\$ 14,201,503	\$ 13,390,652	\$ 12,760,036	\$ 13,800,083	\$ 13,513,703	\$ 15,384,108	\$ 128,617,010
Revenues											
Operating Revenues											
Federal											
Section 5307 for Operating	\$ 1,985,426	\$ 1,525,135	\$ 1,555,637	\$ 1,586,750	\$ 1,618,485	\$ 1,650,855	\$ 1,683,872	\$ 1,717,549	\$ 1,751,900	\$ 1,786,938	\$ 16,862,547
Section 5311 for Operating	\$ 371,562	\$ 378,993	\$ 386,573	\$ 394,304	\$ 402,190	\$ 410,234	\$ 418,439	\$ 426,807	\$ 435,344	\$ 444,050	\$ 4,068,495
State											
FDOT State Block Grant	\$ 829,903	\$ 846,501	\$ 863,431	\$ 880,699	\$ 898,313	\$ 916,280	\$ 934,605	\$ 953,297	\$ 972,363	\$ 991,810	\$ 9,087,202
TD Funding	\$ 822,860	\$ 839,317	\$ 856,103	\$ 873,225	\$ 890,690	\$ 908,503	\$ 926,673	\$ 945,207	\$ 964,111	\$ 983,393	\$ 9,010,082
FDOT Service Development Grant	\$ 44,000.00	\$ 47,481.00									\$ 91,481
Local											
Existing Local Funds	\$ 4,709,613	\$ 4,803,806	\$ 4,899,882	\$ 4,997,879	\$ 5,097,837	\$ 5,199,794	\$ 5,303,790	\$ 5,409,865	\$ 5,518,063	\$ 5,628,424	\$ 51,568,952
Other											
Existing Farebox Revenues	\$ 1,132,533	\$ 1,155,183	\$ 1,178,287	\$ 1,201,853	\$ 1,225,890	\$ 1,250,407	\$ 1,275,416	\$ 1,300,924	\$ 1,326,942	\$ 1,353,481	\$ 12,400,915
Park and Ride, Auxiliary Funds, Non-Transportation, Other	\$ 31,210										
Total Operating Revenues	\$ 9,895,896	\$ 9,596,414	\$ 9,739,912	\$ 9,934,710	\$ 10,133,405	\$ 10,336,073	\$ 10,542,794	\$ 10,753,650	\$ 10,968,723	\$ 11,188,097	\$ 103,089,674
Capital Revenues											
Section 5307 Funds	\$ 912,700	\$ 1,430,954	\$ 1,459,573	\$ 1,488,765	\$ 1,518,540	\$ 1,548,911	\$ 1,579,889	\$ 1,611,487	\$ 1,643,716	\$ 1,676,591	\$ 14,871,125
Section 5339 Funds	\$ 193,539	\$ 353,562	\$ 365,428	\$ 347,686	\$ 299,327	\$ 249,571	\$ 257,058	\$ 264,770	\$ 270,860	\$ 277,089	\$ 2,878,890
Section 5310 Funds	\$ 270,196	\$ 275,600	\$ 281,112	\$ 286,734	\$ 292,469	\$ 298,318	\$ 304,285	\$ 310,370	\$ 316,578	\$ 322,909	
Existing Local Capital Contributions	\$ 120,195	\$ 122,599	\$ 125,051	\$ 127,552	\$ 130,103	\$ 132,705	\$ 135,359	\$ 138,066	\$ 140,827	\$ 143,644	\$ 1,316,099
Total Capital Contributions	\$ 1,496,630	\$ 2,182,715	\$ 2,231,164	\$ 2,250,736	\$ 2,240,438	\$ 2,229,505	\$ 2,276,590	\$ 2,324,693	\$ 2,371,981	\$ 2,420,233	\$ 19,066,114
Total Operating and Capital Revenues	\$ 11,392,525	\$ 11,779,129	\$ 11,971,076	\$ 12,185,447	\$ 12,373,843	\$ 12,565,577	\$ 12,819,384	\$ 13,078,343	\$ 13,340,704	\$ 13,608,331	\$ 125,114,358
Total Operating and Capital Costs	\$ 11,059,543	\$ 11,895,058	\$ 10,865,454	\$ 11,746,871	\$ 14,201,503	\$ 13,390,652	\$ 12,760,036	\$ 13,800,083	\$ 13,513,703	\$ 15,384,108	\$ 128,617,010
Total Operating and Capital Revenues	\$ 11,392,525	\$ 11,779,129	\$ 11,971,076	\$ 12,185,447	\$ 12,373,843	\$ 12,565,577	\$ 12,819,384	\$ 13,078,343	\$ 13,340,704	\$ 13,608,331	\$ 125,114,358
Annual Surplus/Shortfall	\$ 332,983	\$ (115,929)	\$ 1,105,622	\$ 438,576	\$ (1,827,660)	\$ (825,075)	\$ 59,348	\$ (721,740)	\$ (172,999)	\$ (1,775,777)	\$ (3,502,652)

Table 6-3 – Needs based Financial Plan

Cost/Revenue	Needs Based Financial Plan										
	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	10-Year Total
Costs											
Operating Costs											
Maintain Existing Service	\$ 9,899,896	\$ 10,127,594	\$ 10,360,529	\$ 10,598,821	\$ 10,842,594	\$ 11,091,973	\$ 11,347,089	\$ 11,608,072	\$ 11,875,057	\$ 12,148,184	\$ 109,899,809
New Service & Service Improvements	\$ 85,331	\$ 87,294	\$ 89,301	\$ 91,355	\$ 93,457	\$ 95,606	\$ 97,805	\$ 27,328,759	\$ 27,957,320	\$ 28,600,339	\$ 84,526,567
Other Operating Expense Priorities	\$ 271,051	\$ 277,285	\$ 152,236	\$ 94,115	\$ 268,207	\$ 309,552	\$ 100,759	\$ 103,077	\$ 105,448	\$ 107,873	\$ 1,789,603
Total Operating Costs	\$ 10,256,278	\$ 10,492,173	\$ 10,602,066	\$ 10,784,291	\$ 11,204,258	\$ 11,497,131	\$ 11,545,653	\$ 39,039,908	\$ 39,937,826	\$ 40,856,396	\$ 196,215,979
Capital Costs											
Replacement Vehicles	\$ 2,334,065	\$ 2,370,322	\$ 301,411	\$ 931,361	\$ 2,638,079	\$ 1,026,084	\$ 2,968,359	\$ 564,445	\$ 1,165,779	\$ 846,274	\$ 15,146,179
Expansion Vehicles	\$ -	\$ -	\$ -	\$ -	\$ 36,896.00	\$ -	\$ -	\$ 24,738,813.00	\$ -	\$ 39,953	\$ 24,815,662
Other Transit Capital (Infrastructure, Amenities, Technology, Misc.)	\$ 1,009,431	\$ 466,613	\$ 86,946	\$ 89,554	\$ 702,258	\$ 95,008	\$ 97,858	\$ 1,784,415	\$ 2,480,572	\$ 836,052	\$ 7,648,707
Total Capital Costs	\$ 3,343,496	\$ 2,836,935	\$ 388,357	\$ 1,020,915	\$ 3,377,233	\$ 1,121,092	\$ 3,066,217	\$ 27,087,673	\$ 3,646,351	\$ 1,722,279	\$ 47,610,548
Total Operating and Capital Costs	\$ 13,599,774	\$ 13,329,108	\$ 10,990,423	\$ 11,805,206	\$ 14,581,491	\$ 12,618,223	\$ 14,611,870	\$ 66,127,581	\$ 43,584,177	\$ 42,578,675	\$ 243,826,528
Revenues											
Operating Revenues											
Federal											
Section 5307 for Operating	\$ 2,586,015	\$ 1,383,200	\$ 1,424,696	\$ 1,467,437	\$ 1,511,460	\$ 1,556,804	\$ 1,603,508	\$ 1,651,613	\$ 1,689,600	\$ 1,728,461	\$ 16,602,794
Section 5311 for Operating	\$ 295,600	\$ 295,600	\$ 404,500	\$ 366,460	\$ 364,222	\$ 442,008	\$ 455,268	\$ 468,926	\$ 479,711	\$ 490,745	\$ 4,063,040
State											
FDOT State Block Grant	\$ 895,588	\$ 925,155	\$ 971,412	\$ 1,019,983	\$ 1,070,982	\$ 1,110,157	\$ 1,143,462	\$ 1,177,765	\$ 1,204,854	\$ 1,232,565	\$ 10,751,923
TD Funding	\$ 950,563	\$ 979,080	\$ 1,008,453	\$ 1,038,706	\$ 1,069,867	\$ 1,101,963	\$ 1,135,022	\$ 1,169,073	\$ 1,195,962	\$ 1,223,469	\$ 10,872,157
FDOT Service Development Grant											\$ -
Local											
Existing Local Funds	\$ 5,339,686	\$ 5,484,896	\$ 5,354,080	\$ 5,388,626	\$ 5,656,707	\$ 5,793,370	\$ 5,681,228	\$ 5,781,536	\$ 5,914,511	\$ 6,050,545	\$ 56,445,185
Other											
Existing Farebox Revenues	\$ 1,672,371	\$ 1,710,835	\$ 1,750,184	\$ 1,790,439	\$ 1,831,619	\$ 1,873,746	\$ 1,916,842	\$ 1,960,929	\$ 2,006,030	\$ 2,052,169	\$ 18,565,164
Park and Ride, Auxiliary Funds, Non-Transportation, Other											
Total Operating Revenues	\$ 11,739,823	\$ 10,778,766	\$ 10,913,325	\$ 11,071,651	\$ 11,504,857	\$ 11,878,048	\$ 11,935,330	\$ 12,209,842	\$ 12,490,668	\$ 12,777,954	\$ 117,300,264
Capital Revenues											
Section 5307 Funds	\$ 971,266	\$ 1,041,900	\$ 1,073,157	\$ 1,105,352	\$ 1,138,512	\$ 1,172,668	\$ 1,207,848	\$ 1,244,083	\$ 1,272,697	\$ 1,301,969	\$ 11,529,452
Section 5339 Funds	\$ 353,562	\$ 353,562	\$ 365,428	\$ 347,686	\$ 299,327	\$ 249,571	\$ 257,058	\$ 264,770	\$ 270,860	\$ 277,089	\$ 3,038,913
Existing Local Capital Contributions	\$ 862,746	\$ 888,629	\$ 915,287	\$ 942,746	\$ 971,028	\$ 1,000,159	\$ 1,030,164	\$ 1,061,069	\$ 1,085,474	\$ 1,110,439	\$ 9,867,741
Total Capital Contributions	\$ 2,187,574	\$ 2,284,091	\$ 2,353,872	\$ 2,395,784	\$ 2,408,867	\$ 2,422,398	\$ 2,495,070	\$ 2,569,922	\$ 2,629,030	\$ 2,689,498	\$ 24,436,106
Total Operating and Capital Revenues	\$ 13,927,397	\$ 13,062,857	\$ 13,267,197	\$ 13,467,435	\$ 13,913,724	\$ 14,300,446	\$ 14,430,400	\$ 14,779,764	\$ 15,119,699	\$ 15,467,452	\$ 141,736,371
Total Operating and Capital Costs	\$ 13,599,774	\$ 13,329,108	\$ 10,990,423	\$ 11,805,206	\$ 14,581,491	\$ 12,618,223	\$ 14,611,870	\$ 66,127,581	\$ 43,584,177	\$ 42,578,675	\$ 243,826,528
Total Operating and Capital Revenues	\$ 13,927,397	\$ 13,062,857	\$ 13,267,197	\$ 13,467,435	\$ 13,913,724	\$ 14,300,446	\$ 14,430,400	\$ 14,779,764	\$ 15,119,699	\$ 15,467,452	\$ 141,736,371
Annual Surplus/Shortfall	\$ 327,623	\$ (266,251)	\$ 2,276,774	\$ 1,662,229	\$ (667,767)	\$ 1,682,223	\$ (181,470)	\$ (51,347,817)	\$ (28,464,479)	\$ (27,111,223)	\$ (102,090,157)



Section 7 Farebox Recovery Report

(In Compliance with Section 341.071, F.S.)

ANNUAL FAREBOX RECOVERY RATIO REPORT – May 2017 COLLIER AREA TRANSIT NAPLES, FLORIDA

Current Farebox Recovery Ratio

The farebox recovery ratio (FRR) for Collier Area Transit (CAT), the public transportation provider for Collier County, was approximately 12 percent for federal fiscal year (FFY) 2017. It is important to note that the FFY 2016 National Transit Database (NTD) report is still being finalized; therefore, this data is subject to minor changes. During the period from FFY 2011 to FFY 2014, the average farebox recovery for fixed-route was approximately 20 percent, indicating that there is not a great deal of fluctuation in cost and fare revenue.

Prior Year Fare Studies and Changes

The last CAT fare increase for fixed-route service was implemented effective March 2009. As a result, the current full fare on the fixed-route system is \$1.50 and the reduced fare is \$0.75. Also effective March 2009, CAT introduced transfer fees of \$0.75 for full fares and \$0.35 for reduced fares.

Resolution 2012-192 was adopted by the Board of County Commissioners on October 23, 2012, which modified the fixed-route fee schedule to include smart card fees and authorized discounted monthly passes for Collier County employees.

Also, effective October 2012, the fares on the paratransit system were increased to \$3.00 per one-way Americans with Disabilities (ADA) trip with TD fares varying from \$1.00, \$3.00, \$4.00, \$5.00, or \$7.00 per one-way trip based on an income scale.

STRATEGIES THAT WILL AFFECT THE FAREBOX RECOVERY RATIO

The 2016-2025 Transit Development Plan (TDP) Major Update identified strategies that will be used to maintain or increase the farebox recovery ratio, including the following:

Monitor key performance measures for individual fixed-routes.

- Ensure that transit serves major activity centers, potentially increasing the effectiveness of service.
- Increase ridership through enhanced marketing and community relations activities.
- Consider additional service to major attractors like the beach or parks to increase ridership and offset cost.
- Provide local employers with incentives for transit use.
- Minimize costs required to operate and administer transportation services.
- Evaluate the fare structure and implement a fare increase by FY2017. Continue to evaluate the fare structure every three years.
- Monitor opportunities to secure additional funding to improve frequencies on existing routes and attract new riders.
- Add additional buses to improve frequencies and improve the customer experience and attract new riders.
- Meet with hotels and other private entities to form public-private partnership and discuss potential incentives to increase transit use.
- Conduct on-board surveys every three years to gather information on how to make services more convenient and useful to patrons.
- Increase ridership by continuing to transition transportation disadvantaged passengers to the fixed-route system.