



**Public Transit Advisory Committee
Collier Area Transit
Virtual Zoom Meeting
8300 Radio Rd, Naples FL 34104
October 20, 2020
3:00 p.m.**

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. September 15, 2020 Minutes
5. Committee Action
 - a. Final Park & Ride Study Report
 - b. Florida Developmentally Disadvantaged Council Grant Endorsement
6. Reports and Presentations
 - a. CAT Performance Measures
7. Member Comments
8. Public Comments
9. Next Meeting Date – **November 17th, 2020 (Location TBD)**
10. Adjournment

Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future BCC meeting.

Collier Area Transit operates in compliance with Federal Transit Administration, (FTA) program requirements and ensures that transit services are made available and equitably distributed and provides equal **AGENDA** access and mobility to any person without regard to race, color, or national origin, disability, gender or age. Title VI of the *Civil Rights Act of 1964*; FTA Circular 4702.1A, "Title VI and Title VI Dependent Guidelines for Federal Transit Administration Recipients.

Anyone who required an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Naples, Florida 34112 or 239-252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

September 15, 2020

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 via hybrid video/teleconference/in-person at the Collier Area Transit Office, 8300 Radio Road, Naples FL 34104, with the following members present:

ADVISORY COMMITTEE MEMBERS PRESENT:

Chairman: Mr. John DiMarco
Vice-Chairman: Mr. Arthur Dobberstein
Mr. James Bennett
Mr. Peter Berry
Mr. Devon Browne
Ms. Sonja Lee Samek

ABSENT:

Mr. James Caton

ALSO PRESENT:

Ms. Michelle Edwards-Arnold, Director, Public Transit and Neighborhood Enhancement
Mr. Omar DeLeon, Public Transit Manager, Collier Area Transit
Mr. Zachary Karto, Senior Planner, Collier Area Transit
Ms. Tamarin Kirby, Planner, MV Transportation, Inc.
Ms. Josephine Medina, Planner, MV Transportation, Inc.
Mr. Braian Morales, General Manager, MV Transportation, Inc.

I. Call to Order

Mr. DiMarco called the meeting to order at 3:00 P.M.

II. Roll Call

Roll call was taken, and a quorum established.

III. Approval of Agenda

Mr. Dobberstein suggested consideration of discussion of the Adoption of Committee By-laws (Item V. b.) prior to the Election of Chair and Vice Chair (Item V. a.), as currently reflected on the agenda. The benefit was noted of having a clear understanding of the mission and scope of the By-laws prior to consideration of the commitment of an Officer position on the Advisory Committee. Ms. Arnold clarified that the By-laws draft contains a large scope of information and would require discussion by the full Committee, after which the draft may be revised or accepted. Following this clarification, Mr. Dobberstein withdrew his suggestion for a change in the order of the agenda.

Mr. Berry entered a motion to approve the September 15, 2020 meeting agenda. Mr. Bennett seconded the motion. All were in favor. The motion was carried.

IV. Approval of Minutes – July 21, 2020

Mr. Dobberstein noted a commitment in the July 21, 2020 minutes from Staff to disseminate a list of the 12 previously identified, potential Park-n-Ride locations and inquired if the list had been distributed. Mr. DeLeon confirmed having done so shortly after the July meeting.

Mr. Berry entered a motion to approve the July 21, 2020 meeting minutes. Mr. Bennett seconded the motion. All were in favor. The motion was carried.

V. Committee Action

a. Election of Chair and Vice Chairperson

In accordance with Ordinance No. 2016-07, the Members of the Public Transit Advisory Committee (PTAC) shall elect a Chairperson and Vice-Chairperson on an annual basis from amongst its members, provided a quorum has been established.

Chair Nominations:

Mr. Bennett nominated Mr. DiMarco for the Chair position. There were no additional nominations.

Mr. Bennett entered a motion to nominate Mr. DiMarco for the Chair position. Mr. Berry seconded the motion. All members in attendance were in favor. The motion was passed unanimously.

Vice-Chairperson Nominations:

Mr. DiMarco nominated Mr. Dobberstein for the Vice-Chairperson position. There were no additional nominations.

Mr. DiMarco entered a motion to nominate Mr. Dobberstein for the Vice-Chairperson position. Mr. Bennett seconded the motion. All members in attendance were in favor. The motion was passed unanimously.

b. Adoption of Committee By-Laws

Ordinance #2016-07, which converted the Public Transit Advisory Committee (PTAC) from an Ad Hoc Committee to a permanent Advisory Board, was approved by the Collier County Board of Commissioners (BCC). The ordinance identifies functions, powers, and duties of the committee, as well as establishes the terms of the office and general rules of procedures. The adoption of By-laws is a requirement of the Ordinance for the scope and transaction of business. Staff has drafted a set of By-laws which is now presented to PTAC for review and approval; effective following an affirmative vote of two-thirds of the quorum, and with final approval by the BCC. Ms. Arnold noted the ability for modifications to the draft document.

Mr. Dobberstein expressed concern that “mass transit services”, as stated in **Article II, Jurisdiction**, was a limited definition of PTAC responsibilities based upon the broad range of issues historically discussed and explored by PTAC. Ms. Arnold clarified that “mass transit services” is taken directly from the governing Ordinance, and meant as a general term for transportation and is non-limiting; an open-ended term to discuss all components of transit service which may be part of a transit solution for Collier County. The intent was to be all-encompassing, not limited to fixed route service, but also to include other modes of transit, such as paratransit, vanpools, ride-sharing, etc. Mr. Bennett suggested that this language allowed for broader discussion and exploration related to the general movement of people and that specific itemization would be limiting. Following discussion and clarification of intent, committee members agreed to retain the language as written.

Article IV, Election of Officers, Section 1 of the draft states the “Nomination of Chair and Vice-Chair shall be made from the floor at the annual organization meeting in February of each year, and the election shall be held immediately thereafter.” Ms. Arnold questioned if the assignment of an election date was useful or whether flexibility should be considered, noting the possibility of a lack of a quorum, no meeting due to lack of discussion topics, or even a pandemic. Mr. Bennett noted that commitment to a date would be necessary if it were reflected in the By-laws. In view of the election of new officers at the current meeting, Mr. Bennett questioned whether a re-election would be necessary in February if the By-laws draft were approved as written. Ms. Arnold clarified that a re-election would be necessary in February, to be held annually thereafter. Mr. Berry suggested that the election for Chair and Vice-Chair be held in the first quarter of each year, allowing for flexibility.

Mr. Berry entered a motion to approve the Public Transit Advisory Committee By-Laws draft, with modification of Article IV, Election of Officers, Section 1 to state, “Nomination of Chair and Vice-Chair shall be made from the floor at the annual organization meeting within the first quarter of each year, and the election shall be held immediately thereafter.” Mr. Bennett seconded the motion. All members were in favor. The motion was carried.

c. Review and Approve Final Draft Transit Development Plan (TDP) 2021-2030

The final draft Transit Development Plan (TDP) 2021-2030 was shared with PTAC members. The TDP is the ten-year vision for transit, with a major update performed every 5 years, as well as yearly review and adjustments, as necessary. Creation of the plan is a collaborative process between multiple agencies, entities, municipalities, and the public. The TDP is comprised of various components, including public outreach, goals, objectives and initiatives, recommended network changes, and the financial component which reflects when the recommended changes might be accomplished. Public outreach efforts included 1090 onboard surveys, multiple meetings, 268 online surveys, as well as various stakeholder interviews.

Recommended network changes include the elimination of excessive loops, creating more direct and bidirectional routing, adding and enhancing service along key corridors, enhanced service to transit hubs at activity centers, saving service hours to improve frequency, and tailored mobility on demand for various areas. The goal was to increase transit coverage throughout the county, attempting to develop a better grid-like system for main fixed route buses to move riders quickly and more efficiently. Localized needs were studied, with frequency added to the 121 route with a loop in the a.m. and p.m., improved frequency on the 11, 12, 13, 14, 15, 16, and 24 routes, and with service hours expanded until 10:00 p.m. on some routes.

Mobility innovations included models and simulations of fixed routes in specific areas, including Everglades City, which resulted in study of a partnership with Enterprise Rent-A-Car to potentially offer vanpool service to this area. A trolley service was added to Marco Island, allowing an additional transit option for both locals and tourists, as well as adding a mobility on demand service encompassing the entire island. The 21 circulator on the island was replaced by a smaller express route from the Naples Government Center, stopping at Walmart on Collier Boulevard/US41, and traveling on to Marco Island, providing quicker access from the western portion of the county to Marco Island. Downtown Naples and the Bayshore area were studied for the use of quiet, ecofriendly electric shuttles as an autonomous circulator, due to high tourist traffic and parking challenges in these areas.

Challenges include:

+The proposal of non-traditional transit modes which are difficult to test and model for demand, and which require alternative funding sources to implement.

- +Cross-jurisdictional cooperation which is necessary between Lee and Hendry Counties, and various other municipalities, as well as promotion of the need to be proactive with local businesses and leaders.
- +Overcoming the hurdle of an auto-centric transportation network which is not transit friendly.
- +Incorporation of rapidly changing technology, such as the autonomous shuttle, into the transit landscape.

Endorsement of the TDP draft was being sought of the Transit Advisory Committee, prior to final presentation to the Board of County Commissioners at the October 13, 2020 meeting.

Mr. DiMarco inquired when the electric shuttle service might be implemented. Mr. DeLeon noted that some concepts are conceptual and are included in the plan for implementation once a funding source is identified; for instance, via grant application or potential public/private partnership. For example, discussions are ongoing with the Bayshore CRA regarding a potential partnership for an electric shuttle service in that area. Forecast tables within the TDP document identify the potential timeframe for implementation of projects, as well as estimated operating expenditures and capital costs associated with the proposed project. Unfunded projects are not assigned within any specific timeframe. It was clarified that conceptual projects would not be funded with existing transit operating funds, either fixed route or paratransit. The TDP identifies a ranking of service improvements; 40% by public feedback, as well as available funding for each proposed improvement. It was noted that the public survey is included as part of the TDP document. Mr. Browne suggested providing a general implementation timeframe in response to public requests for service enhancements.

Mr. Dobberstein noted the omission within the TDP of other transportation services provided in Collier County, including paratransit, for-hire school bus services, public transit buses which provide a variety of tourist related transit (for instance, to football games), and buses which travel to and from the airport in Lee County. Mr. DeLeon noted this will be taken into consideration for incorporation within the TDP.

Mr. Bennett inquired whether an additional PTAC meeting would be held to discuss further suggestions or changes made to the document prior to submission of the draft to the BCC. Ms. Arnold clarified that the public comment period remains open and substantive comments from the public and PTAC which would change the plan would be included and provided to the BCC in October. The decision to reconvene to further discuss the TDP draft would be at the discretion of PTAC members.

Mr. Bennett entered a motion to endorse the Transit Development Plan draft, with Staff consideration of feedback received from the Public Transit Advisory Committee and the Public during the open comment period. Mr. Browne seconded the motion. All members were in favor. The motion was carried unanimously.

VI. Reports and Presentations

a. Bus & Bus Facility Grant Award

Mr. DeLeon stated the Transit Division had received recent notification from the Federal Transit Administration (FTA) of approval of the Bus & Bus Facility Grant Award application. The Grant was requested for funding of a \$9M project consisting of renovation of the CAT maintenance facility located at 8300 Radio Road. Funding will also be used for the purchase of two electric buses, four 30' fixed route transit buses, including security cameras, radios, Intelligent Transportation System, and electric charging stations for two electric buses. It was clarified that the 5339 Bus & Bus Facility Grant which was applied for is a competitive grant and is not in replacement of any other funding sources.

b. COVID-19 Update

Committee members were updated on the ongoing activities being performed in response to COVID-19, as well as an update on ridership on paratransit and fixed route service. Buses have been wrapped with TDC recommended guidelines for public education. The graphic design was recently recognized by the Center for Urban Transportation Research at the University of South Florida, with publication in their newsletter. Enhancement of the RideCAT app has been accomplished with the introduction of contactless fares, with the ability to utilize a smartphone for handsfree routing and ticketing. With the reintroduction of fares on August 2, 2020, rear boarding of the bus has been suspended, with operator barriers installed for the protection of both operators and passengers with front door entry. Drivers perform thorough sanitization of each bus after each loop, using chemicals and wipes, and with a thorough cleaning performed of each bus when it is out of service at the end of the day. Operators continue to be provided with personal protective equipment and all riders are required to wear a mask.

Fixed route ridership was down by 60% in April 2020 compared to April 2019. Fixed ridership is currently supporting approximately 40K riders per month, and the number of buses has increased to support the higher ridership. Some routes, particularly from Immokalee to Marco Island had remained full, particularly with rear boarding, due to less available space on the bus. This issue has been alleviated with the reimplementing of front door entry. A second bus was added to some loops for new express routes to accommodate social distancing. Paratransit ridership was down 66% in April 2020 compared to April 2019, now averaging 4K riders monthly.

VII. Member Comments

+Mr. Dobberstein commented upon the quoted price received for the purchase of electric buses, which was less expensive than diesel powered units. Ms. Arnold confirmed the price quoted for electric buses is significantly lower than in the past, possibly due to a more competitive market.

+Mr. Browne inquired as to any employee exposure to COVID-19. Mr. Morales noted no utility personnel with virus positivity; however, there have been some drivers who have tested positive.

+Mr. Bennett inquired whether PTAC reading material could be received sooner than the Friday before each meeting, to allow adequate time for review. Mr. DeLeon stated that efforts will be made to forward documents sooner for member review prior to the next meeting.

+Support was expressed by PTAC members of continued virtual meeting attendance, which allows for time efficiency and easier attendance.

VIII. Public Comments

There were no comments from members of the public.

IX. Next Meeting Date – October 20, 2020 - (Location TBD)

X. Adjournment

There being no further business for the good of the County, the meeting was adjourned.

Public Transit Advisory Committee

John DiMarco, Chairman

These minutes approved by the Committee on _____ as presented ___ or as amended___.

**Executive Summary
Reports and Presentations**

Item 5a

Final Park-and Ride Study

Objective:

To Review the Final Park-and-Ride Study Report

Considerations:

Park-and-Ride facilities are used in communities as a relief to traffic congestion. It's a system where drivers leave their cars in parking lots at an origin point and travel to a particular destination via public transit or carpool. Ideal locations for park and ride lots would serve congested roadways and target commuter trips such as going work, shopping, to the beach or to the airport.

The population growth in Collier County is approximately 2% per year and has resulted in traffic congestion on the arterial road network. With the completion of the Park-and-Ride Study, it is envisioned that Park-and-Ride facilities will ultimately be integrated into the Collier Area Transit (CAT) system as one means of addressing the mobility needs for the community and region.

Jacobs is providing consulting services to the Collier Metropolitan Planning Organization (MPO) and to Collier Area Transit (CAT) for identifying and developing a standardized methodology for locating, operating, and maintaining possible Park-and-Ride sites within Collier County. This study developed a list of 32 possible sites that were evaluated; 12 of which were from the 2005 park and ride study. Just as the 2005 study, 12 sites out of the 32 that were ultimately selected as sites of priority or as seen on the attached documents, "PL" or Priority Location. The other sites are identified as "SL" or Stakeholder Locations.

The Final Report includes details regarding the study outreach techniques and effectiveness. It has documented all feedback/comments received. This report also demonstrates how the feedback received was ultimately incorporated and included in the assessment to come up with a recommended list of project sites. The findings from the study will provide valuable locational Park-and-Ride information for updates of both the 2045 Long Range Transportation Plan (LRTP) and the CAT Transit Development Plan (TDP).

A presentation of the study and its findings will be presented by the consulting team at the meeting.

Recommendations:

Review and provide input and endorse the study.

Attachments:

1. Final Park-and-Ride Report with Appendix A-E
2. Park and Ride PowerPoint,

Prepared by:


Zachary Karto, Senior Planner

Date: 10-15-20

Approved by:


Michelle Arnold, PTNE Division Director

Date: 10-15-20

Collier MPO and CAT Park-and-Ride Study

October 2020



Jacobs

Challenging today.
Reinventing tomorrow.

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Acronyms and Abbreviations

| | |
|---------|--|
| AUIR | Annual Update Inventory Report |
| B&A | boarding and alighting |
| CAT | Collier Area Transit |
| CDP | Census-designated place |
| CUTR | Center for Urban Transportation Research |
| FDOT | Florida Department of Transportation |
| FTA | Federal Transit Administration |
| FY | fiscal year |
| LeeTran | Lee County Transit |
| LOS | level of service |
| L RTP | Long Range Transportation Plan |
| MOD | Mobility on Demand |
| MPO | Metropolitan Planning Organization |
| MUTCD | <i>Manual on Uniform Traffic Control Devices</i> |
| PL | priority location |
| PPP | Public Participation Plan |
| ROW | right-of-way |
| SIS | Strategic Intermodal System |
| STP | Surface Transportation Program |
| TDC | Tourist Development Council |
| TDP | Transit Development Plan |
| TIP | Transportation Improvement Program |
| USF | University of South Florida |

1. Introduction

As the population of Collier County (hereafter, “the County”) continues to increase, traffic congestion has become a growing concern on the County’s arterial network. The County is considering development of park-and-ride facilities to help alleviate some of the congestion, providing areas where commuters can park and take public transit, carpool, or vanpool into more urban areas. Figure 1-1 illustrates the many benefits to using park-and-ride facilities.

This approach is popular throughout the state as evidenced by the numerous park-and-ride facilities in urban and urban core areas within Florida, indicating these facilities are primarily correlated around interstates and highways (refer to Figure 1-2). Ideal locations for park-and-ride lots would serve congested roadways and target regional and local commuter trips, such as work, shopping, the beach, or the airport, to reduce the number of vehicles on those heavily congested corridors.

In 2005, Collier County addressed park-and-ride strategies by commissioning a study by the University of South Florida (USF) Center for Urban Transportation Research (CUTR) (USF 2005) that identified primary transportation corridors, including major roads and the fixed-route public transit networks provided by Collier Area Transit (CAT) and Lee County Transit (LeeTran). The study developed a list of 32 possible sites that were evaluated and then further refined to 12 prioritized park-and-ride sites. Since that time, continuous population growth, commercial development, and the expanded CAT system have changed the “existing conditions” and the study is now outdated. Thus, an update is needed to reflect current and planned conditions.

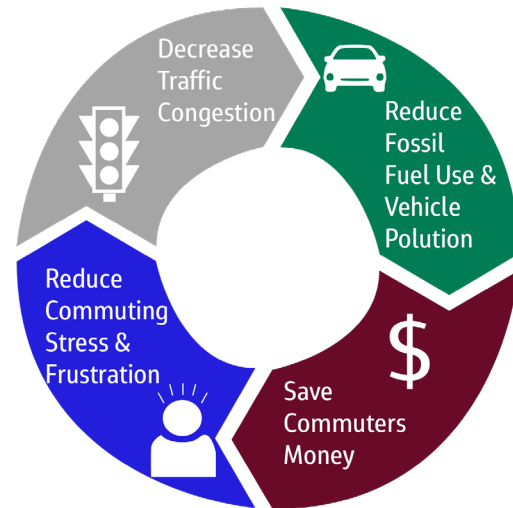


Figure 1-1. Benefits of Using Park-and-Ride

This Park-and-Ride Study updates the analysis and recommendations from the 2005 CUTR Report by confirming whether the park-and-ride locations previously identified are still suitable and by identifying additional sites to address changing land use in the County, regional commuter and transit travel patterns, and the CAT system. This Study was performed in conjunction with the ongoing Collier Metropolitan Planning Organization (MPO) 2045 Long Range Transportation Plan (LRTP) update (Jacobs 2020) and the CAT Transit Development Plan (TDP) to update the park-and-ride strategies and prioritized sites for the County. The new proposed sites are designed to take advantage of existing infrastructure whenever possible and use County-owned parcels where practical. This Study documents and prioritizes sites and provides implementation strategies to successfully integrate additional park-and-ride locations into the multimodal transportation system currently serving the County.

Park-and-ride lots provide options for commuters and other travelers who can benefit from carpooling or who need reliable transit options in the County, including businesses, recreational facilities, or schools. In addition to helping address the impacts of traffic congestion and parking constraints at some facilities, park-and-ride lots offer transit service for individuals without personal transportation and who need viable options to and from work or other activities. Locating potential lots near multimodal facilities, such as transit, pathways, sidewalks, or bike lanes, provides access to alternative transportation modes for travelers.

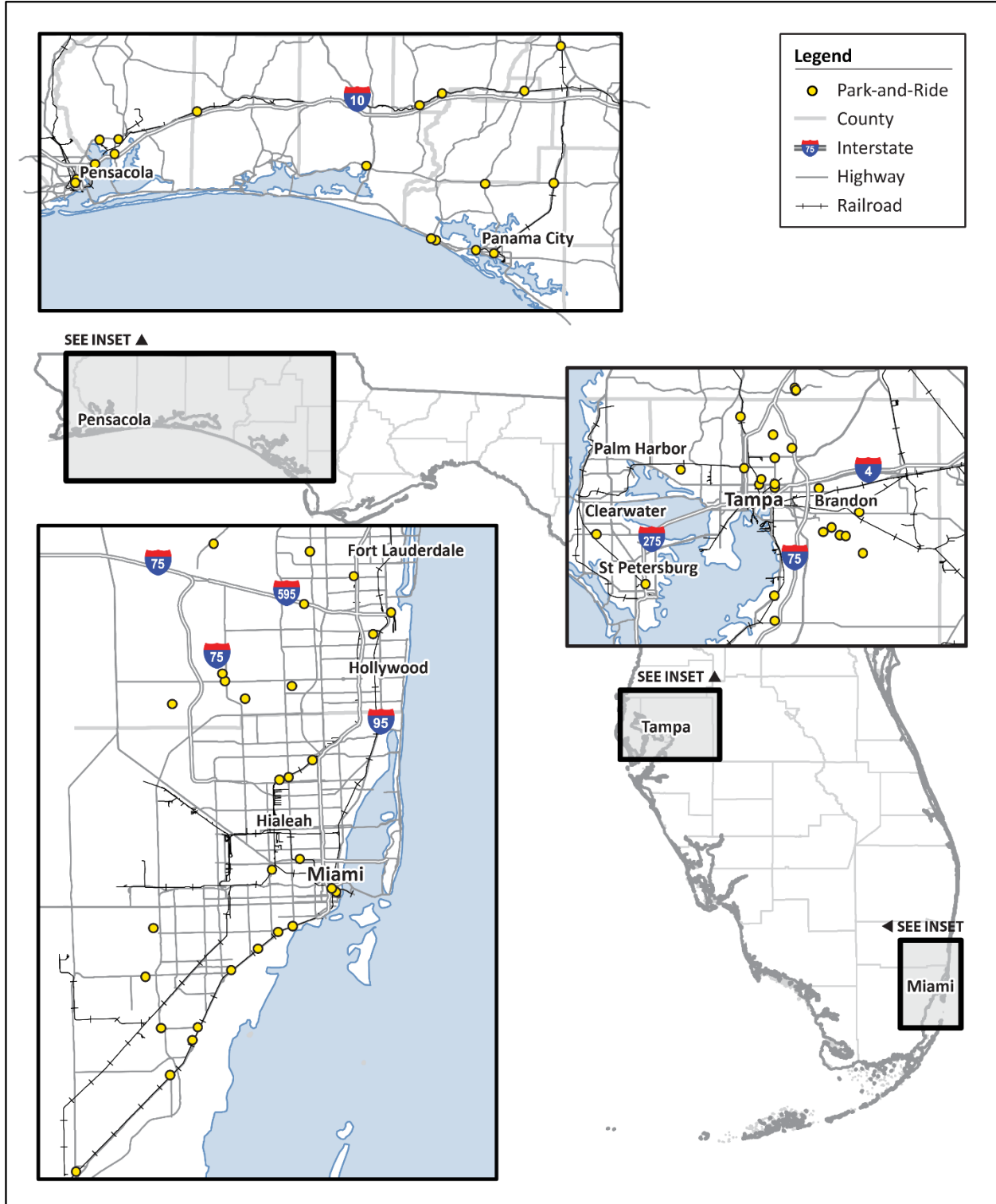


Figure 1-2. Florida Park-and-Ride Locations (2020)

Park-and-ride facilities serve as conveniences to commuters and may be promoted to reduce the demand for limited traffic capacity during peak travel hours. To entice commuters to give up their cars for substantial portions of their daily trips, park-and-ride facilities must be conveniently located. This means commuters must not have to drive far to the park-and-ride site. In addition, the site should not be in a direction contrary to the commuters' work or other destination. Park-and-ride facilities should be located to capture the maximum portion of the common "trunk" trips of commuters. The major trunk of travel for commuter trips in Collier and Lee Counties is I-75. Therefore, park-and-ride facilities should be provided as close as possible to the interchanges.

There are several northbound/southbound and eastbound/westbound roadways that are also used for major commuting patterns within the County. A common commuting pattern for residents travelling to work is westbound in the morning and eastbound in the evening. Some of the major eastbound/westbound arterials and major collectors include Immokalee Road, Vanderbilt Beach Road, Pine Ridge Road, Golden Gate Parkway, and Golden Gate Boulevard. Some of the major arterials for northbound/southbound trips in Collier County include US 41, Goodlette-Frank Road, Airport Road, Livingston Road, Santa Barbara Boulevard, SR 29, and Collier Boulevard. Therefore, park-and-ride facilities serving work patterns should be located as close as possible to these major roadways.

Promoting transit and personal mobility options are areas of growing interest in the County as the population steadily increases and it becomes costly and impractical to add capacity to the local roadways and intersections because of right-of-way (ROW) requirements, drainage, and environmental concerns. The County has successfully implemented intercounty transit service options within the County limits and continues to explore additional public transportation connections to link residents with nearby jobs, services, and tourist destinations. An implementable, cost-effective, and well-vetted park-and-ride strategy is an important component of an effective and wholistic transit system, helping to extend the reach of the available transit services to attract new users and offer alternatives to commuters.

2. Study Methodology

2.1 Research

The Florida Department of Transportation (FDOT) *State Park-and-Ride Guide* (FDOT 2012) provides a basis for planning, site selection, site evaluation, site size estimation, and funding options. In addition to FDOT guidelines, the 2005 CUTR Report (USF 2005) was reviewed and comparable programs in Florida and throughout the U.S were researched. The goal of the review was to identify strategies to increase local demand and use and to identify the best practices that may be integrated into park-and-ride lots within the County. The studies were also reviewed for conventional and innovative funding strategies for developing, implementing, and maintaining park-and-ride lots and programs.

Strategies and best practices identified during the research were analyzed for their application to both existing and planned lots within the County. Top recommendations for the County include:

- Enhance online resources, such as a webpage dedicated to the park-and-ride program detailing the overall vision, benefits of its use, and identification of each site or lot with photos and descriptions of each location.
- Install guide signs off main arterials, per *Manual on Uniform Traffic Control Devices* (MUTCD) (FHWA 2009), to advertise and direct users to the lots in addition to the entrance of the lot (refer to Figure 2-1).
- Provide park-and-ride at transfer stations to serve a wide variety of commute patterns. This could include a designated lot or shared-use parking at an existing lot.
- Provide an additional sense of security by locating lots adjacent to the sheriff facilities, or by installing lighting, video surveillance, and fencing with timed gates.
- Offer direct shuttles and vanpooling to accommodate participants in employment-based or destination-specific lots.



Figure 2-1. Guide Sign from Main Arterial

Source: MUTCD (FHWA 2009)

Another economical strategy is to lease parking spaces within private properties, such as shopping plazas or churches. Leased spaces can include the condition that park-and-ride spaces are only available for weekdays or weekends if serving both the lot's demand and the targeted ridership. For example, if the targeted ridership is employee commuters (weekdays) and the proposed location is to lease spaces from a church (high demand on weekends), providing spaces only during weekdays could offer a more attractive public-private partnership than without such an arrangement. Appendix A provides further details on the research findings and recommendations.

2.2 Site Identification

To ensure a thorough list of potential sites, several criteria were analyzed to identify ideal sites for future locations. Locations were predominantly proposed along existing and planned transit routes that have the highest potential to serve as park-and-ride lots. Sites were identified first based on locations within the County where informal park-and-ride already occurs.

Sites were evaluated to serve major employment, educational, and tourism destinations. Research included the review of the TDP, LRTP, U.S. Census Bureau data, Land Development Regulations, land use patterns, and cell phone (global positioning system directional and delay) travel data. The U.S. Census Bureau data were used to identify employment figures and commute patterns. The Annual Update

Inventory Report (AUIR) was used to identify existing and projected congested corridors. Sites were also identified based on stakeholder input. A similar analysis should be used for identifying any future lot locations considered within the County.

The following factors provided the basis for selecting potential sites in the County:

- Location, dimensions, and ownership of potential site
- Existing ingress/egress and multimodal access to the site
- Safety and security, such as lighting and cameras
- Estimated costs to acquire or lease site
- Estimated operating costs
- Estimated costs to construct the park-and-ride lot
- Estimated transit/park-and-ride demand at site (that is, existing and latent demand for transit route and bus stop)

2.3 Site Evaluation

To evaluate and prioritize potential sites, evaluation criteria using the FDOT *State Park-and-Ride Guide* (FDOT 2012) site selection evaluation methodology were developed and included scoring based on such factors as location and economic feasibility. These criteria were then tailored to the needs of the County. The ranking of the criteria helps identify which locations along existing and planned transit routes have the highest potential as successful park-and-ride lots. The sites were analyzed and ranked based on the following core conditions:

- **Visibility** - Is the site easy to find or close to a primary roadway?
- **Location** - Is the site close to key activity area (businesses, stores, retail)? Is the site near a pathway or major roadway? Is the property available? Are property owners on developed land in favor of a lease agreement?
- **Access** - Is there easy access in and out of the site? If traffic makes it consistently difficult to access the facility, customers will be discouraged from using it.
- **Transit Linkage** - Does the site offer a broad range of route options? Potential near-term linkages between CAT and LeeTran will also need to be addressed.
- **Cost** - Is it cost-effective to develop this site? A currently developed site would cost less as an initial investment.

The ranking of prioritized sites entails both a qualitative and quantitative analysis. Sites must first pass the initial screening for feasibility and effectiveness (qualitative). Feasible sites were then evaluated using the evaluation criteria, which provided scoring to rank and prioritize the potential success of the site (quantitative).

A team consisting of representatives from CAT, Collier MPO, and Jacobs jointly developed the evaluation criteria. The project team assigned weighting to each question to tailor the assessment to County conditions. The weightings reflect the locations' viability for a park-and-ride as well as its anticipated level of success. The weightings are designated as follows:

- 1 - Basic site requirement
- 2 - Desirable benefit for the site
- 3 - Significant benefit to the success of the site

Site evaluation methodology was prepared to explain the objective and scoring options for each question within the evaluation criteria. This Study uses the FDOT *State Park-and-Ride Guide* evaluation criteria and the site evaluation methodology, so the evaluation herein can be performed for any potential locations under consideration by CAT. Refer to Appendix B for the methodology and evaluation forms developed as part of this Study.

Note: A discrepancy exists within some site maps on the site evaluation forms. Revised routes are not reflected on the site maps, as the GIS files were being updated by CAT. However, the latest route layouts were incorporated into the scoring for question 2 of the Site Evaluation Forms. The CAT interactive map was used to evaluate question 2 and the scoring of each site was based on the latest revised route layout (for example, R121 and R28).

2.4 Public Participation

The Collier MPO developed a *Public Participation Plan* (PPP) to identify outreach activities, outline methods that will be used to measure outreach effectiveness, and ensure that relevant activities align with the Collier MPO's guiding principles. The PPP outlines a strategy for leveraging existing outreach and acquiring the necessary new data through the public involvement process. Consistent with the Collier MPO PPP, a Park-and-Ride Study PPP was developed to reach all demographic groups including, but not limited to, commuters, students, large employers, transportation disadvantaged, senior citizens, and the disabled community (refer to Appendix C for the Park-and-Ride Study PPP).

For purposes of consistency and efficiency with the LRTP, the outreach efforts for this Park-and-Ride Study mimic the LRTP, with some project-specific required adjustments to ensure swift committee and board approval. However, because of stay-at-home orders resulting from the COVID-19 pandemic, planned public meetings were cancelled and were no longer feasible within the timeline of this Study. The Park-and-Ride Study PPP was modified to accommodate the stay-at-home orders. However, the original Park-and-Ride Study PPP is also provided in Appendix C to apply to any future public participation regarding park-and-ride studies for the County.

The modified PPP used electronic forms of communication and included outreach via email and online surveys. PowerPoint presentations were made available to organization representatives for discussion and feedback regarding the organization's needs and potential site locations. The PowerPoint presentations were provided through the Microsoft Teams platform and in person (prior to the issuance of stay-at-home orders) and included the following organizations:

- Collier MPO Board
- Technical Advisory Committee
- Citizen's Advisory Committee
- Congestion Management Committee
- Collier County Parks & Recreation Division
- Greater Naples Chamber of Commerce
- Arthrex (large employer)
- Enterprise Rent-a-Car (vanpools for Collier County)
- Collier County Tourism Division
- LeeTran

The key stakeholder identified for each organization was provided links to the online survey to further distribute to obtain feedback. Additional stakeholders within the Collier MPO's adviser network and large area employers within the County were identified and provided a handout describing the project with links to the public survey, but none of the organizations requested a PowerPoint presentation. These organizations included, but were not limited to, representatives of the disabled community, Walmart, Target, Publix, Naples

Community Hospital, Bayshore and Immokalee Community Redevelopment Agency, the Restaurant and Lodging Association, and the Chambers of Commerce for Greater Naples, Immokalee, Marco Island, and Everglades City. Appendix C includes a copy of the distributed handout.

The online public survey was also promoted using several other platforms to enhance public participation from participants outside demographic and employer organizations. The handout information and survey links were posted on the MPO and CAT websites and on CAT social media. The MPO published the link and project summary in their newsletter, which is distributed to the MPO's entire adviser network. CAT emailed all County employees the handout and survey links, and fliers with the survey links were posted in each CAT bus to encourage ridership response. Refer to Appendix C for results of the public participation surveys.

3. Site Identification

This section summarizes proposed sites reviewed as part of this Study. The site identification process described within Section 2.2 should be reevaluated if conditions change in the County for any future lots considered. It should be noted that proposed sites can serve multiple areas, patterns, and needs.

3.1 Priority Sites from CUTR Report

The 2005 CUTR Report identified 46 potential sites and recommended 12 sites as potential priority sites (USF 2005). These 12 priority sites were evaluated and identified in Table 3-1 with the Site ID beginning with "PL" (priority location). Because land development and the transportation network in the County has experienced major growth since the 2005 study, the potential priority locations were reevaluated for feasibility and likelihood of success, with some sites being relocated or removed as applicable. Refer to Figure 3-1 for the relocated or removed priority sites within County jurisdiction.

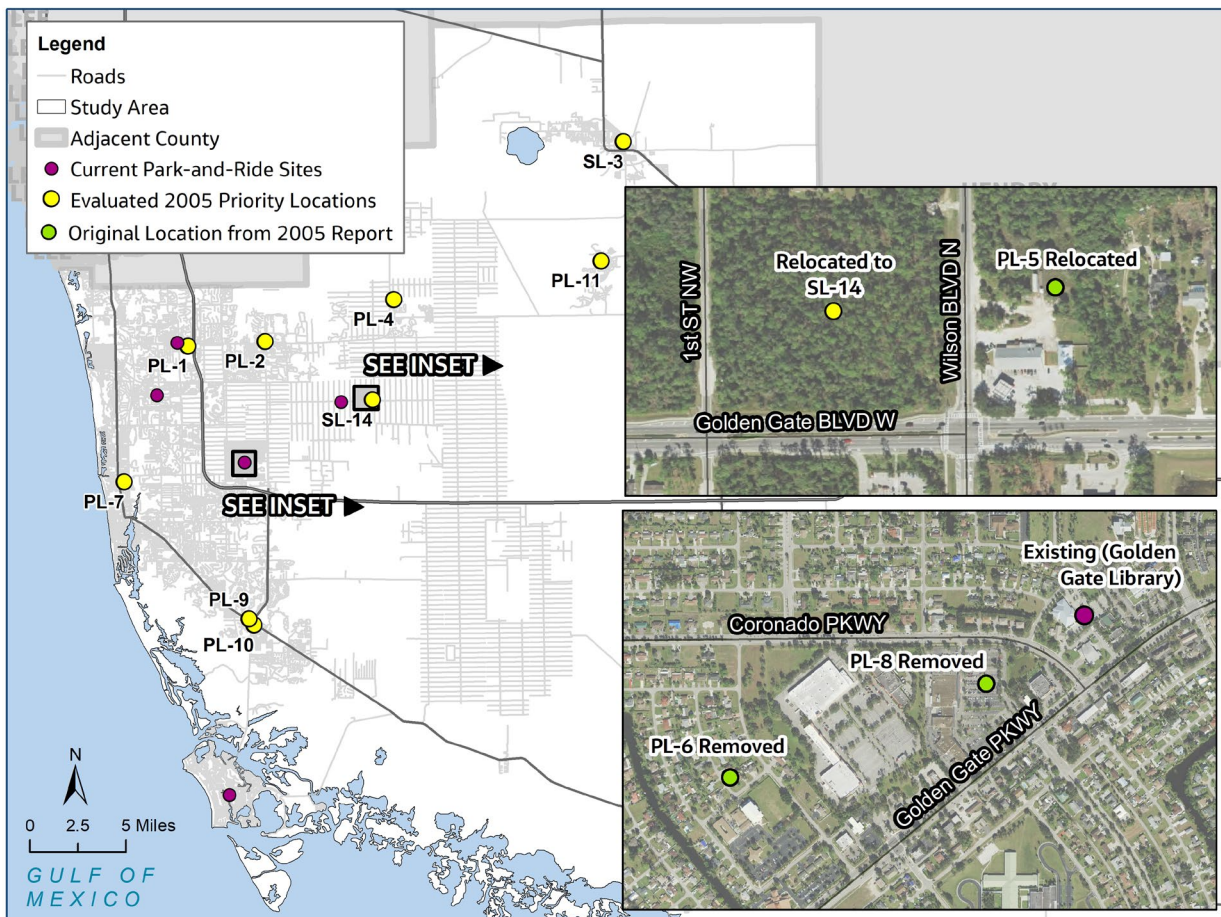


Figure 3-1. Priority Locations from 2005

Table 3-1. 2005 Priority Locations*Source: 2005 CUTR Report (USF 2005)*

| Proposed Location/ Description for Site | Park-and- Ride Site ID | Notes |
|--|------------------------------|---|
| Walmart, exit 111 off I-75 | PL-1 | Proposed using existing spaces on the shared-use lot. |
| Heritage Bay | PL-2 | Northeast corner of Immokalee Rd. and Collier Blvd. Evaluated at the new Government Services Center at Heritage Bay. |
| Immokalee Rd., intersection of CAT Blue Route, Marco Express, Immokalee Circulator, and future LeeTran connections | PL-3 | Evaluated at SL-3, approximately 200 feet south of the intersection described (East Main St. and Immokalee Rd.). |
| USDA Center and Fairgrounds, Immokalee Rd and 39th Ave. NE | PL-4 | Refer to site name as Agricultural Center and Fairgrounds. Proposed using existing spaces at the parking lot. |
| Vacant lot behind Wilson Blvd. gas station | PL-5 | Corner of Golden Gate Blvd. and Wilson Blvd. Relocated to SL-14 (Golden Gate & 1st Street NW) as County will acquire property. Proposed location less than 0.15 miles away. |
| Vacant lot west of Elizabeth Ann Seton Catholic Church and School | PL-6 | Removed because there is an existing park-and-ride at the Golden Gate Library approximately 0.5 miles away. |
| Coastland Mall | PL-7 | Southeast corner of Golden Gate Pkwy. and US 41. Proposed using existing spaces on the shared-use lot. |
| Parkway Plaza Shopping Center | PL-8 | Golden Gate Pkwy./Coronado Pkwy. Removed because there is an existing park-and-ride at the Golden Gate Library less than 0.15 miles away. |
| Freedom Square Shopping Center | PL-9 | Proposed using existing spaces; however, if new lot is developed, excellent location to serve as a transfer station. |
| Naples Outlet Mall | PL-10 | Proposed using existing spaces on the shared-use lot. |
| Ave Maria University | PL-11 | Development Order indicates Ave Maria to promote transit. |
| Miromar Outlets | PL-12 | Removed because it is located in Estero, FL (not within the County's jurisdiction and outside study area). |

3.2 Commute Patterns

Employment data and commute patterns were reviewed for major employers in the County. The employment commute patterns were reviewed in conjunction with existing and planned deficient corridors identified in the AUIR (Collier County 2019) and proposed developments in the County.

3.2.1 Deficient Corridors

Based on forecasted traffic volumes, roadways or segments that are not projected to achieve the adopted minimum acceptable level of service (LOS E), as identified in the Growth Management Plan, are classified as deficient. To address existing and projected deficiencies within the County, sites were targeted immediately upstream the direction of travel for the deficient segment. Sites were provided to address each

deficient roadway as identified in the 2019 AUIR (refer to Table 3-2) with deficiencies projected to 2029. Refer to Appendix D for a map of evaluation sites in relation to the deficient segments.

Table 3-2. Proposed Park-and-Ride Locations Serving Deficient Corridors

Source: 2019 AUIR Update Deficiencies Report

| Deficient Segment | Park-and-Ride Site ID | Movement Served |
|---|--|--|
| Old US 41 (US 41 to Lee County Line) and Tamiami Trail E. (Immokalee Rd. to Wiggins Pass Rd.) | SL-15; SL-1 | Proposed sites serving each direction. |
| Immokalee Rd. (Goodlette-Frank Rd. to Livingston Rd.) | PL-1; SL-15 | Proposed sites serving each direction. |
| Immokalee Rd. (I-75 to Santa Barbara Blvd. to Everglades Blvd. and Oil Well Rd.) | SL-5; SL-17 for east side; SL-16; PL-2 | Proposed sites serving each direction. |
| Randall Blvd. (Immokalee Rd. to Everglades Blvd.) | SL-5, PL-3, PL-4, PL-11 | Proposed sites serving each direction. |
| Goodlette-Frank (Vanderbilt Beach Rd. to Immokalee Rd.) | SL-15; SL-25 | Proposed sites serving each direction. |
| Pine Ridge Rd. (Airport Rd. to I-75) | SL-18, SL-24; SL-7 | Proposed sites serving each direction. |
| Golden Gate Pkwy. (Goodlette-Frank Rd. to I-75) | SL-18; SL-8; PL-8; PL-7 | Proposed sites serving each direction. |
| Wilson Blvd. (Vanderbilt Beach Rd. to Randall Blvd.) | SL-14, SL-5, SL-17, | Also supported by the existing park-and-ride at the Golden Gate Estates Library. Site to alleviate congestion heading southbound in the morning and northbound in the afternoon. |
| Collier Blvd. (Manatee Rd. to Mainsail Dr.) | PL-9, PL-10, SL-13 | Existing park-and-ride at the Marco Island Library serves commuters heading northbound in the morning. Proposed sites to alleviate congestion heading southbound in the morning and northbound in the afternoon. |
| Tamiami Trail (Airport Rd. to Rattlesnake Hammock Rd.) | SL-11, SL-20 | Proposed sites serving each direction. |
| Collier Blvd. (Davis Blvd. to I-75) | SL-21, PL-9, PL-10, SL-13, SL-8, SL-9 | Surrounding sites serving each direction. |
| Pine Ridge Rd. (Shirley St. to I-75) | SL-7, SL-18 | Proposed sites serving each direction. |
| Golden Gate Pkwy. (Santa Barbara Blvd. to Collier Blvd.) | SL-8, PL-6, PL-2, SL-9 | Surrounding sites serving each direction. Serving vehicles going through this corridor (destination not in corridor). |
| Tamiami Trail E. (Greenway Rd. to San Marco Dr.) | PL9, PL-10, SL-13, SL-23 | Proposed sites serving each direction. |
| SR-82 (Lee County Line to SR 29) | SL-3, SL-22 | Proposed sites serving westbound in the morning and eastbound in the evening. |
| Immokalee Rd (Collier Blvd. to Oil Well Rd.) | PL-2, PL-4, SL-5, SL-17 | Vanderbilt Beach Rd. extension expected to reduce volumes. Proposed sites serving westbound in the morning and eastbound in the evening. |
| N. 1st Street (New Market Rd to SR 29) | SL-3, SL-22 | Proposed sites serving each direction. |

3.2.2 Regional Interconnectivity

Sites were proposed to support regional interconnectivity within the state of Florida and intercity transit. FDOT identifies the Strategic Intermodal System (SIS) highway corridors in Collier County as I-75, SR 29, and SR 82 (FDOT 2019). These highways provide regional interconnectivity between cities and counties within Florida. Additionally, there are state grant sources for projects that support regional travel along SIS corridors. Park-and-ride sites were located as close as possible to interchanges and intersections along these highways.

The TDP proposed a new CAT route to accommodate commuters traveling to Lehigh Acres. Sites were proposed in Immokalee to serve the commute into Lee County from Lehigh Acres. Additionally, Lee County is developing a new park-and-ride lot to serve the commute from Lehigh Acres to employment areas. Table 3-3 lists proposed locations for regional interconnectivity.

Table 3-3. Proposed Park-and-Ride Locations for Regional Interconnectivity

| Proposed Location/Description | Park-and-Ride Site ID | Comments |
|---|-----------------------|--|
| Railhead | SL-1 | Located on County property adjacent to the railroad tracks along Old US 41. Can also serve the Southwest Florida International Airport. |
| Immokalee Health Department | SL-3 | Location is adjacent to SR 29. |
| Target (Immokalee Rd.) | SL-16 | Located adjacent to I-75 interchange to support regional commuters from Lee County. PL-1 is the alternative to this location. |
| Creekside Transfer Station | SL-15 | Currently the only transfer station connecting to LeeTran. Provides interconnectivity to Lee County. Supports the airport and Gulf Coast Mall. |
| Physicians Regional Hospital (Pine Ridge Rd.) | SL-18 | Adjacent to I-75 interchange. Can provide carpool opportunities for commuters working outside the County. |
| Lehigh Acres | SL-3 | Servicing commuters heading into Lee County using the TDP's proposed Lehigh Acres route. Connection to LeeTran should be explored with Lee County. |
| Old Everglades Chamber of Commerce Lot | SL-23 | Adjacent to SR 29 to service the City of Everglades with its proposed vanpool service. |
| Golf Course/VA Hospital Lot | SL-8 | Adjacent to I-75 interchange for commuters heading eastbound. |
| Sports Complex | SL-9 | Adjacent to I-75 interchange for commuters heading eastbound. |
| Resource Recovery Park | SL-19 | Adjacent to I-75 interchange for commuters heading eastbound. |

3.2.3 Demographics

U.S. Census data was extracted from the U.S. Census Bureau's Center for Economic Studies using data collected from 2017. The U.S. Census data displayed correlations of employee commute patterns by home and work areas through zip codes and places, which included cities, Census-designated places

(CDPs), etc. The analysis of the employee commute patterns displayed most Census tracts where workers live had the highest density quadrants at:

- Golden Gate Estates region and northeast section of Collier County
- Between Immokalee Road and Vanderbilt Beach Road, east of Airport Pulling Road
- Between Vanderbilt Beach Road and north of Golden Gate Parkway, between Livingston Road and I-75

The home-to-work distance directional analysis resulted in approximately 49 percent of workers traveling less than 10 miles, approximately 20 percent traveling between 10 to 24 miles, 7 percent traveling 25 to 50 miles, and 24 percent traveling greater than 50 miles. The longer commutes are likely for commuters living in Immokalee and Marco Island and commuters traveling to these outskirt locations for employment. The cities, CDPs, and places where workers live resulted in: 5.9 percent Golden Gate CDP, 4.1 percent City of Bonita Springs, 3.5 percent for Immokalee CDP, 3 percent at Lehigh Acres CDP, 2.7 percent City of Naples, 2.1 percent City of Marco Island, and 2 percent Cape Coral City, with the remaining locations less than 2 percent.

Cities, CDPs, and places with the largest employers are as follows: City of Naples (13 percent), City of Marco Island (3.7 percent), City of Bonita Springs (2.8 percent), and Immokalee CDP (2.6 percent), with the remainder less than 2 percent. The highest jobs per square mile are along the west boundary and coastline of Collier County, west of I-75, in Marco Island and in Immokalee. The data shows that traffic flow patterns for employment head west in the mornings and east in the evenings, indicating the need to support commuters to Marco Island and Immokalee. Refer to Figure 3-2 for zip code boundaries displaying top home area (residential) versus work areas. Appendix D provides additional demographic maps used in this analysis.

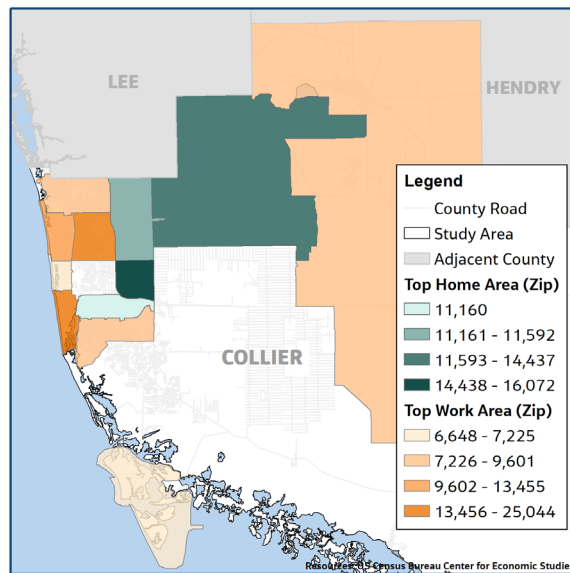


Figure 3-2. Top Zip Codes for Home vs. Work Area
Source: 2017 U.S. Census Data

Because park-and-ride lots should be located within less than 50 percent of commuters' travel time (Renaissance Planning Group 2013), potential sites were evaluated around the employee's home, evaluating direction of travel based on employment centers and places with the largest employers.

The Census data showed 89,002 people employed and living inside the County, 52,918 people employed in the County but living outside the County, and 51,782 people living in the County but employed outside the County, as indicated on Figure 3-3. Of the employed workers in the County, approximately 63 percent live in the County. There is a close balance of commuters entering and leaving the County for work, indicating

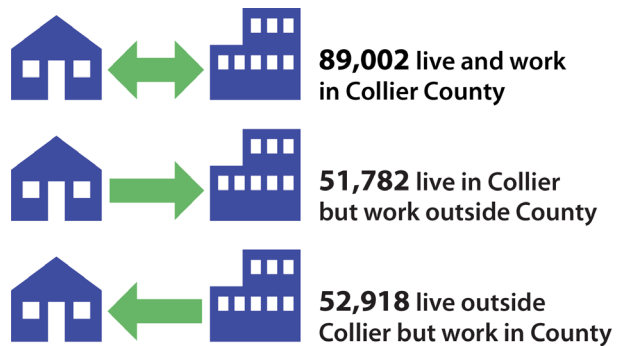


Figure 3-3. Collier County Employment and Residency
Source: 2017 U.S. Census Data

the need for interconnected service to surrounding counties and regional interconnectivity. The Census data show that most commuters come from Lee County surrounding I-75 and the Hendry County border.

3.2.4 Land Use

Employment centers and business districts analyzed included, but were not limited to, the Coastland Center Mall, hospitals, County government campus (main campus, Horseshoe Drive, and planned Resource Recovery Park), Arthrex, Mercado, Waterside Shops, and retirement communities, such as Vi at Bentley Village and Moorings Park. Planned unit developments were used to determine location of commercial and residential areas (Collier County 2020). Employee commute patterns in underserved areas were also evaluated for the City of Everglades, Ave Maria, City of Immokalee, and City of Marco Island. Table 3-4 lists proposed sites that consider employee commute patterns.

Table 3-4. Proposed Park-and-Ride Locations Based on Employee Commute Patterns

| Commute Pattern or Area | Park-and-Ride Site ID | Comments |
|--|--|---|
| Employment in the City of Marco Island | PL-9, PL-10, SL-13, SL-3, SL-22 | Many sites serve this area; however, these are targeted lots. |
| Employment in the City of Cape Coral (Lee County) | SL-15, SL-16, PL-1 | Existing Seed-to-Table lot also serves this area. |
| Employment in the City of Immokalee and ZIP 34142 | SL-5, SL-17, PL-4, PL-11, PL-9, PL-10, SL-13 | Existing lot at Golden Gate Estates Library also serves this commute. |
| Employees commuting from Golden Gate CDP | PL-6, SL-8 | Existing lot at the Golden Gate Library also serves this area. |
| Employees commuting from City of Bonita Springs and City of Cape Coral | PL-1, SL-16 | Existing Seed-to-Table lot also serves this area. |
| Employees commuting from Immokalee CDP | SL-3, SL-22 | |
| Employees commuting from Lehigh Acres CDP | SL-3, SL-22 | Lee County is in progress for developing a park-and-ride lot for Lehigh Acres within Lee County limits. |
| Employees commuting from City of Naples | PL-8, PL-7, SL-12, SL-20, SL-6 | |
| Employees commuting from Marco Island | Existing at Marco Island Library | Advertisement and guide signs are recommended to increase awareness of this lot. |

Table 3-4. Proposed Park-and-Ride Locations Based on Employee Commute Patterns

| Commute Pattern or Area | Park-and-Ride Site ID | Comments |
|--|-----------------------|--|
| Employment circulation: inflow and outflow to Collier County | SL-15, SL-16, PL-1 | To and from Lee County and City of Bonita Springs. |
| | SL-3, SL-22 | To and from Lehigh Acres. |
| | SL-8, SL-9, SL-19 | To and from Broward and Dade County. |
| | SL-23 | To and from Monroe County. |
| Employees commuting from City of Everglades | SL-23 | In conjunction with proposed vanpool service. |
| Employees commuting from Ave Maria | PL-11 | Serving Ave Maria residents. |

3.3 Beach Facilities

Collier County serves as a destination location with the Gulf of Mexico coastline and beaches as its major generator of tourism (Naples beaches attract visitors worldwide). County and city public beaches reach capacity with both residents and tourists during peak season from October through March, causing informal park-and-ride to occur for beach access and beach hotel parking. Acquiring additional public beach access is costly and the limited opportunities attract private businesses, making it challenging for the County to acquire ideal locations at a reasonable cost. Several hotels along the coastline have constructed parking garages to support their parking demands, with hotel expansions requiring additional parking capacity, such as the Ritz-Carlton of Naples constructing a second parking garage to accommodate their expansion.

Beach capacity statistics were reviewed for the County beaches from 2017 through 2019. Table 3-5 lists the number of days during the fiscal year (FY) that each beach reached parking capacity. Table 3-6 displays the quantity of vehicles required to turn around at beach parking lots resulting from lack of capacity. Turnarounds were only counted where park attendants or vehicle counters exist. The beach parking locations not listed do not have statistics on turnaround counts (Sullivan, pers. comm. 2020).

Table 3-5. Beach Parking Demand (2017–2019)

Source: Sullivan, pers. comm. 2020

| Beach | Days at Capacity | | |
|-------------------------|------------------|-----------------|--------------------|
| | FY 17 | FY 18 | FY 19 ^a |
| Barefoot Beach Access | 84 | 54 | 72 ^a |
| Barefoot Beach Preserve | 39 | 24 | 30 |
| Clam Pass Beach Park | 36 | 10 ^a | 29 |
| Conner Park | 9 ^a | 1 ^a | 5 |
| South Marco Beach | 156 | 177 | 164 |
| North Gulf Shore Beach | 32 | 16 | 35 |
| Tigertail Beach Park | 13 | 8 | 12 |
| Vanderbilt Beach Park | 71 | 29 | 45 |

^a Value has missing quarterly data. All Quarter 4 data for FY 19 was not included.

Table 3-6. Beach Capacity Total Turnarounds (2017–2019)

Source: Sullivan, pers. comm. 2020

| Beach | Turnarounds | | |
|-------------------------|-------------|--------------------|--------------------|
| | FY 17 | FY 18 | FY 19 ^a |
| Barefoot Beach Preserve | 9,433 | 11,109 | 6,805 |
| Clam Pass Beach Park | 5,740 | 3,447 ^a | 4,539 |
| Tigertail Beach Park | 5,778 | 4,816 | 4,075 |
| Vanderbilt Beach Park | 2,793 | 2,689 | 1,460 |

^a Value has missing quarterly data. All Quarter 4 data for FY 19 was not included.

Beach parking locations were considered for areas under the existing power transmission lines that parallel Livingston Road on the west. Because of limited land use options, a park-and-ride facility under the transmission lines is an innovative use of the property. However, during stakeholder meetings, while the Parks & Recreation Division recommended beach park-and-ride lots east of US 41 because of its congestion, the County Tourism Division requested to locate beach lots closer than Livingston Road. Vacant properties were examined around Goodlette-Frank Road to serve beaches along the arterials of Pine Ridge Road, Vanderbilt Beach Road, and Immokalee Road. Refer to Table 3-7 for proposed beach sites.

Of the existing County beaches, Clam Pass and Barefoot Beach Preserve have capacity to support additional visitors but available areas can only be accessed by walking and do not have access by shuttle or boardwalk. There is an existing CAT beach express bus that circulates from the Creekside transfer station to Conner Park to Delnor-Wiggins Pass State Park. However, each proposed beach lot is recommended to have a designated beach shuttle during tourism season, if one does not exist.

Table 3-7. Proposed Park-and-Ride Locations for Beach Access

| Proposed Location/Description | Park-and-Ride Site ID | Comments |
|-----------------------------------|-----------------------|--|
| Beach lot (Goodlette-Frank Road) | SL-24 | Undeveloped 13-acre parcel along Goodlette-Frank Rd. |
| Beach lot (Vanderbilt Beach Road) | SL-25 | Undeveloped 5-acre parcel between US 41 and Goodlette-Frank Rd. |
| Beach lot (Pine Ridge Road) | SL-26 | Undeveloped 1.6-acre parcel adjacent to Goodlette-Frank Rd. with parcel to the north |

3.4 Candidate Locations Based on Stakeholder Input

Using public participation data (Appendix C), candidate sites were evaluated against locations already identified to determine any additional sites. Survey responses included requests for proposed sites already being considered such as:

- shuttle to beach
- Lee County to main government campus
- close to I-75

- East Naples
- parking to help travel to Marco Island for work
- Golden Gate Estates express bus
- within Orangetree area to reduce traffic from Golden Gate Estates

Table 3-8 lists additional locations added based on stakeholder feedback. Park-and-ride lots on the outskirts of downtown Naples to serve places that approach parking capacity, such as 5th Avenue North and Cambier Park are recommended. Continued communication is needed between the County and City of Naples to identify and develop park-and-ride lots to serve the downtown Naples area.

Table 3-8. Proposed Park-and-Ride Locations Based on Stakeholder Input

| Proposed Location/Description | Park-and-Ride Site ID | Comments |
|---|-----------------------|--|
| Pine Ridge and Collier Boulevard (CR 951) | SL-8 | Requested along CR 951 to serve the Golden Gate Estates area. Location proposed to capture area after existing lot at Estates Library. |
| Downtown Naples (5th Ave., Cambier Park, beaches) | N/A | Requested to serve crowded destination spots within the City of Naples. |
| Big Corkscrew Regional Island Park | SL-4 | Removed because PL-4 (Agricultural Center and Fairgrounds) is closer and serves same targeted ridership. |

3.5 Proposed Park-and-Ride Sites

Based on the site identification described herein, the complete list of the evaluation sites developed is shown on Figure 3-4 and Figure 3-5.

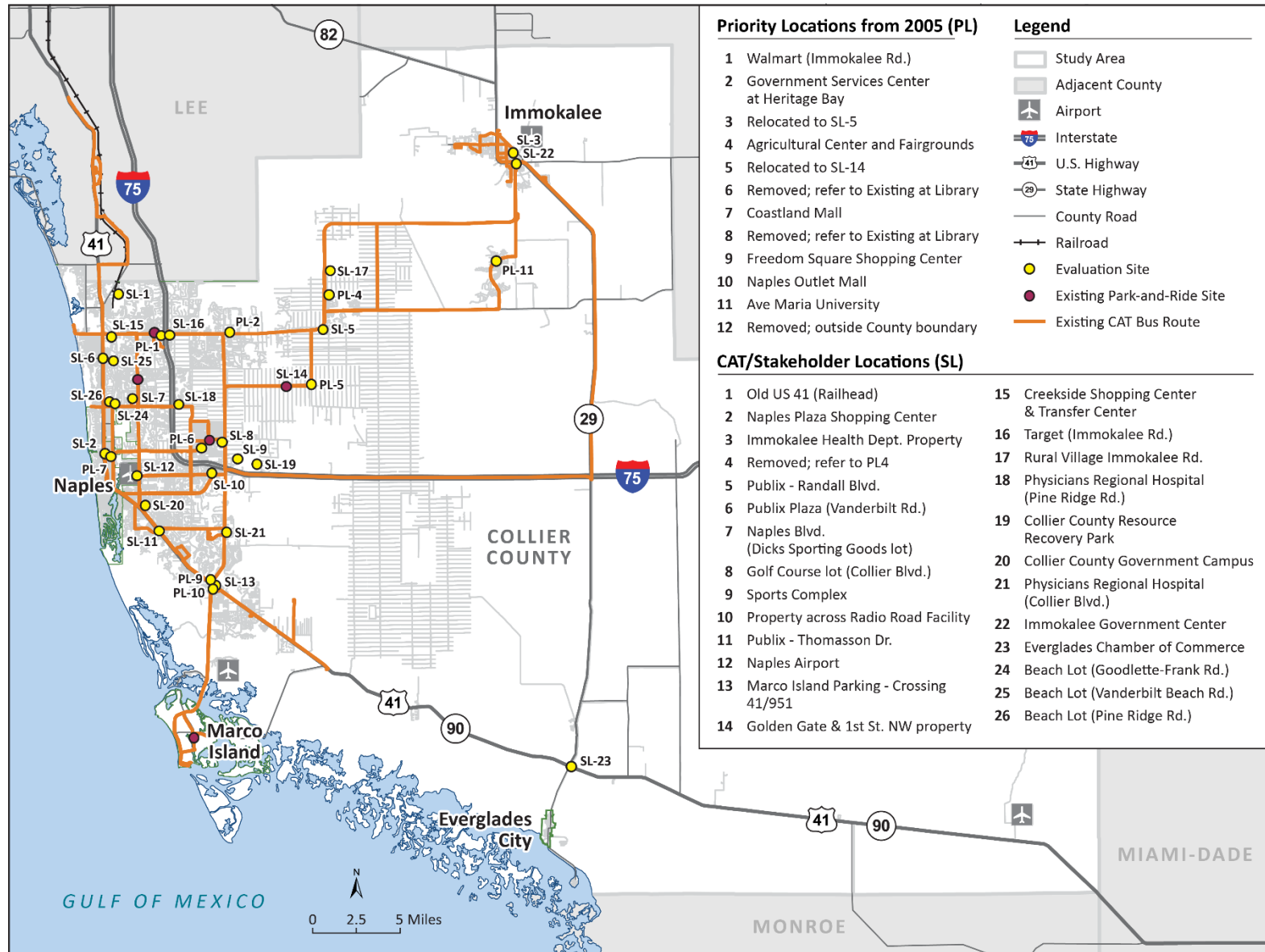


Figure 3-4. Final Proposed Site Locations

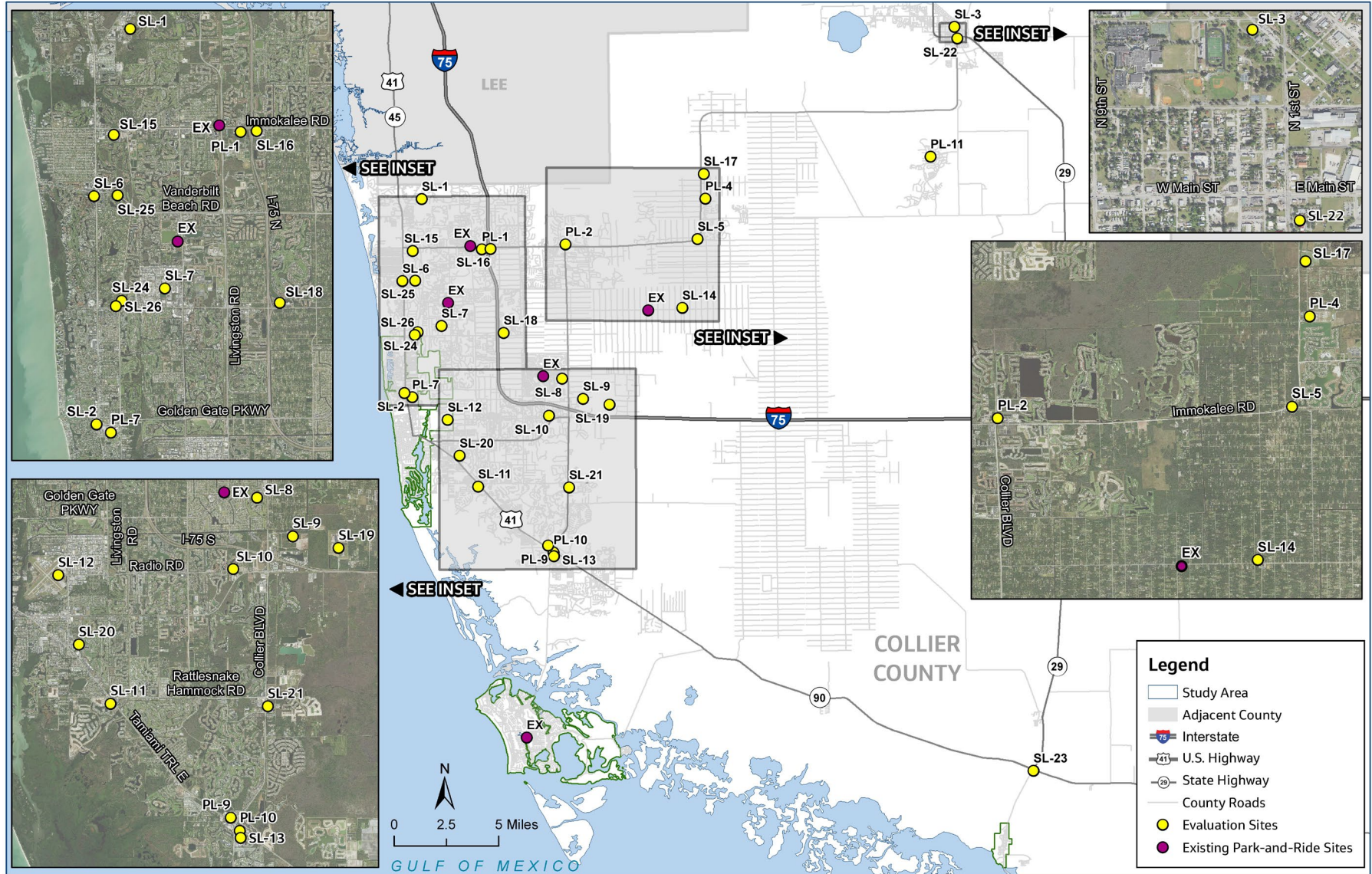


Figure 3-5. Close Up of Final Proposed Site Locations

4. Site Design

4.1 Facility Types

The targeted ridership and area served will determine the type of park-and-ride facility. Table 4-1 lists the types of park-and-ride lots identified in this Study serving the County's current conditions. A full list of park-and-ride facility types, with descriptions and standards for each, are identified in Table 3-1 of the FDOT *State Park-and-Ride Guide*.

Table 4-1. Types of Park-and-Ride Facilities

Source: *State Park-and-Ride Guide (FDOT 2012)*

| Facility Type | Description | Recommended Site Size |
|--------------------------------------|---|---|
| Shared-use (hosted on existing lots) | Signing existing parking spaces in a privately owned lot, typically at shopping plazas to ideally reduce additional trips taken by the user. Lease agreements are required for this private-public partnership. | Recommended 5 to 10 spaces based on demand. For developer agreements, a minimum of 5 spaces is recommended; however, quantity should be tailored to the size of the development it would serve based on full build-out. |
| Remote | 20+ miles from employment. Low population growth anticipated. | Refer to the FDOT <i>State Park-and-Ride Guide</i> for site size estimation calculations. |
| Urban Fringe | Located along the boundaries of an urban area. Serves areas of high concentrations of employees (home residence). | Refer to the FDOT <i>State Park-and-Ride Guide</i> for site size estimation calculations. |
| Parking Deficiency | Supports locations where parking deficiencies already exist. Informal park-and-ride and carpool may already occur. | Refer to the FDOT <i>State Park-and-Ride Guide</i> for site size estimation calculations. |

4.2 Lot Size Estimation

The quantity of parking spaces recommended and total lot size (acres) was estimated for each Priority Site. The lot size estimation was based on the FDOT (2012) *State Park-and-Ride Guide* methodology, tailored to the information provided or accessible. Once the lot size (quantity of spaces) is estimated, future build-out was determined with a design year of 2045. Acreage required for the lot was then estimated, including sidewalk, bus bay waiting areas, and stormwater treatment. It is recommended to acquire properties with the full acreage required to develop the 2045 build-out. Refer to Appendix E for detailed calculations on site size.

Typically, lots are constructed to operate at 75 percent capacity. However, consideration should be made based on construction costs and funding available to determine the size constructed. Designs can be tailored to accommodate size and shape of the property available for parking. For example, a combination of pervious and impervious spaces may be used to reduce the area needed for stormwater treatment.

Cost estimates were prepared based on lot size (refer to Section 6). Such additional features as restrooms, car charging stations, or ride sharing accommodations were not included in the lot size estimation and cost estimates. If such additional features with the site are desired, it is recommended to prepare a conceptual site plan to estimate additional space and utilities required for the site size, as well as a revised cost estimate.

For shared-use lots on private property, the number of spaces provided usually ranges between 5 to 30 (Franklin Regional Council of Governments 2008). Because most sites proposed on shared-use are for employees and carpools at locations that still have available capacity, a quantity of 5 spaces, no greater than 10, was proposed for shared-use lots to serve current conditions.

5. Site Evaluations

5.1 Evaluation Ranking

Site visits were performed at each proposed shared-use lot to identify additional features that could benefit or hinder the success of the lot. Such features include lighting, security cameras, and the capacity of the existing lot (that is, does the lot already reach capacity or is it underutilized). Sites that ranked the highest reduce single occupancy trips and increase transit ridership. Sites with proposed alternative transportation modes, as opposed to transit, to serve the site (such as an express bus, vanpool, Mobility on Demand [MOD], etc.) are indicated under the comments section within each evaluation. Table 5-1 summarizes the final scores and prioritized rank. Refer to Appendix D for site photos and evaluation reports on each location.

The TDP update was not finalized prior to the completion of this Study. The draft TDP report was used to evaluate planned transit routes along each site, with planned routes noted in the comments section of each form indicated as 'TDP Proposed Routes' (Medina 2020). Because the evaluations were based on the existing network, the scoring was not affected if the TDP-proposed routes no longer accommodated a site. However, if a vanpool service or MOD was proposed for the area, it was scored as an additional site benefit. If the TDP plans to eliminate transit along a proposed site and a direct shuttle, vanpool, or MOD service is not pursued by CAT to accommodate, the proposed site should not be pursued.

Of the 32 sites evaluated, the top 14 ranked sites are recommended as priority sites. A total of 4 sites are proposed on existing lots, while 3 are not on County property and will require lease agreements. The average score of evaluated sites was 81.5 percent with a standard deviation of 7.8.

5.2 Priority Sites

Figure 5-1 shows a map of the recommended priority site locations (including alternate locations) according to rank and recommended alternate. If a priority site cannot be pursued at the proposed location, the next highest-ranked site will be pursued. A site may be eliminated if agreement with property owners cannot be reached for property acquisition or lease.

Table 5-1. Final Evaluation Rankings

| Rank | Site ID | Final Score | Site Name | Lease Agreement Required? | County Owned? | Parking Spaces ^a | Lot Size (acres) | Alternate Locations | Targeted Ridership/ Destination Served | Notes ^b |
|------|---------|-------------|--|---------------------------|---------------|-----------------------------|------------------|---------------------|--|--|
| 1 | SL-15 | 102.8 | Creekside | | | 78 | 1.28 | SL-1 | Commuting between Collier and Lee County | Phase I: Plaza not interested, proceed to Phase II. Options for lot location provided. |
| 2 | SL-20 | 101.0 | Government Campus | | ✓ | 5-10 | | | Commuters to work. Commuters to CBD | Recommended adjacent to museum parking (closest to transfer station). |
| 3 | PL-7 | 98.6 | Coastland Center Mall | ✓ | | 5-10 | | SL-2 | Commuters to work, Commuters to shopping/ entertainment | Options provided to serve this location. |
| 4 | PL-9 | 93.8 | Freedom Square shopping center | ✓ | | 5 | | PL-10, SL-13 | Commuters to Marco Island or Everglades City | Recommended over two alternate locations. |
| 5 | SL-18 | 91.3 | Physicians Regional (Pine Ridge) | ✓ | | 5 | | | Commuters to work, Carpool | |
| 6 | SL-22 | 89.3 | Immokalee Government Center | | ✓ | 43 | 0.91 | SL-3 | All trips for Immokalee residents; Remote facility | SL-3 is recommended over SL-22 because of funding obtained. |
| 7 | SL-13 | 87.9 | Marco Island (Crossing 951 & 41) | ✓ | | 5 | | PL-9, PL-10 | Commuters to Marco Island or Everglades City | Reevaluate need if higher-ranked alternate, PL-9, is developed. |
| 8 | SL-8 | 87.6 | Golf Course / VA hospital | | ✓ | 10 | | SL-10 | Commuters to work, Regional interconnectivity | County to determine development plans and adding spaces for park-and-ride/ |
| 9 | PL-10 | 87.5 | Naples Outlet Mall | ✓ | | 5 | | PL-9, SL-13 | Commuters to Marco Island or Everglades City | Reevaluate need if higher-ranked alternates, SL 13 and PL-9, are developed. |
| 10 | SL-3 | 86.9 | Immokalee Health Dept | | ✓ | 43 | 0.91 | SL-22 | All trips for Immokalee residents leaving Immokalee | Recommended over SL-22 because location has Tiger Grant funding for CAT transfer station. |
| 11 | SL-26 | 85.6 | Beach Lot (Pine Ridge Rd) | | ✓ | 420 | 4.81 | | Beach parking deficiency | County to determine plans for the lot. |
| 12 | SL-25 | 85.6 | Beach Lot (Vanderbilt Beach Rd) | | ✓ | 373 | 4.21 | | Beach parking deficiency | County to determine plans for the lot. |
| 13 | SL-1 | 85.4 | Railhead (Old US 41) | | ✓ | 94 | 1.46 | SL-15 | Airport, Commuters to work, Commuters between Collier and Lee County | If SL-15 is constructed, a smaller site size is recommended. Size should be reevaluated based on site size of SL-15. |
| 14 | SL-10 | 83.1 | Radio Rd Transfer Station lot | | | 60 | 0.88 | SL-8 | Parking deficiency for transfer station and employment center | Serves the Radio Rd. transfer station lot, which receives informal park-and-ride and is reaching parking capacity. |
| 15 | SL-6 | 82.9 | The Marketplace at Pelican Bay | ✓ | | 5 | | SL-25 | Commuters to work | Not recommended if SL-25 is built. |
| 16 | SL-11 | 82.8 | Publix Plaza (Thomasson Dr) | ✓ | | 5 | | SL-20 | Commuters to work, Commuters to shopping/ entertainment | |
| 17 | SL-5 | 81.5 | Publix Plaza (Randall Blvd) | ✓ | | 5 | | | Commuters to work, primarily westbound | |
| 18 | PL-1 | 80.4 | Walmart (Immokalee Rd) | ✓ | | 5 - 10 | | SL-16 | Commuting between Collier and Lee County | Options provided. |
| 19 | PL-2 | 78.5 | Government Services Center at Heritage Bay | | ✓ | 5 | | | Commuters to work, primarily westbound or southbound | |
| 20 | SL-24 | 77.2 | Beach lot (Goodlette-Frank Rd) | | | 420 | 4.81 | | Beach parking deficiency | |
| 21 | SL-17 | 76.8 | Rural Village (Immokalee Rd) | ✓ | | Needs Sizing | | PL-4 | Commuters to work, primarily westbound | |
| 22 | SL-7 | 75.7 | Dicks Sporting Goods (Naples Blvd) | ✓ | | 5 | | | Commuters to work, Commuters to shopping/ entertainment | |
| 23 | SL-2 | 75.1 | Naples Plaza shopping center | ✓ | | 5 | | PL-7 | Commuters to work, Commuters to shopping/ entertainment | |
| 24 | SL-21 | 75.1 | Physicians Regional - Collier | ✓ | | 5 | | | Commuters to work, Carpool, primarily north and southbound | |
| 25 | SL-16 | 75 | Target (Immokalee Rd) | ✓ | | 5 | | PL-1 | Commuting between Collier and Lee County | Lease for Phase 1 |
| 26 | PL-4 | 73.3 | Agricultural Center and Fairgrounds | | ✓ | Needs Sizing | | SL-17 | Commuters to work, primarily westbound; Remote facility | Phased as demand increases. |
| 27 | SL-23 | 73.3 | Old Everglades Chamber of Commerce | ✓ | | Needs Sizing | | | Commuters to work; remote facility | |
| 28 | SL-9 | 73.1 | Sports Complex | | ✓ | Needs Sizing | | | Commuters to work, Carpool | |
| 29 | SL-14 | 71.7 | Golden Gate Estates (1st St) | | ✓ | Needs Sizing | | | Commuters to work, Carpool; Remote facility | |
| 30 | PL-11 | 68.8 | Ave Maria | ✓ | | 5 | | | Commuters to work, Carpool; Remote facility | Options provided. |
| 31 | SL-12 | 66.1 | Naples Airport | ✓ | | 5 | | | Commuters to work, Carpool | Options provided. |
| 32 | SL-19 | 50.6 | Resource Recovery Park | | ✓ | Needs Sizing | | | Commuters to work | |

^a Quantity of parking spaces estimated to serve 2045 needs. Refer to Appendix E for site size calculations and FDOT *State Park-and-Ride Guide* for site sizing guidance.

^b Refer to Appendix D for the Site Evaluation on each location.

Notes: Sites removed or relocated include PL-3, PL-5, PL-6, PL-12, SL-4 (Big Corkscrew Regional Park). Refer to Table 3-1 for details.

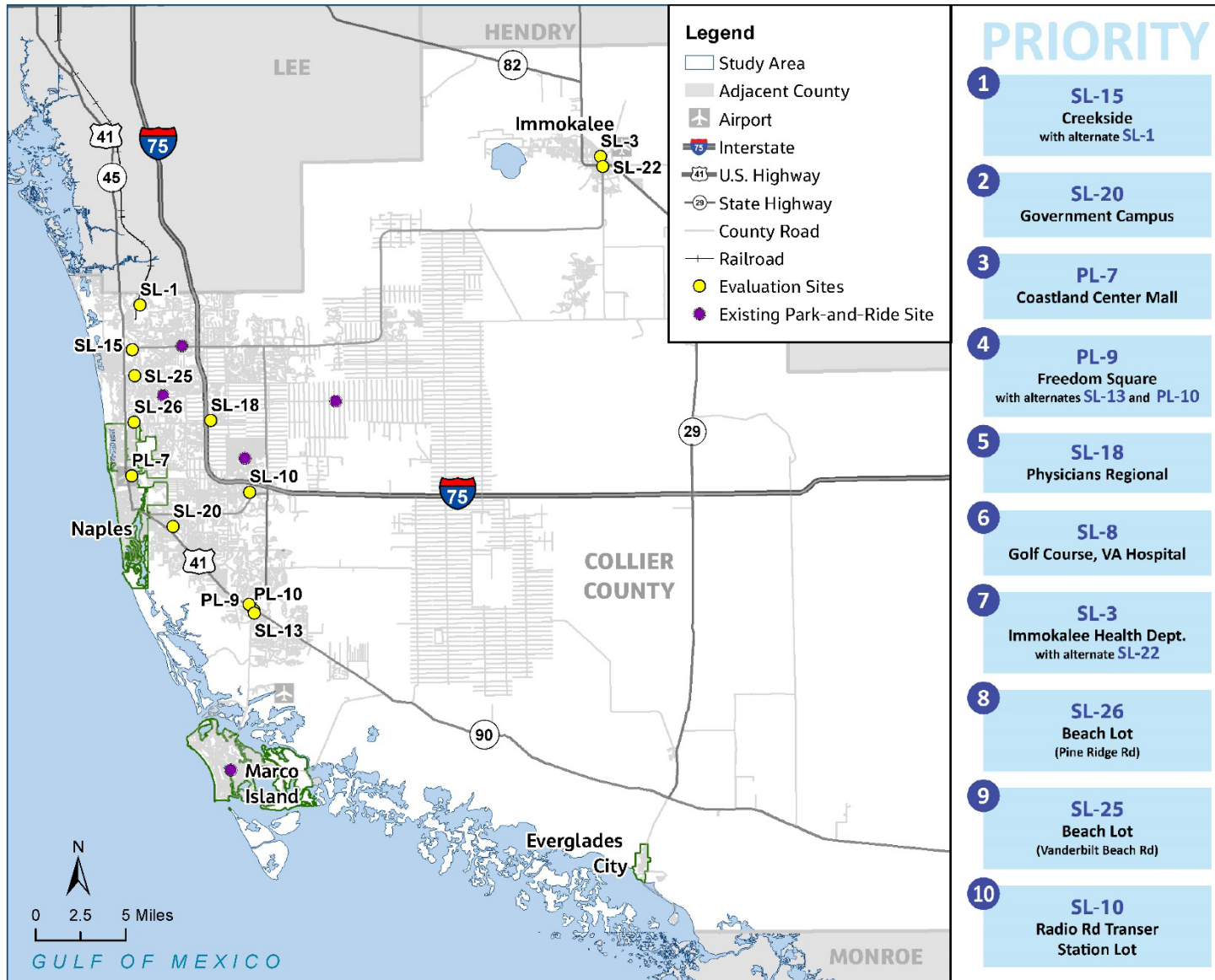


Figure 5-1. Recommended Priority Sites (Including Alternative Locations)

5.3 Alternate Sites

Some service areas had alternative sites (separate site IDs) evaluated or phased development listed within the comments section. The alternate with the highest rank should be pursued first and the other alternates pursued as applicable. Sites with higher-ranked alternates should have its site size reevaluated based on the size of the higher-ranked alternate that is developed. These locations in the Priority Sites include SL-22, SL-13, PL-10, and SL-1.

Options are also presented on the evaluation forms for locations that may have more than one property pursued, if the recommended parcel is not successful. Alternative sites should be evaluated to pursue on a case-by-case basis, based on whether it is proposed on a shared-use or developed lot.

5.3.1 Alternates for Public-Private Partnerships

For sites requiring public-private partnerships, sites were proposed on shared-use lots where the participating property owner would host a park-and-ride site on their lot. In this scenario, a lease agreement would be required, and the designated parking spaces would be signed as park-and-ride. Alternative sites on shared-use lots are considered interchangeable but can also be used in conjunction with each other where applicable. For example, PL-9, PL-10, and SL-13 are all proposed on a shared-use lots that requires a lease agreement and are alternates to each other. All three locations ranked as a priority site. However, all three sites may not need to be pursued. The highest-ranked site (PL-9) should be pursued first. If the property owner at the highest-ranked site is not amenable to providing the quantity of proposed parking spaces, the remaining spaces recommended should be pursued at the next highest-ranked alternate location.

5.3.2 Alternates for Developed Lots

For developed lots with alternative sites, only one site shall be pursued with the other alternate site resized or eliminated. For example, SL-1 (Creekside) and SL-15 (Railhead) are alternates proposed for a transfer facility and connection with LeeTran. SL-15 resulted in a higher score because it already serves as a transfer station and accommodates several routes but requires the County to purchase property within an approximate 0.5-mile range. However, if property cannot be acquired within a reasonable price, the County should pursue its alternate, SL-1, which is on County-owned property. The transfer station with LeeTran and applicable CAT routes should be evaluated and rerouted to accommodate the new location as appropriate. If SL-15 is purchased and constructed, the site size for SL-1 should be significantly reduced.

SL-22 (Immokalee Government Center) and SL-3 (Immokalee Health Department) are the two alternates proposed in the City of Immokalee and are both ranked within the top priority sites. Although the Immokalee Government Center scored slightly higher than the Immokalee Health Department, the Health Department already has funding in place from the Tiger Grant awarded in 2018 to construct a bus transfer station (Collier County 2020). Therefore, because of the proximity of the two lots, SL-3 should be the lot constructed and SL-22 removed from consideration.

5.3.3 Phased Development

Some sites proposed various options for a location within the individual evaluation form. The evaluation was performed on the proposed phase, with an interim or long-term solution indicated as the applicable phase. Typically, approximately 5 spaces are proposed as an interim Phase I solution, with the fully developed lot as the long-term solution.

Some locations had options presented to pursue. The prioritized option should be pursued first, then if an agreement or property acquisition cannot be made at agreeable terms, then the next option should be pursued for that location.

6. Cost Estimates

Cost estimates were developed for the priority site locations. Cost estimates included initial construction costs, estimated operating costs, and anticipated leasing fees. Initial construction costs included the cost of land acquisition, design, permitting, and the development of the site with recommended amenities. The estimate for SL-15 is \$564,940, \$352,251 for SL-3, \$2,587,310 for SL-26, \$2,318,200 for SL-25, and \$686,344 for SL-10. Refer to Appendix E for a detailed breakdown of estimated costs and site size requirements. As noted in Section 4.2, additional features such as restrooms were not included in the cost estimates. Additional features desired should be added to the cost estimates provided.

The cost estimate for a new beach express shuttle to serve SL-26 is proposed to operate only during peak season. Because the beach only reached maximum capacity 36 days per year within the last 3 years (refer to Table 3-5), the cost estimate for a beach shuttle is anticipated to align with the cost of the R29a Beach Bus. A new beach express shuttle is also recommended to serve SL-25. The cost for new service to accommodate the sites would be added to the cost estimates provided.

The yearly maintenance cost per space for maintaining pavement, drainage, landscaping, and fencing is anticipated to cost at \$130 per space per year for 2020. The yearly leasing fee for shared-use lots on private property is anticipated to be minimal, estimated at approximately \$15 per space per year for 2020 (FDOT 2012).

7. Funding Sources

An important consideration for prioritizing park-and-ride sites is determining available funding for developing and maintaining the site. Federal, state, and local funding options were reviewed in relation to each proposed park-and-ride site. Funding allocation will be needed for all elements of the development and maintenance including design, ROW acquisition or lease, construction, promotion, monitoring, operating, and management of the development and maintenance of the facilities. Funding will also be needed for any future expansion or improvements to the sites.

The FDOT *State Park-and-Ride Guide* (FDOT 2012) summarizes potential federal and state funding sources for building park-and-ride facilities. The programs were evaluated for funding, implementing, and maintaining park-and-ride facilities as applicable to the proposed sites for the County. Refer to Section 8.2 for recommended funding sources to pursue for priority lots.

7.1 Federal Funding

Federal resources are available and generally targeted to support the highway system and improve its capacity. Table 7-1 summarizes potential federal resources for programs administered by the Federal Transit Administration (FTA). A recent award of the FY 17 Buses and Bus Facilities Infrastructure Investment Program through the FTA was to Lee County for the transfer station and park-and-ride lot (FTA 2020).

Table 7-1. Federal Funding Sources

Source: *State Park-and-Ride Guide* (FDOT 2012)

| Funding Source | Agency | Description | Comments |
|--|--------|--|---|
| 5309 Bus and Bus Facilities (Transit Project Earmarks) | FTA | The Capital Investment Grants and Loans Program (formerly Discretionary Grants) provides transit capital assistance for new fixed guideway systems and extensions to existing fixed guideway systems (New Starts), fixed guideway modernization, and bus and bus-related facilities. | Project must be consistent with the MPO plan, and typically matched on 80/20 basis. |
| Small Starts | FTA | This program is following a simplified process for projects seeking less than \$75 million in federal discretionary "Small Starts" funds and with a total project cost not exceeding \$250 million. | Has many requirements that are still in process. Exclusivity of corridor, model, and ridership may be issues. |
| Very Small Starts | FTA | FTA has defined a class of projects that are very simple, low-cost, and demonstrably effective called Very Small Starts projects within the Small Starts Program. FTA's intent is that Very Small Starts will qualify for an even simpler and expedited evaluation and rating process. | Designed for the bus rapid transit services. Can be as high as 80/20 funding. |

Table 7-1. Federal Funding Sources*Source: State Park-and-Ride Guide (FDOT 2012)*

| Funding Source | Agency | Description | Comments |
|----------------------------|--------|--|---|
| 5307 Formula Funds | FTA | The Urbanized Area Formula Grants Program provides transit capital and operating assistance to urbanized areas with populations of more than 50,000. Approximately \$18 billion is provided to transit agencies for bus and rail vehicle replacements and facility recapitalization. | Project must be consistent with MPO plan and Transportation Improvement Program (TIP). Typically used by transit agencies for non-project-specific funding. |
| 5311 Capital Grant Program | FTA | This program provides grants for transportation projects that are included in a state program of mass transportation service projects (including service agreements with private providers of mass transportation service) for areas other than urbanized areas. Each state receives an apportioned amount based on its amount of non-urban area. This program is often used for operating assistance. | Eligible activities include planning and marketing for intercity bus transportation; capital grants for intercity bus shelters; joint-use stops and depots; operating grants through purchase-of-service agreements, user-side subsidies, and demonstration projects. |
| CMAQ Funds | FTA | A modification to the law during Transportation Equity Act of the 21st Century provides states that receive the minimum apportionment of 0.5 percent with some flexibility to use CMAQ funds for Surface Transportation Program (STP)-eligible purposes. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| STP Funds | FTA | These funds are excess highway funds or those chosen to be flexed to transit projects. Federal and state funds that are flexed are permanently removed from a highway project or from potential highway project funding. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |

7.2 State Funding

FDOT has a Park-and-Ride Grant Program that supports the purchase or leasing of private land for the construction of park-and-ride lots, as well as the promotion (advertisement) and monitoring of the lots. It is an integral part of the Commuter Assistance Program. The Central Office has established criteria for detailed park-and-ride planning, implementation, and evaluation. All local park-and-ride projects are reviewed for eligibility by the FDOT District office, and suitable projects are considered for funding.

Table 7-2 summarizes potential state resources for programs administered by FDOT.

Table 7-2. State Funding Sources

Source: State Park-and-Ride Guide (FDOT 2012)

| Funding Source | Agency | Description | Associated Issues |
|---|--------|--|--|
| Transit/Rail Service Development | FDOT | Discretionary funding allocated to specific projects by FDOT policy makers to assist in initiating new transit or rail service. Assistance can be either capital or operating grants, although operating assistance is limited to a defined timeframe (typically 3 years). | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| Strategic Intermodal System | FDOT | An initiative by FDOT to provide funding for statewide and regionally significant transportation facilities and services. | Initial focus is on improving intercity transportation corridors, rather than local services. |
| Park-and-Ride; Commuter Assistance Programs | FDOT | Programs to facilitate the use of car pools/vanpools by providing funding for planning, marketing, and capital projects. | Historically, focus has been on commuter assistance. |
| Intermodal Development | FDOT | Program designed to provide funding for improved access, connections to other modes (for example, airports, seaports, and rail), and to facilitate intermodal or multimodal movement of people and goods. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| Public Transit Block Grants | FDOT | Formula grants to established transit providers for use on capital projects or operating assistance. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| State Infrastructure Bank Loans | FDOT | Provides low interest loans for transportation projects – all modes. Repayment terms are flexible and are negotiated on a case-by-case basis. This is a financing tool, not a grant. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. Not a grant—requires repayment. |
| TRIPS | FDOT | Program to improve travel on regionally significant facilities or benefit regional travel or commerce; 50 percent of project cost or 50 percent of non-federal share. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| CIGP | FDOT | Up to 50 percent for improvements to relieve congestion on State Highway System. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |
| New Starts | FDOT | Dollar-for-dollar match of local funds for New Starts projects. | Project must be consistent with the local comprehensive plan and must be included in MPO plan and TIP. |

7.3 Local Funding

Local funding is typically required to match the federal and state resources. Local funds can include general Capital Funds or various taxes, such as sales tax, property tax, local business tax, taxes associated with transportation (such as vehicle registration fees), or tourist development tax.

The County's tourist development tax is governed by the Tourist Development Council (TDC) and TDC tax dollars are used for the promotion of tourism. Any projects and expenditures of tourist development tax must be approved by the TDC. This is a potential funding source to assist with park-and-ride lots associated with beach park facilities or those specifically designed to support tourism. Projects seeking TDC funding require TDC Board conceptual approval prior to advancement to ensure eligibility and support.

Another possible local funding option includes working with the County MPO Congestion Management System to determine if their program has potential for funding certain park-and-ride facilities. Park-and-ride lots would be eligible under this program if they are located along corridors that do not meet an acceptable level of service and do not have funding for widening within the next 5 years. The Congestion Management Committee would review selected park-and-ride lots that meet this program's goal to determine if it would be advanced for recommendation. If advanced, the Congestion Management Committee would prioritize the project and bring to the MPO Board for final approval.

7.4 Alternative Funding Strategies

An alternative strategy for the development of additional park-and-ride lots in congested areas is to work with new commercial developments in their conceptual and design stage. When designing parking requirements for a commercial use, allowing developers to provide required parking spaces offsite can help promote park-and-ride facilities and reduce congestion. The developer could be given the option to either build a park-and-ride offsite or participate in a joint planned effort with funds from several developers being pooled for constructing lots or parking garages. Offsite parking for developers can be made more attractive by providing incentives and benefits, such as increased square footage capability for buildings, water treatment and storage, or even reduced development fees.

The Seed-to-Table park-and-ride lot near the intersection of Livingston Road and Immokalee Road is a good example of such an arrangement (refer to Figure 7-1). Seed-to-Table is a retail market and café who funded and constructed a park-and-ride lot on County property. The design of the lot incorporates one section designated for Seed-to-Table use only and another section for public use. Because the lot is not ideal for pedestrian commute to the shopping center, the County required Seed-to-Table to provide a shuttle service to safely bring users (targeted for employees) across Livingston Road to the shopping center.



Figure 7-1. Seed-to-Table Park-and-Ride lot

Another alternative strategy is to use regulatory requirements to implement revisions to County and City systems (Naples, Marco Island, and Everglades City). For example, modifications to the Concurrency Management System Ordinances could be made by revising mitigating improvements to accept transit, instead of contributing to roadway improvements. This

would be advantageous where developments are increasing trips on corridors that have limited or no capability for ROW expansion (for example, Immokalee Road around I-75) or congested segments that cannot improve capacity or level of service because of financial limitations or environmental restrictions.

It is recommended for the County and its associated municipalities to endorse this ordinance change. A standard process would need to be developed for computing transit fees as an alternative mitigating improvement. Specific areas or segments should be selected where this option is available to developers. The associated fees should be updated as needed in conjunction with the transit or mobility plan accepting this alternative (FDOT 2012).

8. Recommendations and Conclusions

Park-and-ride priority lots should be adopted into the County's LRTP and TDP updates. In addition, new sites should be acquired and reserved for the future along corridors identified in the AUIR or LRTP as deficient and along corridors with high commuter patterns, even if transit is currently not yet provided along that route. The County's property acquisition team should inform CAT when any opportunities arise for potential purchase of land near these main arterials to serve this demand, as well as for beach parking within a 3-mile radius of beaches at capacity (refer to Table 3-5) especially in areas with limited availability, such as South Marco Beach Access in Marco Island.

8.1 Best Practices

Designing and building cost-efficient park-and-ride facilities is key for the success of funding and feasibility. Facilities should be designed with landscaping that requires little to no maintenance to further reduce upkeep costs. In addition, Collier County Vertical Construction Standards should be incorporated where applicable for such items as video surveillance. Designing the sites with conventional facility standards that are used around the County, such as standard lighting fixtures and gates, will allow for efficient maintenance and servicing.

Strategies and best practices should be incorporated into site design where feasible, as noted in Appendix A. Where appropriate based on parking and roadway capacity, park-and-ride spaces on shared-use lots can be designed for use only from Monday through Friday or weekends only.

For the lots designed to accommodate offsite airport parking for the Southwest Florida International Airport. If charging is desired, parking meters and the PayByPhone system, or equivalent, could be implemented, with numbered parking spaces. The County shall determine the maximum amount of days to allow overnight parking. Expired spaces may be ticketed or towed at the owner's expense. Using a parking meter that can be paid through an online (PayByPhone) portal would allow commuters who have unplanned extended trips to pay for the additional parking days remotely.

The PayByPhone parking system with phone application is used by more than 300 cities designed to accommodate this service. An MOD service should be developed with Lee County to serve the airport commuters, such as those using SL-1. Lots allowing overnight parking should be fenced with automatic timed gates and night vision cameras to increase safety and security.

8.2 Property Acquisition and Lease Agreements

To develop new lots, the following actions are recommended:

- Establish funding, secure local funds, or obtain grants as applicable
- Acquire property
- Design and permit
- Construct

To establish funding for SL-15 (Creekside) and SL-10 (Radio Rd Transfer Station lot), grants may be pursued as the facility will also serve the transfer station. It is recommended to pursue the bus and bus facilities grant; however, funding can also be pursued using public transit block grants or possibly through the MPO's Congestion Management Committee.

For SL-3 (Immokalee Health Department), the funding for the transit center was included with Immokalee Complete Streets grant proposal, which was awarded the Tiger IX Grant in March 2018. The project

included a bus bay, canopy shelter, waiting area, trash receptacles, vending machines, restrooms, and Americans with Disabilities Act improvements.

For the proposed beach lots, SL-26 (Pine Ridge Rd) and SL-25 (Vanderbilt Beach Rd), it is recommended to pursue TDC funds and the bus and bus facilities grant. An alternate funding source could be through public transit block grants.

For shared-use lots requiring private-public partnerships, funding should be pursued using the FDOT Park-and-Ride commuter assistance programs. Property owners of the priority locations on shared-use lots were contacted. CAT and Collier MPO should more formally engage with property owners at proposed lease locations to describe the project and inform on the benefits a park-and-ride can bring to commercial lots. A sample maintenance agreement can be found in the FDOT *State Park-and-Ride Guide*.

8.3 Promotion of the Facilities

As discussed in Appendix A, guide signs following the latest MUTCD guidelines are recommended on the major arterial leading to each park-and-ride lot (existing and future) provided within the County, as well as at the entrance of each lot. In addition, CAT should create a separate webpage identifying each lot and shared-use site available for park-and-ride within the County, with photos and descriptions of each lot. The webpage should include information on the benefits of using park-and-ride and links for commuter service and MOD available. In addition, park-and-ride locations should be added to the overall CAT map and to the interactive bus route maps' Real Time Trip Planner webpage (CAT 2020).

The facilities can also be promoted by installing amenities to entice users to the lot, such as electric vehicle car charging stations. To help commuters to reach their ultimate destination after taking transit, alternative methods such as electric scooter stations can be installed at popular stops. Each developed park-and-ride lot and transfer station should have informational signs about the lots available within the County and information on CAT and the commuter assistance program.

To advertise designated beach park-and-ride lots, tourism and Parks & Recreation websites should promote the lots to increase awareness. Pamphlets of the beach shuttle should be available at hotels and tourist locations. The Parks & Recreation Division recommended the beach shuttle be exchanged with a beach trolley, with open windows and beach graphic wraps to attract tourists and entice users. Additional promotion and marketing strategies outlined in FDOT *State Park-and-Ride Guide* (FDOT 2012) should be pursued as resources and funding are available.

For all beach park-and-ride lots, digital 'real-time' tracking signs indicating the quantity of available spaces is proposed along the arterials. Real-time tracking for SL-26 should be posted at the park-and-ride lot (Pine Ridge Road) for drive-by trips as well as on US 41 prior to visitors entering Seagate Drive. This will reduce trips on Seagate Drive and promote lot use. The real-time tracking should also be posted online to allow visitors to plan their route accordingly during peak season. The online location should be easy to search, with the location posted on the interactive sign. It would be ideal for the website to indicate 'real-time' availability of parking at each of the County beach lots.

8.4 Park-and-Ride Handbook

A Park-and-Ride Handbook was developed to assist in the evaluation process for future sites analyzed after the conclusion of this Study (refer to Appendix B). The handbook should also be used as the basis for any future park-and-ride studies performed for the County. The handbook includes guidance on the site selection and evaluation process as well as the Evaluation Methodology and Evaluation Forms.

Weighting and evaluation methodology should be reevaluated as demographics, needs, and development changes occur within the County from the current 2020 conditions of this Study.

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**Executive Summary
Reports and Presentations**

Item 5b

Florida Developmental Disabilities Council Transportation Voucher Project

Objective:

To enhance transportation service for people with disabilities in Collier County.

Considerations:

On August 6, 2020, Public Transit & Neighborhood Enhancement staff received an invitation from the Florida Developmental Disabilities Council to take part in a 12-month pilot transportation voucher project using grant funding in the amount of \$150,000. The transportation voucher project is designed to provide greater transportation options for residents with intellectual and developmental disabilities. This project will address the transportation needs that are currently not being met through Collier Area Transit's (CAT) paratransit system. Currently, this pilot program has been funded in Hillsborough County and the City of Jacksonville and funding is available to support this program in up to eight additional counties and areas of Florida.

The voucher project is expected to serve all 3,260 passengers currently actively using the County's ADA paratransit system and is expected to provide an additional 8,000 annual trips. The existing paratransit system provides approximately 79,000 annual trips. With the implementation of the voucher program, an increase of 9% in the annual trip volume is expected.

Collier County has several taxi companies and two Transportation Network Companies (TNC) available to service the community. The intent is to partner with a TNC who will also utilize a third-party taxi company to provide users with an additional transportation option and ensure the program include ADA accessible vehicles. The selected providers will provide a safe and convenient on-demand shared rides service to compliment the CAT paratransit system with the grant being utilized to subsidize the cost of the trip. Passengers will pay a \$4 fare for the trip and anything over the maximum of \$20 allowed per trip. The service will be available from 6:00 a.m. to 10:00 p.m. seven days a week. Eligible passengers will be able access the service through an app or web portal through a link distributed via email by CAT staff. The voucher pilot program will run through September 2021.

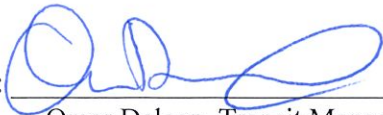
The contract is being presented to the Board of County Commissioners at their meeting on October 27, 2020. Staff will review the project concept with you at the meeting.

Recommendations:


Review and endorse the implementation of this project.

Attachments:

1. Final Transportation Voucher Replication Project Work Plan

Prepared by: 
Omar Deleon, Transit Manager

Date: 10/15/20

Approved by: 
Michelle Arnold, PTNE Division Director

Date: 10-15-20

Transportation Voucher Replication Project Work Plan

Timeline, Person Responsible, Proposer’s Response to Planned Scope of Work and Services to be populated by proposer.

| Scope of Work Prescribed Tasks | Timeline | Person Responsible | Proposers’ Response to Planned Scope of Work and Services |
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| <p>1. Develop a Transportation Voucher Replication Program similar in scope to the HARTPlus Customer Choice Program.</p> <p>a. Identify targeted estimates and descriptions for the program.</p> <ol style="list-style-type: none"> 1. Identify approximate number of individuals to be served. 2. Identify approximate number of trips to be provided (i.e., daily, monthly, annually). 3. Describe how the individuals to be served compares with current services and quantify how current services will be improved. 4. Describe anticipated hours that service will be available (i.e., hours per day, days per week). 5. Describe service coverage area for proposed project. | <p>October 2020 – January 2021</p> | <p>Omar DeLeon</p> | <p>Provide estimates and descriptions for 1.a.1-5 below.</p> <ol style="list-style-type: none"> 1. The Voucher Project is expected to serve all 3,260 passengers currently actively using the County’s ADA paratransit system. 2. The Project is projected to provide approximately 8,125 annual trips. 3. The existing ADA paratransit system provides approximately 79,000 annual trips. With the implementation of the Voucher programs we expect an increase of 9% in the annual trip volume. The program will increase accessibility to life sustaining and quality of life venues by allowing same day service rather than the current 24-hour preschedule requirement. (See Project Description below) 4. Service hours will be from 6:00 a.m. to 10:00 p.m. 7- days a week. 5. The service will cover the entire Collier County geographic area. |

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| <p>b. Develop transportation provider(s) selection process.</p> <ol style="list-style-type: none"> 1. Describe the capacity and availability of transportation providers that currently serve the area. 2. Describe the types of transportation providers you plan to use with your voucher program. 3. Describe Request for Proposals or Request for Bids process (if applicable). 4. Describe planned contractual arrangements with transportation provider(s). 5. Describe minimum vehicle operator requirements/qualifications. 6. Identify how background and motor vehicle record check processes and details will be implemented and maintained. | | | <p>Describe plans for addressing 1.b.1-6 below.</p> <ol style="list-style-type: none"> 1. Collier County operated a Demand Response Paratransit service that provides door-to-door transportation service to the developmentally disadvantaged, elderly, and transportation disadvantaged population. All participants in the program must be pre-approved through an application process. Once approved passengers are required to reserve their trips at least 24-hour prior to the day of the desired trip. The program is managed by the County and a Contracted vendor, MV Transportation, Inc., hires and trains the drivers to perform the service. The County's program provides approximately 100,000 trips annually (pre-COVID). In addition to the Contracted vendor Collier County has several Taxi Companies and two Transportation Network Companies (TNC) available to service the community. 2. The intent is to partner with a TNC to provide the users with an option and ensure the program includes accessible vehicles. 3. Collier County Request for Proposal process is consistent with the Uniform Administrative Requirement 2 CFR 200 and attached Collier County Procurement Ordinance. 4. Collier County will contract with Uber and will ensure riders have a choice between mobility providers along with availability of wheelchair accessible vehicles (WAV). Provider(s) will provide a safe and convenient on-demand, shared rides service to compliment the CAT Connect service (Collier |
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| | | | <p>County's paratransit system). Passengers pay a \$4 fare for the trip and anything over \$20. The service will be an on-demand type service and available 6:00 a.m. to 10:00 p.m. 7- days a week. If there is an opportunity to multi-load then trips may be provided together.</p> <p>5. Vehicle operators will be required to meet minimum background check requirements to ensure that operators do not have a criminal conviction that would make the person a threat to passenger safety or threaten the loss of CAT Connect property.</p> <p>6. Criminal background checks will be conducted at the time of hire. Driving and criminal history checks are rerun annually, where permitted by law. The records will be maintained for 3-years. Vehicle records will be stored in Motor Vehicle Reports that are maintained by and obtained from the State Department of Motor Vehicles by the Contractor. Collier County's auditing Division may conduct inspections of invoicing and payment records on their schedule and record their findings to be discussed with the Contractor and required improvements will be noted as necessary.</p> |
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| <p>c. Establish eligibility, registration, and reservation procedures.</p> <ol style="list-style-type: none"> 1. Describe eligibility requirements and certification process to be used, including application. 2. Describe passenger registration process. 3. Describe trip reservation process. | | | <p>Describe plans for addressing 1.c.1-3 below.</p> <ol style="list-style-type: none"> 1. Eligibility requirements will be consistent with those of the CAT Connect ADA service which requires one’s disability preventing them from using the Cat Fixed Route system. All ADA certified passenger will be eligible for this program. Certification is valid for a 3-year period. The application is attached to this proposal. The program will not be available to the general public just those that qualify. 2. CAT Connect staff will promote this service and send information of the new program to existing ADA approved passengers. Passengers will be sent an email to provide them access to the program. Once they join the program the system to verify whether their trip meets the requirement. (See Profiles tool description below for more details) 3. Trips shall be reserved by contacting the hired contractor via phone, web portal, or app, depending in which ride option a passenger chooses and how they prefer to book. The passenger will give their desired destination and once all details of the trip have been provided and confirmed, the passenger will be advised when the driver will be there for pick-up and the cost of the trip. |
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| <p>d. Develop Transportation Voucher instrument and associated procedures.</p> <ol style="list-style-type: none"> 1. Describe proposed voucher instrument and how the voucher will be used. 2. Define the voucher distribution process. 3. Identify cost to the passenger (if applicable). 4. Describe invoicing and reimbursement process for providers and volunteer drivers (if applicable). 5. Describe accounting safeguards to ensure the use of vouchers for approved purposes. | | | <p>Describe plans for addressing 1.d.1-5 below.</p> <ol style="list-style-type: none"> 1. CAT Connect will like to implement a voucher instrument that functions much like the commercial Transportation Network Companies (TNC) Uber but as a shared ride system. The instrument will be administered through an app or on a web portal for those who do not have access to a mobile device. 2. Users profiles will be incorporated into the CAT Connect eligibility process to notify passengers that have already been certified through the system’s ADA service of the new service. Instruction on how access the program or how to download the app for the provider will also be distributed, if applicable. 3. There will be no cost to passengers for the app, or to receive the voucher. The passenger will, however, be responsible for paying a \$4 fare for the trip and anything over \$20. 4. The program is not intending to utilize volunteer drivers. The hired providers will provide a monthly invoice and required backup information showing all trips provided. The County will validate the information and pay accordingly. The TNC Partner will invoice for program usage on a monthly basis, with program pricing matching publicly available pricing through their platform. This will include Agency management tools and data reporting modules at no additional cost. Because this will be a pay for performance program, there |
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| <p>e. Describe plans for delivering sensitivity or disability awareness training to staff and transportation providers.</p> <ol style="list-style-type: none"> 1. Describe existing and planned practices for delivering sensitivity or disability awareness training to staff and transportation providers. | | | <p>will be no program costs besides for trips provided through the program. We will provide payments through credit card or ACH transfer once they have been approved by Collier County program staff.</p> <ol style="list-style-type: none"> 5. A comparison of the current list of eligible passengers will be reviewed with the list of trips submitted by the provider with the invoice to ensure only eligible passenger trips are being charged. Also, further validation will be done by contacting passengers randomly to confirm trips were taken. Trips with the TNC Partner will be limited to eligible riders and eligible trips within our program definitions. Collier County will also have access to a program administrative dashboard that will allow us to view and export trip information through a web portal, allowing us to verify and approve program usage easily and flexibly. <p>Describe plans for addressing 1.e.1 below.</p> <ol style="list-style-type: none"> 1. Existing staff are required to participate in sensitivity and disability awareness training on a regular basis. Each employee goes through training at hire and receives refresher training annually. The provider will be required to demonstrate that its drivers have received similar training as part of the quality control review by the County. Uber, the TNC Partner for this program, sets out how riders should be treated in their |
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| <p>f. Develop and implement marketing and outreach efforts.</p> <ol style="list-style-type: none"> 1. Identify type of marketing tools to be developed (e.g., fact sheets, brochures, flyers, online information). 2. Describe proposed methods for disseminating marketing tools and overall outreach efforts. | | | <p>Community Guidelines. Drivers who breach these Community Guidelines may have their access to the Uber app deactivated. In addition, drivers have access to an online video that describes best practices for accommodating passengers with disabilities.</p> <p>Describe plans for addressing 1.f.1-2 below.</p> <ol style="list-style-type: none"> 1. CAT Connect will develop online materials to explain the program, including instructions on how to use it, to be disseminated to eligible passengers. We will also develop a fact sheet to be used by customer service representatives when explaining the program over the phone when passengers call to make a conventional reservation. The fact sheet will be available in multiple languages (English, Spanish, Creole) and can also be mailed to eligible passengers. There is also an expectation that the provider will help with the marketing of the program to ensure success. <p>The Uber Transit team has a dedicated marketing manager who will work with Collier County to promote service through Uber channels and local channels. This includes emails, in-app sends, and a marketing playbook Uber will provide to ensure program users know how to use the services they're providing. The Uber Transit</p> |
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| <p>g. Ensure quality assurance procedures are developed and in place prior to project implementation.</p> <ol style="list-style-type: none"> 1. Describe measures to ensure the transportation voucher program is operated in the most safe and responsive manner. | | | <p>Team will work with Collier County to ensure any program marketing dollars we spend are paired with high-quality content we develop to promote our program.</p> <ol style="list-style-type: none"> 2. The information developed to market the program will be placed on the agency website and Facebook Page. The Fact Sheet will be distributed to eligible passengers via mail and will be available at out office. Customer Service Representatives will also be required to advise callers about the program when they call to make reservations for the standard paratransit service. <p>Describe plans for addressing 1.g.1 below.</p> <ol style="list-style-type: none"> 1. The provider will be required to have a system for monitoring the trips that are being provided so that we can ensure the safety and responsiveness for passengers. Testing of the system and the reporting capability will be conducted prior to implementation. The TNC Partner, Uber, is highly committed to safety. Safety is built into the Uber experience through three channels: safety features in the app, strong community guidelines, and a specially trained support team, who are available 24/7, to deal with any questions or safety concerns. |
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| | | | <p>Every Uber Rider app has a Safety Toolkit which includes features such as the 'emergency help button' and the 'share my trip' feature. Using the emergency help button, Customers will be able to contact emergency services (911) via the app. If a customer activates the emergency button, they will also receive a message from Uber's Incident Response Team who will triage the incident accordingly based on the information provided.</p> <p>Uber enforces strict Community Guidelines to keep rides safe and comfortable. They do not tolerate unprofessional behavior like inappropriate physical contact or verbal aggression. Any behavior involving violence, sexual misconduct, harassment, discrimination, or illegal activity while using the Uber apps can result in the immediate loss of access to the Uber apps.</p> <p>The same professionalism and attention to safety will be required from the Taxi Company hired to provide WAV trips.</p> <p>The County will also do our due diligence to check references with other jurisdictions to evaluate their experience with the provider.</p> |
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| <p>2. Implement all procedures and deliver transportation voucher services.</p> <p>a. Submit bi-monthly record of travel trips provided.</p> | <p>January 2021 – September 2021</p> | | <p>Describe plans for addressing 2.a. below. CAT Connect will maintain records of all the trips that the providers makes. The records will include the origin and destination for each trip, the name of the passenger, driver information and the trip request time, the pick-up time and the drop-off time. The timely performance of the service will be monitored, and any corrective action will be noted to the provider when applicable.</p> |
| <p>3. Evaluate project effectiveness.</p> <p>a. Ensure a customer service program is developed and includes a complaint resolution and grievance process and assesses customer satisfaction.</p> <ol style="list-style-type: none"> 1. Describe the proposed complaint resolution and grievance process. 2. Develop surveys and an interview process to evaluate effectiveness of the project and satisfaction with transportation services, including driver awareness and trip reservation process. 3. Implement surveys and interview process with riders. | <p>January 2021 – September 2021</p> | | <p>Describe plans for addressing 3.a.1.-3. below.</p> <ol style="list-style-type: none"> 1. CAT Connect will utilize its current complaint procedures to address customer complaints. Passenger unsatisfied with any aspect of their service may contact CAT Connect via phone or mail. Complaints may also be registered on the website on a form provided. All complaints are taken very seriously and addressed within 2 business days. If the complaint cannot be completely investigated within that time frame the customer must be contacted to be advised that we are still investigating the complaint. If the customer is still not satisfied with the resolution, they are provided information of the Grievance process which include an evaluation by management and final determination by the Local Coordinating Board (LCB). |

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| <p>b. Evaluate overall project and submit a final report to minimally include:</p> <ol style="list-style-type: none"> 1. Evidence of services provided. 2. Customer satisfaction with transportation services, including driver awareness and trip reservation process. 3. Key measures of service provisions <ol style="list-style-type: none"> a. Number of trips provided b. Purpose/types of trips c. Cost of trips and analysis of cost savings d. Number of unique riders <p>(Interim deliverable reports will convey ongoing progress toward evaluation components, particularly regarding key measures of service provisions.)</p> | | | <ol style="list-style-type: none"> 2. Collier County has a surveying tool called Qualtrics that will be used to survey users of the service to determine satisfaction and effectiveness. As part of the Division’s auditing process, drivers will be interviewed to determine awareness of the program requirements as a method of evaluating how the program is being implemented. 3. The survey and interviewing process will be implemented after 3-months that the program has been put in place. <p>Describe plans for addressing 3.b.1.-3 below.</p> <ol style="list-style-type: none"> 1. As part of the monthly reimbursement request, all the back-up information showing the trips provided will be submitted to the FDDC as evidence that the service is being provided. Any media produced after the implementation of the project will also be provided to FDDC as further evidence of the program implementation. 2. The results of surveys conducted with passengers and drivers will be tabulated and evaluated. The findings from those surveys will be accumulated and provided to FDDC for their records. 3. The following information will be collected and evaluated to determine the effectiveness of the program: <ol style="list-style-type: none"> a. Number of trips provided b. Purpose/type of trips c. Cost of trip and analysis of cost savings |
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| | | | d. Number of unique riders |
| <p>4. Develop and submit a long-term sustainability plan to continue the voucher program beyond Council funding.</p> <p>a. Describe preliminary plans for long-term sustainability.</p> | <p>April 2021</p> | | <p>Describe plans for addressing 4.a.1 below.</p> <p>1. Collier County allocates local funding for the ADA paratransit service. After evaluating the cost associated with providing the voucher program and comparing it to the cost for providing the service conventionally, we expect substantial per-trip cost savings and growth in the total number of rides provided through the program. Savings related with providing paratransit trips through a TNC and taxi company will be shifted to maintain and expand the voucher program. By funding Collier County’s exploration of this voucher program, the Florida Developmentally Disabilities Council will allow us to examine whether it is appropriate to revamp the way we provide paratransit service in the future. Our goal is to continually improve the mobility of our riders and expand accessibility within the county. We believe this program can help us improve our service while working toward more efficiency within our existing program budget.</p> |

Proposal Submitted By: Collier Area Transit

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CAT Connect Transit Voucher Program

Project Description

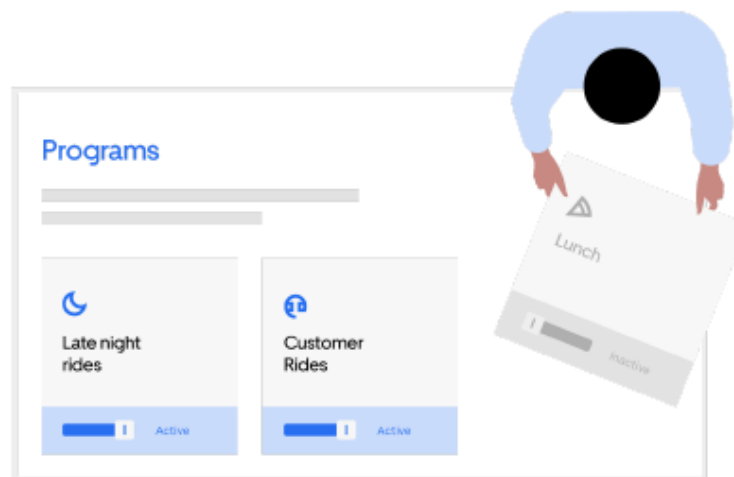
Collier Area Transit (CAT) is excited about piloting a project that will extend access to employment and life sustaining venues for the developmentally disadvantaged population in Collier County. The proposed Project will consist of an on-demand transportation system that will utilize Transportation Network Companies (TNC) and/or Taxicab companies to extend the reach of our existing paratransit network. CAT Connect plan on creating a voucher program that include specific parameters and restrictions, including subsidy amount, location, dates and times, etc. to ensure the program is innovative and cost effective.

The plan is to partner with Uber who has several tools available to CAT Connect to manage our paratransit program and extend the accessibility to the developmentally disabled population: Transit Vouchers, Profiles, Uber Central, and Fleet Management. We have selected the Profiles and Uber Central tools because they will best meet our needs. An overview of their functionality has been provided below, as well as suggestions on how they could be implemented to support agency programs.

Profiles

The Profiles tool provides agencies with the ability to provide subsidies to specific users within specific locations, times of day, days of the week and/or for a specific amount.

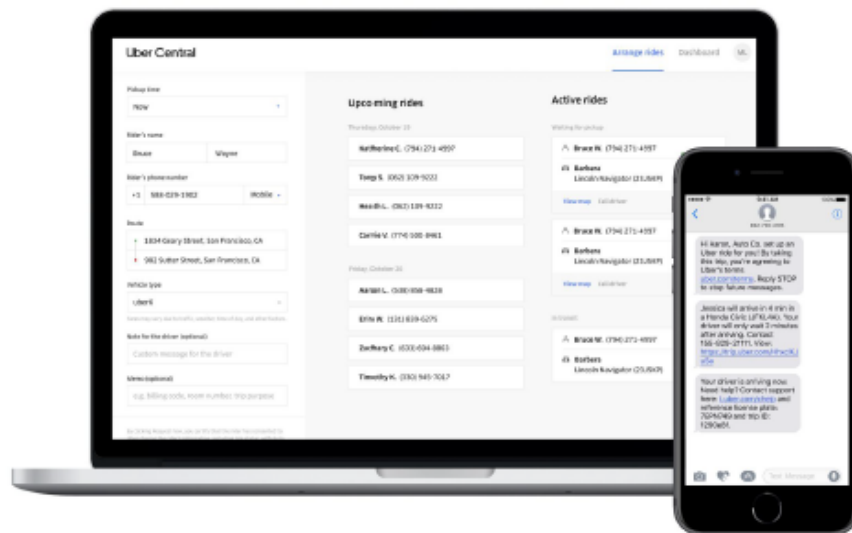
The Profiles tool includes a program eligibility management system that allow direct management by CAT Connect within the self-service Profiles dashboard. Approved riders are sent an email to provide them access to subsidized or free trips as part of the program you design. Once a rider joins the program, Profiles enables access to subsidized trips that meet the program requirements. If a rider’s trip does not meet the requirements, the subsidy will not apply.



CAT Connect will have the ability to set up a program aligned to our needs, including setting prices based on eligibility. The flat fare will be paid by the passenger for the initial \$4 of the trip. Agency staff will also be able to monitor program settings at both a trip level and in aggregate.

Uber Central

Uber Central is a web-based booking tool that will allow CAT Connect to arrange and pay for on-demand rides—both Uber rides and third-party operators that have been onboarded—on behalf of passengers. Agency staff can also monitor active trips in real-time.



Uber Central allows you to select "Now" as the pickup time to send a driver within minutes, or "Flexible" to select a pickup day up to 60 days in advance.

Agencies can use the dashboard to order trips on behalf of riders who need access to an on-demand trip. Customers need to provide their name, mobile phone number and destination. They do not need to have an Uber account.

How the program would work for the end user

Most passengers will install an app on their mobile device. If this is not available, passengers can call the CAT Connect office to request a trip on the voucher program and CAT will book the trip for the passenger. In this instance, passengers will receive SMS text messages or a call to their landline. The SMS text or call will provide passengers with all relevant pick-up information (e.g. RTA, driver name, car type, etc.) For smartphone users, the passenger will follow the following steps:

- **Input trip information:** Passenger opens the app, confirms their GPS-determined pick-up location or enter an exact pick-up address and inputs their destination.
- **Confirm Trip Detail:** Once a passenger enters their pick-up and destination details, the app automatically displays the trip fare the passenger would be responsible for under the program after the subsidy.
- **Route information:** Before submitting a trip request, the passenger will see a forecasted route and trip duration based on real-time traffic.
- **Book the trip:** Once a trip request is submitted, the passenger receives a prompt letting them the driver's first name, photograph, rating, vehicle type, license plate number, and location which can be tracked in real time en route to the passenger's pick-up location.
- **Additional Information:** When the driver is arriving, the passenger receives a text to prepare to meet them and begin the trip promptly. Additionally, the rider is provided a notification when the trip is about to end.

If a customer and driver cannot locate each other, they can either call or text each other within the app.

How the Provider would interface with CAT Connect

Ideally, the provider will have a system which allows CAT Connect to monitor the program on a dashboard so that staff can see the number of vouchers that have been redeemed or used and the total amount spent on the voucher program. This will include working with our team to configure the program and providing the data we would need to monitor the program success. We would like the ability to have self-service dashboards that will assist with this process, giving us access to the data you need when you need it.

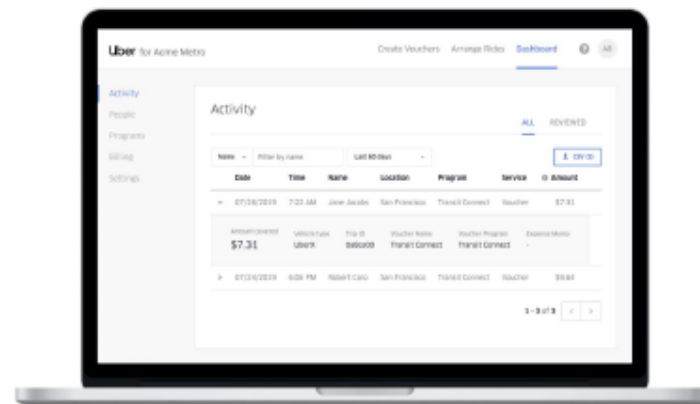
CAT Connect should have access to the following data, but not limited to:

- Number of trips provided
- Trip Purpose/Type
- Trip Origin/Destination
- Cost per trip
- Cost saving analysis
- Number of unique riders

You can find examples of our dashboards below:



An overview data and insights dashboard providing information on trips at the aggregate level during a select time period, and showing trip origins and destinations



A view from the agency-facing dashboard showing trip-level information about agency-subsidized trips, downloadable as a CSV for your convenience

How much does a ride with the

UberX

Plan your

You are screen sharing

Stop Share

✕

| Pickup | During your trip |
|----------------------|------------------|
| Base fare | \$1.08 |
| Long pickup fee | Variable fees |
| Per-minute to pickup | \$0.14 |
| Per-mile to pickup | \$1.09 |
| Booking fee | \$3.10 |
| Minimum fare | \$6.50 |
| Per-minute | \$0.14 |
| Per-mile | \$1.09 |

| Cancellations | Ride info |
|---|---------------|
| Cancellation fee | Variable fees |
| Rider no-show fee | \$5.50 |
| Standard rider-initiated cancellation fee | \$5.50 |
| Per-minute prior to cancellation | \$0.14 |
| Per-mile prior to cancellation | \$1.09 |
| Number of riders | 1 |

Request UberX

Sign up to ride

You agree to pay the upfront price shown at booking. The upfront price is calculated using the base rate, plus the per-minute rate and/or per-mile rate. It may be adjusted due to [marketplace factors](#), promotions, and/or other discounts, and includes [applicable taxes, fees, surcharges and estimated tolls](#). Additional charges, such as a wait-time fee, may be added to your upfront price. If the length or route of your trip changes, your upfront price may change based on the rates above and other applicable taxes, tolls, fees, and surcharges. Rates shown are rounded to 2 decimal points, while actual rates are set at 4 decimal points. In the US: rates used to calculate driver fares are published at [partners.uber.com](#) and require an active partner account to view. Additional surcharges may be applied when Uber Assist is requested from Uber Central or Uber Health dashboards.

Schedule for later

Sign up to ride

EXECUTIVE SUMMARY
Reports and Presentation
Item 6a

CAT Performance Measures

Objective:

Present Collier Area Transit Performance Measures

Considerations:

Staff will present the Annual Performance Measures to the committee for review recommendations for discussion.


Recommendation:

None.

Attachment:

Performance Measures.xlsx


Prepared by: _____


Omar De Leon, Transit Manager

Date: _____

10/15/20

Approved by: _____


Michelle Arnold, PTNE Division Director

Date: _____

10-15-20

System Total

| Months | Passengers | | Difference | Revenue | | Revenue Miles | | Revenue Hours | | Passengers Per Revenue Hours | | Passengers Per Revenue Mile | |
|-----------|------------|---------|------------|---------------|---------------|---------------|--------------|---------------|-----------|------------------------------|-------|-----------------------------|------|
| | FY19 | FY20 | FY18 & 19 | FY19 | FY20 | FY19 | FY20 | FY19 | FY20 | FY19 | FY20 | FY19 | FY20 |
| October | 76,272 | 73,587 | -3.52% | \$ 122,998.70 | \$ 133,326.68 | 107,980.29 | 117,960.10 | 6,268.21 | 6,305.36 | 12.17 | 11.67 | 0.71 | 0.62 |
| November | 66,045 | 67,010 | 1.46% | \$ 73,094.01 | \$ 68,836.87 | 111,969.56 | 109,585.31 | 5,801.00 | 5,821.08 | 11.39 | 11.51 | 0.59 | 0.61 |
| December | 64,141 | 65,998 | 2.90% | \$ 68,294.06 | \$ 69,602.31 | 118,043.23 | 114,311.37 | 6,171.88 | 6,073.39 | 10.39 | 10.87 | 0.54 | 0.58 |
| January | 67,088 | 71,003 | 5.84% | \$ 74,518.94 | \$ 73,754.31 | 119,719.86 | 115,783.96 | 6,254.96 | 6,129.42 | 10.73 | 11.58 | 0.54 | 0.61 |
| February | 66,564 | 69,542 | 4.47% | \$ 69,840.67 | \$ 71,756.97 | 112,452.89 | 113,269.55 | 5,916.41 | 5,981.09 | 11.25 | 11.63 | 0.59 | 0.61 |
| March | 71,032 | 54,108 | -23.83% | \$ 74,224.73 | \$ 47,555.04 | 123,792.87 | 117,540.85 | 6,507.57 | 6,230.80 | 10.92 | 8.68 | 0.59 | 0.46 |
| April | 69,832 | 27,696 | -60.34% | \$ 70,713.24 | \$ - | 121,201.96 | 117,916.23 | 6,381.48 | 6,053.97 | 10.94 | 4.57 | 0.58 | 0.23 |
| May | 67,513 | 37,342 | -44.69% | \$ 71,475.61 | \$ - | 113,833.48 | 116,453.60 | 6,087.12 | 6,060.70 | 11.09 | 6.16 | 0.59 | 0.32 |
| June | 63,451 | 43,288 | -31.78% | \$ 68,934.25 | \$ - | 111,342.20 | 117,906.80 | 5,967.85 | 6,201.78 | 10.63 | 6.98 | 0.57 | 0.37 |
| July | 63,053 | 46,249 | -26.65% | \$ 67,901.70 | \$ - | 113,833.48 | 117,227.30 | 6,086.29 | 6,204.84 | 10.36 | 7.45 | 0.55 | 0.39 |
| August | 66,775 | 44,407 | -33.50% | \$ 68,539.24 | \$ 51,671.09 | 117,838.55 | 116,714.55 | 6,297.60 | 6,118.54 | 10.60 | 7.26 | 0.57 | 0.38 |
| September | 63,653 | 42,198 | -33.71% | \$ 67,394.70 | \$ 107,221.15 | 107,337.13 | 112,566.38 | 5,756.67 | 5,935.96 | 11.06 | 7.11 | 0.59 | 0.37 |
| Total | 805,419 | 642,428 | -20% | \$ 897,929.85 | \$ 623,724.42 | 1,135,832.77 | 1,387,236.00 | 73,497.04 | 73,116.93 | 10.96 | 8.79 | 0.58 | 0.46 |

951 LLC Bulk passes \$58804

951 LLC Bulk passes \$58804

| Months | FY18 | | | FY19 | | | FY20 | | |
|-----------|---------|------|-------|---------|------|-------|---------|------|-------|
| | On-Time | Late | Early | On-Time | Late | Early | On-Time | Late | Early |
| October | 77.2 | 20.1 | 2.6 | 84.9 | 14.4 | 0.8 | | | |
| November | 77 | 18.6 | 4.4 | 83.5 | 14.8 | 1.6 | | | |
| December | 82.7 | 13.8 | 3.6 | 86.4 | | 1.7 | | | |
| January | 80.5 | 16.4 | 3.1 | 84.5 | | 1.6 | | | |
| February | 78.7 | 18.3 | 3 | 83.6 | 15.1 | 1.3 | | | |
| March | 80.1 | 17 | 2.9 | 85 | 13.2 | 1.8 | | | |
| April | 74.8 | 21.4 | 3.8 | 87 | 10.9 | 2.1 | | | |
| May | 80.4 | 14.3 | 5.2 | 85.5 | 12.5 | 2 | | | |
| June | 84.2 | 12.5 | 3.2 | 89.5 | 8.6 | 1.9 | | | |
| July | 86.8 | 10.8 | 2.4 | 90.1 | 7.9 | 1.9 | | | |
| August | 86.4 | 12 | 1.7 | 88.9 | 9.8 | 1.3 | | | |
| September | 86.3 | 12.5 | 1.1 | 86.1 | 12.2 | 1.7 | | | |