



Public Transit Advisory Committee

Collier Area Transit

Hybrid Meeting

Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples, FL 34112

February 16, 2021

3:00 p.m.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. October 20, 2020 Minutes
 - b. November 17, 2020 Minutes
 - c. January 19, 2021 Minutes
5. Committee Action
 - a. Membership Renewal – Devon Browne
6. Reports and Presentations
7. Member Comments
8. Public Comments
9. Next Meeting Date – March 16th, 2021 (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

January 19, 2021

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 County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples FL 34112, with the following members present:

ADVISORY COMMITTEE MEMBERS PRESENT:

Chairman: Mr. John DiMarco - Zoom

Vice-Chairman: Mr. Arthur Dobberstein - Zoom

Mr. James Bennett - Zoom

Mr. Peter Berry – Zoom

Mr. Devon Browne - Zoom

Mr. James Caton – Zoom

Ms. Sonja Lee Samek - Zoom

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, Planning Technician, Collier County Government

Marirka Maldonado, ParaTransit Manager, MV Transit

I. Call to Order

Mr. Dobberstein 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

A vote on approval of the meeting agenda could not be done due to a lack of an in-person quorum.

IV. Approval of Minutes – October 20, 2020, November 17, 2020

A vote on approval of the October 20, 2020 and November 17, 2020 meeting minutes could not be done due to a lack of an in-person quorum.

V. Committee Action

VI. Reports and Presentations

a. Beach Bus Service

The beach bus service is in operation, following the same route as the previous year, however the service will begin in February 2021 and run one month later in the season. Service was cut short in 2020 due to the onset of the pandemic. The vehicle used for beach service is changing as well, utilizing one of two recently purchased trolleys, which arrived in October 2020. These vehicles were a grant funded purchase.

It was noted that the operators have been training on the new trolley for several weeks, and the vehicle tested on a corridor route. The trolleys may be used for normal route work; however, the intent is to utilize them for beach service and on Marco Island. The trolleys are equipped with the same technology as the regular fleet buses and are fully handicap accessible. Mr. Dobberstein questioned the practicality of the trolleys if only used for limited purposes. Ms. Arnold stated that the seating capacity is the same as regular fleet buses, minus two seats, and does have fixed windows. The major difference is in the appearance of the interior, with wooden seats and leather straps for use by standing passengers.

It was noted that for FY 20, the service ran for one week in December 2019 through February 2020, with a steady increase in ridership, but with discontinuation of the service in March due to Covid-19. Advertisement of the beach bus service is done on the Public Transit website, Facebook and Instagram, the Collier County website, and the bus schedule. Radio and digital marketing have been utilized in the past as well. Mr. Browne inquired as to other marketing efforts done to capture tourists who may not be regular users, for instance at the airport. A previous partnership with the Naples Daily News was noted by Mr. DeLeon, which utilized geofencing for mobile advertisement, as well as in the 239 calendar section. Optimization with Google search has been utilized in the past as well.

Mr. Berry suggested working with the Convention and Visitor's Bureau (CVB) to boost ridership. Ms. Arnold noted having received financial support for advertising from the CVB in the past and stated contact could be made in this regard.

b. FDDC Grant Update

The Public Transit & Neighborhood Enhancement (PTNE) staff received an invitation in August 2020 from the Florida Development Disabilities Council (FDDC) to participate in a 12-month pilot, grant transportation voucher project for \$150,000. The grant has been awarded, with funding originating from the Department of Health and Human Services. The purpose of the service is to provide increased transportation options for residents with intellectual and developmental disabilities which are currently not being met through the Collier Area Transit (CAT) paratransit system. The service would allow for same day scheduling of either a taxi or Uber. Any individuals currently utilizing the paratransit service may participate in the program.

Eligible individual's information will be provided to Uber for incorporation into their system. The fare is \$4.00, with the \$16.00 balance paid with grant funds. Any fees exceeding \$20.00 would be the responsibility of the rider. The cost of the trip will be determined by the provider. Uber drivers participating in the program will be required to complete appropriate training. An email marketing blast is planned for all paratransit users, print fliers to be provided to onboard paratransit users, as well as posted on the Public Transit website.

Discussions with Uber are underway to finalize an agreement, however, Uber currently does not provide wheelchair access vehicle service, which is the last component necessary to finalize the agreement. Uber is considering utilizing a local subcontractor to provide this service. The final agreement will ultimately be presented to the Board of County Commissioners for approval.

Funding is scheduled to end in September 2021, with an opportunity to continue the program for a second year.

VII. Member Comments

+Mr. Bennett remarked upon the inability to establish an in-house quorum due to the hybrid attendance options, including zoom and telephone participation, and inquired as to whether the time spent meeting in this manner remained valuable. Ms. Arnold noted the benefit of information sharing, however stressed the importance of maintaining an in-person quorum to vote on committee actions, particularly for the February 2021 meeting, when several committee member applications are up for renewal. The Governor did not renew the order which permitted a virtual quorum. Mr. Caton recommended contacting members individually to discern preference or ability to attend in-person, given the current pandemic environment.

Mr. Dobberstein inquired whether the Governor's office has been contacted about the ramifications of non-renewal of the virtual quorum order, or whether state or county officials have made a determination as to whether the inability to establish a virtual quorum is having a negative impact on grass roots government. It was noted by Ms. Arnold that the County Manager's office has contacted the Governor's office, however there was no intent for modification to the order at that time. Ms. Arnold will contact the County Manager's office again in this regard and noted the ability to share information with the Board of County Commissioners to show active Advisory Committee participation. Individual committee members each stated their ability and willingness to attend the February 2021 Advisory Committee meeting, provided social distancing measures were followed and were not excluded due to quarantine.

+Mr. Dobberstein inquired as to current ridership numbers during the ongoing pandemic. Ms. Arnold clarified that ridership has remained lower than normal, however noted no compliance issues with mask and social distancing requirements. Mr. Karto stated that ridership has plateaued at a 30% reduction in ridership.

VIII. Public Comments

There were no members of the public present at the meeting.

IX. Next Meeting Date – February 16, 2021, Collier County Museum

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 ___.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

October 20, 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

Mr. James Caton

Ms. Sonja Lee Samek

ALSO PRESENT:

Ms. Michelle Edwards-Arnold, Director, Public Transit and Neighborhood Enhancement

Mr. Bill Gramer, Jacobs Engineering Group

Mr. Omar DeLeon, Public Transit Manager, Collier Area Transit

Mr. Zachary Karto, Senior Planner, Collier Area Transit

Ms. Felicia Kirby, Jacobs Engineering Group

Ms. Josephine Medina, Senior Planner, MPO, Collier County

Mr. Braian Morales, General Manager, MV Transportation, Inc.

Ms. Brandy Otero, Associate Project Manager, Collier County

Ms. Elena Ortiz-Rosado, Events, Sales & Marketing Coordinator, Collier Area Transit

Mr. Javier Ortiz-Velez, Jacobs Engineering Group

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 requested that an update of the Transit Development Plan be added as an agenda item for discussion. This topic will be added as item VI (b) Status of the TDP.

Mr. Dobberstein entered a motion to approve the agenda, with the noted addition. Mr. Bennett seconded the motion. All members were in favor. The motion was carried.

IV. Approval of Minutes – September 15, 2020

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

V. Committee Action

a. Final Park & Ride Study Report – Mr. Javier Ortiz-Velez

Mr. Ortiz addressed PTAC to review the final Park-and-Ride study report. Jacobs Engineering Group provided consulting services to the Collier Metropolitan Planning Organization (MPO) and to Collier Area Transit (CAT) for identification and development of a standardized methodology for locating, operating, and maintaining possible Park-and-Ride sites within Collier County. There is an approximate 2% population growth in Collier County, which results in traffic congestion on its arterial network. Park-and-Ride locations may help alleviate some of the congestion by providing areas where commuters may park their vehicles and utilize public transit to urbanized areas. A previous Park-and-Ride study was conducted for Collier County in 2005, the results of which indicated there were favorable conditions and locations where these sites could be successful.

32 sites were evaluated in the current study, which included 12 locations studied in 2005. A standardized methodology for locating, evaluating, and pursuing Park-and-Ride sites within Collier County was identified. Sites were identified and evaluated based on proximity to existing and planned Transit routes, commuter patterns and major employment locations, deficient roads, regional interconnectivity, tourist destinations, and educational facilities. Feedback from the public was solicited via an online survey, as well as stakeholder input, including the Chamber of Commerce, major employers, and other County agencies, all of which assisted in the identification of ultimate destinations throughout the County when using a Park-and-Ride, including Marco Island, Immokalee, and Everglades City. Criteria to evaluate the success of a site included various factors, such as visibility, transit linkage, location, access, and cost to develop the site.

10 of the 32 sites evaluated were identified as priority locations. The priority locations include both proposed partnerships with private organizations and newly developed lots, providing signage for existing spaces on shared-use lots such as the Government Campus, Coastland Center Mall, Freedom Square, Physicians Regional Hospital-Pine Ridge, New VA Hospital, and Railhead. Proposed new lots would be located at Creekside, with connection with LeeTran, Immokalee Health Department, Beach parking overflow lots at Pine Ridge Road and Vanderbilt Beach Road, as well as the Radio Road Transfer Station lot. Next steps for existing lots and spaces includes updating websites and maps, promotion of existing lots, installation of guide signs off main arterials, as well as replacement of existing signs. Partnerships with private organizations to utilize existing lots and parking spaces would be pursued. Funding would need to be identified and established, including grant applications to support the acquisition of property for the development of new lots, conceptual site plans, design and permitting. Service may then be established via CAT route, vanpool, express bus, or MOD, with promotion to the public of these services.

Mr. Browne inquired as to the results of any follow up of the effectiveness/benefit of the Park-and-Ride locations which had been built following the 2005 study. Mr. Ortiz stated that the sites were reviewed with respect to how they were being used within the conditions of 2020, however no official tracking of use has been established. It was noted that promotion to the public has been suboptimal and the sites have not been used to capacity, but these issues would be taken into consideration if the County decided to move forward with this program. Mr. DeLeon clarified that several of the sites are comprised of a few parking spots at County libraries and are not standalone, dedicated lots. As such, greater visibility to the community of the dual purpose of the parking spots at these locations is needed. The parking lot of several of the locations is adjacent to a bus stop.

Mr. Caton questioned whether the creation of overflow lots at Pine Ridge and Vanderbilt Beach roads was practical, given the already limited availability of beach parking. It was clarified that these sites were selected to relieve traffic congestion for all commuters, including those that may have a work or entertainment destination, particularly during tourist season, holidays, weekends, etc. It was also noted that the two sites designated for beach parking are not located at the beach, but are off-site. Riders would park their vehicles and then utilize transit to travel on to the beach or their desired destination. Mr. Browne inquired as to the anticipated capacity and target utilization times, season versus off-season at these two locations, and whether alternative uses during non-peak times are being considered. It was clarified that basic capacity and turnaround counts are tracked by the Parks and Recreation Division, which was studied by quarter in order to determine the suggested number of parking spaces needed to serve each location, as well as to adjust for population growth through 2040. Alternative use during non-peak times has been considered, such as parking overflow for the Mercato, other local shopping destinations, or to support other special entertainment or events.

Mr. Browne reiterated the benefit of private/public partnerships with businesses and possibly utilizing a portion of the parking lot on weekends only, which are typically peak days for beachgoers.

Mr. Caton inquired as to incentives for private businesses to assign designated parking as a Park-and-Ride location, which may be taking spots from employees or visitors to the business. Mr. Gramer noted promotion to business owners of possible tax and/or zoning benefits, as well as trip-chaining benefits for riders who may access multiple local businesses. Mr. Caton also suggested potential pop-up Park-and-Ride locations associated with a specific activity, such as a weekend farmer's market or flea market, which would not require zoning, construction, or infrastructure. Mr. Karto concurred and noted that existing parking garages in the City of Naples are an example of locations which would allow riders to park their vehicle and board a shuttle for access to downtown, the Pier, or other areas of local interest. Potential Park-and-Ride locations are evaluated for multiuse potential, including for commuters, tourism, as well as trade access, dependent upon location and target market. Mr. Browne recommended analysis for greatest community impact when considering ranking of the top ten locations.

Mr. Dobberstein noted some complexity in accessing the Pine Ridge Road location, possibly impacting use. Mr. Gramer noted that to offer the most Park-and Ride locations, efficiency, cost of each location, as well as access management were evaluated and scored, and if deemed non-feasible, were not considered further. The limited availability of beach parking in Marco Island, as well as of available land for purchase by the County was acknowledged. Sites outside of Marco Island are being identified to transport riders onto the Island, as well as implementation of a trolley service for residents to utilize on the Island, which will also alleviate beach parking issues. Mr. DiMarco inquired whether fixed bike racks will be available at Park-and Ride locations. It was noted that serving all commuters is the goal, which would include pedestrians, bicyclists, as well as potentially offering charging stations for electric vehicles.

Mr. Dobberstein commented upon the lack of plan development following the 2005 study and encouraged practical usage of the findings of the most recent study. Mr. Berry inquired whether a target date has been identified for the implementation of identified next steps. Mr. Graber stated that the promotion of existing lots via the website, as well as possible placement of guide signs onsite would be short-term, first steps towards functioning, usable park-and-ride locations, which could be used as a model for more park-and-ride locations to follow. It was further noted by Mr. Karto that a manual has been created for use by County staff which details criteria to follow in the evaluation of potential park-and-ride locations. Mr. Dobberstein commented upon the benefit to employers to market this amenity to their employees. Mr. DeLeon also noted the potential for partnerships with commercial developments where Park-and Ride locations may be appropriated as part of the project. Mr. Bennett suggested that a Park-and-Ride located near the Collier-Lee County border would be useful for the many people who travel into the county each day for work.

Mr. DeLeon stated that several potential locations have been identified along the county line corridor, including at Miromar Outlets. Ms. Arnold further stated that partnership with LeeTran is being considered, to share costs associated with the service.

Ms. Arnold summarized by noting Advisory Committee suggestions to assign general target dates for next step items, as well as analysis for greatest community impact when considering ranking of the top ten locations. These suggestions may be incorporated into the Transit Development Plan and/or the manual created for use in planning upcoming Park-and-Ride projects; the evaluation of where sites may be located, as well as a reference tool in discussion with developers.

Mr. DiMarco entered a motion to endorse the final Park-and-Ride Study, with the addition of the assignment of a schedule to identified next step items. Mr. Bennett seconded the motion. All members were in favor. The motion was carried.

b. Florida Developmentally Disadvantaged Council Grant

PTNE staff received an invitation by the Florida Developmental Disabilities Council to participate in a 12-month pilot transportation voucher project which utilizes \$150K in grant funding. No matching funds are required. The project is designed to provide additional transportation options for residents with intellectual and/or developmental disabilities by making on-demand service available, in addition to scheduled paratransit rides. The pilot program is underway in both Hillsborough County and the City of Jacksonville, with funding available to support the program in eight additional counties and areas within Florida.

Participation in the program will afford an opportunity to test partnerships with taxis and Transportation Network Companies (TNCs, including Uber and Lyft) and provide a greater level of service to the disabled members of the community. A decision to move forward with the pilot program has been made, with necessary approvals in place to begin. A Work Plan has been created, which identifies goals for the program, as well as the boundaries where the service will be provided. The service will be available 7 days a week, 6:00 a.m. to 10:00 p.m. A partnership with Uber has been established to provide this service to the community, currently in discussion for the use of wheelchair accessible vehicles. This may entail partnership with a third contractor, a local taxi company which provides wheelchair accessible vehicles (WAV). All eligible passengers currently in the CAT Connect system will be uploaded onto the Uber Central platform, allowing for booking same day service via a smartphone. No additional application will be required to utilize the new program. Transit will have access to Uber Central to run reports and evaluate the data. The trip cost will be \$20, with the initial \$4 paid for by the passenger and \$16 subsidized by the grant. Any cost beyond \$20 will be the responsibility of the passenger. The Agreement is planned to be presented to the Board of County Commissioners at the October 27, 2020 meeting, working thereafter with Uber to finalize the agreement, as well as for wheelchair access vehicles. The program is scheduled to begin in December 2020, running through September 2021, with monthly assessments done.

Finally, the completed pilot program will be evaluated, with a cost comparison with the current CAT Connect service.

Mr. Dobberstein inquired whether drivers will be specially trained in the transport of developmentally disabled passengers, as well as whether passengers may request the service using methods other than online. It was clarified by Mr. DeLeon that specialized training for drivers is a requirement of the grant funding; clarification will be sought regarding methods available for riders to request the service. Mr. Dobberstein inquired whether this program may divert riders from utilizing CAT Connect and whether this will affect revenue. It was noted that feedback from the program in Hillsborough County reflected use of both the on-demand service and the traditional scheduled service, as needed. The program is being offered by CAT as a benefit to the local community by providing greater mobility options. The service will be multi-load; however, it will be clarified whether an additional fee will be required if a guest joins an eligible rider. Mr. Dobberstein noted the possibility for more partnership opportunities with Uber following the use of this program. Mr. DeLeon concurred, stating that Uber now has personnel dedicated to managing Transit contracts. As well, Uber has been utilized as a link to facilitate the movement of people to bus stops or transit stations, utilizing a voucher or credit system.

An update on the program will be provided to PTAC following presentation to the BCC.

VI. Reports and Presentations

a. CAT Performance Measures

Annual CAT performance measures were shared with PTAC. In comparison of FY19 to FY20, a decrease in ridership of 20% was seen. An uptick in ridership was seen at the beginning of the year, November to February 2019, pre-COVID, which significantly impacted ridership beginning in February. Ridership for the past several months has maintained at a 33% decrease from the previous year. No revenue was reported during the months of free service to the community, and lower revenue is noted in August 2020 when fares were reinstated, attributed to the lower ridership. Despite decreased ridership in September, the increase in revenue is attributed to \$58K in passes purchased by a developer for their employees. There has been a slight increase in revenue miles and hours from the year before, attributed to the use of additional vehicles to accommodate social distancing for riders. On-time performance was 90% during the time of suspended fares, which decreased slightly with the reinstatement of fares.

b. Status of the TDP

The draft TDP was released to the public for 30 days for review and comment, however with no feedback received. The TDP is scheduled to be presented to the BCC at the October 27, 2020 meeting.

VII. Member Comments

+Mr. DiMarco requested an update on the potential use of electric shuttles along Bayshore Drive.

Mr. Karto clarified that discussions with the Bayshore CRA are ongoing, currently with two electric shuttles under consideration for use on Bayshore Drive. A public survey is planned to solicit feedback on services of interest in that area. A copy of the survey will be shared with PTAC when released.

+Mr. Dobberstein suggested that a brief, descriptive summary be provided to PTAC of consultants chosen for Transit projects.

+Mr. DiMarco noted that the Advisory Committee members have not been updated on the Government website and requested that this be amended.

VIII. Public Comments

There were no additional comments from members of the public.

IX. Next Meeting Date – November 17, 2020

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____.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

November 17, 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:

Vice-Chairman: Mr. Arthur Dobberstein - Zoom

Mr. James Bennett - Zoom

Mr. Peter Berry – In person

Mr. Devon Browne - Zoom

Mr. James Caton – In person

Ms. Sonja Lee Samek - Zoom

Absent:

Chairman: Mr. John DiMarco

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

Marirka Maldonado, ParaTransit Manager, MV Transit

Ms. Brandy Otero, Associate Project Manager, Collier County

Ms. Elisabeth Schuck, Senior Associate, Tindale Oliver

I. Call to Order

Mr. Dobberstein 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

A vote on approval of the meeting agenda could not be done due to a lack of an in-person quorum.

IV. Approval of Minutes – October 20, 2020

A vote on approval of the October 20, 2020 meeting minutes could not be done due to a lack of an in-person quorum.

V. Committee Action

a. Transit Impact Analysis Study: Collier County and Collier Area Transit (CAT), in partnership with the Collier Metropolitan Planning Organization (MPO) initiated a Transit Impact Analysis Study to determine how Transit can best be integrated into the Development Review process to mitigate impacts on the transit system from development projects. The current development process requires CAT to reactively respond to impacts of development on transit infrastructure and service; in many instances, necessitating accommodation of the demand the development project places on the transit system, without the financial resources to help mitigate the costs. The appropriateness of developer contribution to the Transit infrastructure for a new development project was also studied.

The study process considered two tracts, technical analysis and review of data information, demographics, development patterns, comparison in operations with select peer transit systems, as well as an in-depth study of the current Development Review process. Secondly, engagement with Agency Staff, working closely with the Project Advisory team, including MPO staff, CAT staff, and Collier County Transportation and Growth Management staff, as well as senior County leadership.

The key findings of demographics and Transit reflect a high annual average growth rate in Collier County, with growth shifting eastward. Seasonal peak ridership averages 10% higher than non-peak, with increasing operating costs per rider, which is consistent with state and national trends.

The key findings of Peer Review among five comparable peers reveal that CAT has the lowest passenger trips and trips per revenue mile, the second lowest revenue hours per capita/operating expense per capita, and the second highest trip length. Substantial service sector economy is seen; high journey to work mode share despite relatively low overall ridership.

The key findings of review of the Development Review process reveal no formal system to consider development impacts to the transit system and no transit related mitigation required of developers. Transportation Demand Management (TDM) is a defined set of strategies aimed at maximizing traveler choices. Development is often scaled back to avoid TDM requirements and some TDM strategies may be chosen based on cost or ease of implementation, not necessarily effectiveness. Modification of inconsistent regulatory language and policies on TDM implementation, monitoring, and evaluation is necessary.

There are many limitations within the County in terms of density and challenges to provide transit in specific areas, as well as in funding of operations. The County is currently not eligible for funding of operations via a sales tax, with a focus then on general funds for increasing revenue for the Transit system. Developer funded mitigation is a short-term solution, requiring eventual necessity of a new revenue source.

One potential approach studied was transit site access improvements. There is currently no requirement for site-related transit infrastructure, as there is for sidewalks, bike lanes, and pathways. The establishment of transit site access regulations is recommended, proportional to the scale of development, apply to development along existing/planned transit routes, consistent with the scale and design of typical CAT facilities and which are similar to other site access requirements. Mr. Dobberstein inquired as to whether accommodations in routing would add time to the route. It was noted that an “in lieu of” payment option has been suggested if the addition of transit infrastructure directly on the site being developed is impractical, with mutual agreement that the bus stop may be located in close proximity. Early discussions with developers are key to incorporation of improvements during site development.

Longer-term strategies were studied which would modify some areas into more transit oriented development areas, with area specific redevelopment goals, districts and corridors, and modification of the development review process accordingly.

Transportation Demand Management strategies were explored, which are ways developers can have exception to concurrency in specific areas, with the goal to shift from single occupant vehicle trips to alternative modes, shifting trips out of the peak travel periods to reduce congestion. Post-Covid, higher telework levels will likely continue. Best practices findings applicable to Collier County revealed that TDM programs can be more challenging in the suburban settings than higher density urban areas. Commuter benefit transit programs, such as personal transit pass systems are often deeply discounted and generate increased ridership; however, do not generate additional revenue for the transit system. Parking pricing and supply limitations were seen to increase TDM effectiveness in the suburban context, however this concept would be more applicable to employees required to pay for employer parking in Collier County, where the majority of parking is free and other strategies would likely be pursued. More robust programs will require greater staffing resources in management and administration. Evaluation and monitoring of programs would be necessary to gauge effectiveness over time.

Recommendations resulting from the study include looking at implementing transit site access requirements and refreshing the TDM program and strategies which currently exist. Draft regulatory language was provided which requires various types of infrastructure for development projects located on existing routes or planned routes in the ten-year Transit Development Plan or the first five years of the Long Range Transportation Plan. The noted requirements per the type of infrastructure were based on the size of the development in terms of traffic generation. All construction would remain consistent with CAT guidelines, the scale of the development, and ADA accessible.

Additionally, adjustment of the TDM strategies in the Growth Management Plan and the Land Development Code is recommended, with creation of a tiered approach of existing strategies, so that developers would be required to choose complementary strategies from each tier, as opposed to choosing cheaper or easier options. Strategies for newer technologies such as electric vehicles, charging stations, and preferential parking were given, as well as a recommendation that park and ride spaces be provided as an option for transit riders, including within a development if the site can support it. Language has been provided which requires any development on an existing or planned transit route to include at least one transit related strategy, as well as adding additional support for bicycle facilities, on-site storage, and amenities if the development project is located near pathways or bicycle lanes. Language also includes enhanced reporting and monitoring requirements, as well as provided streamlined language between the Growth Management Plan and the Land Development Code.

A recommendation was made by Mr. Caton for flexibility within the TDP to adjust the larger strategy in response to developer choices.

Regarding impact fees, Collier County currently has a roadway impact fee, which does not include Transit, bicycle traffic, sidewalks, etc., and has not moved to a multimodal impact fee.

Next steps include presentation of recommendations to the CAC, TAC, and MPO Board in December 2020. Draft language will ultimately be reviewed by the County Attorney, who will finalize regulatory language prior to presentation to the Board of County Commissioners.

Consensus in support of study recommendations was received from all PTAC members in attendance.

b. 5310, 5311, 5339 Grant Applications: The 5310, 5311, and 5339 are competitive grant applications which are submitted annually to the Florida Department of Transportation (FDOT), and which identify specific projects associated with each grant. The grants are specific to rural areas. 5310 and 5311 have local match requirements, utilizing either State funds, a combination of State and local funding, or just local funds. The final submission date is December 14, 2020.

5310: Funds are being requested for the purchase of three paratransit vehicles and associated technology. The vehicles are approximately \$83K each, utilizing FDOT contract pricing, with 3 wheelchair capacity. All vehicles in the fleet are purchased with grant funds, with need evaluated on a yearly basis. 5310 funding is specific to paratransit.

5311: This grant is being requested for operational expenditures associated with providing service to rural areas, including Immokalee, Golden Gate Estates, as well as other outlying areas of Collier County.

5339: Funds are being requested for improvements to nine bus stops in rural locations, including adding bus shelters, benches, trash cans, bike racks, and ADA compliance.

While there is ongoing discussion with LeeTran regarding funding of regional routes, there is currently no pursuit of grant funding in partnership with surrounding counties. Exploration of regional/partnership grants to test new transportation technologies and modalities is a viable option for consideration.

Consensus in support of the submission of grant applications as presented was received from all PTAC members in attendance.

VI. Reports and Presentations

There were no additional reports and presentations.

VII. Member Comments

+It was noted by Ms. Arnold that an amendment change to the by-laws to adjust the number of in-person quorum from 4 to 3 is under consideration, and will be discussed with the County Attorney. Any new information related to this item will be discussed at the next meeting.

VIII. Public Comments

There were no comments from members of the public.

IX. Next Meeting Date – December 15, 2020

X. Adjournment

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

Public Transit Advisory Committee

Arthur Dobberstein, Vice-Chairman

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

EXECUTIVE SUMMARY
Committee Action
Item 5a

Renewal Membership for the Public Transit Advisory Committee (PTAC)

Objective:

To obtain endorsement for the renewal of a member for the Public Transit Advisory Committee (PTAC).

Considerations:

PTNE staff submits for the Public Transit Advisory Committee consideration, a renewal of Mr. Browne as a member of the PTAC. Mr. Browne was previously selected based on his potential contribution to the PTAC and has been an important contributor to the overall success of CAT over his time with the committee.

Mr. Browne has applied to serve as representatives consistent with the PTAC governing ordinance established by the Collier County Board of County Commissioners (BCC).

Based on Mr. Browne experience in logistics, just as before this member will be an asset to this committee by providing feedback and advice as it pertains to efficiency to transit operations and planning.

Applicant	Affiliation	Term	Status
Devon Browne	Planning Professional	3 years	Resident

Recommendation:

That PTAC selects to renew Mr. Browne as a member for the PTAC which will be taken to the next available BCC meeting for final approval.

Attachments:

Applications

Prepared by: _____

Omar De Leon, Public Transit Manager

Date: 02/12/2021

Approved by: _____

Michelle Arnold, PTNE Division Director

Date: 02/12/2021

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 1/15/2021 2:56:56 PM.

Name: Devon Browne **Home Phone:** 4048251228

Home Address: 3701 PLEASANT SPRINGS DR

City: Naples **Zip Code:** 34119

Phone Numbers

Business:

E-Mail Address: devon@parhamadvisors.com

Board or Committee: Public Transit Advisory Committee

Category: Not indicated

Place of Employment: Parham Advisors, LLC

How long have you lived in Collier County: 5-10

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or

recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Not Indicated

Please list your community activities and positions held:

Previously, I was a member of the community board for the Collier Chapter of Big Brother Big Sister until 2020.

Education:

MBA, The Wharton School of Business

Experience / Background

Parham Advisors, LLC: Management Consultant Hertz: Mobility Strategic Partnerships and Innovation

Coca-Cola: Innovation Program Lead / Portfolio Strategy and Strategic Initiatives A.T. Kearney: Principal,

Management Consultant

**ADVISORY COMMITTEE APPLICANT
ROUTING MEMORANDUM**

FROM: Wanda Rodriguez, Office of the County Attorney

DATE: January 15, 2021

APPLICANT:

Devon Browne
3701 Pleasant Springs Dr.
Naples, FL 34119

APPLYING FOR: Public Transit Advisory Committee

We have two seats expiring in March on the above referenced advisory committee. The pending vacancies were advertised and persons interested in serving on this committee were asked to submit an application for consideration.

TO ELECTIONS OFFICE: Attn: Shavontae Dominique

Please confirm if the above applicant is a registered voter in Collier County, and in what commissioner district the applicant resides.

Registered Voter: Yes

Commission District: 3

TO STAFF LIAISON: Attn: Michelle Arnold

cc: Omar Deleon, Tessie Sillery

The application submitted by Mr. Browne is attached for your review. Please let me know, in writing, the recommendation for appointment to the advisory committee. In accordance with Resolution No. 2006-83, **your recommendation must be provided within 41 days of the above date.** Your recommendation memo should include:

- _____ The names of all applicants considered for the vacancy or vacancies.
 - _____ The committee's recommendation for appointment or non-appointment.
 - _____ The category or area of qualification the applicant is to be appointed in.
 - _____ If the applicant is a reappointment, please include attendance records for the past two years.
-

TO ADVISORY BOARD COORDINATOR: Attn: Wanda Rodriguez

- _____ This applicant is **not** recommended for appointment. –OR–
- _____ This applicant **is** recommended for appointment. A recommendation memo is attached, please prepare an agenda item for the next available BCC agenda.

If you have any questions, please call me at 252-8123. Thank you for your attention to this matter.