



COLLIER MPO 2040 Long Range Transit Element FINAL REPORT



2040 LONG RANGE TRANSIT ELEMENT UPDATE COLLIER MPO

FINAL REPORT

Prepared For:

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SECTION 1: INTRODUCTION

Public transportation is an important component of a community's multimodal, long-range transportation plan. This report updates the Long Range Transit Element (LRTE) for Collier County from 2020 to 2040. The updated LRTE will be incorporated into the 2040 Long Range Transportation Plan (LRTP) Update, which has been developed by the Collier Metropolitan Planning Organization (MPO).

The document is organized into four major sections, including this introduction. The three remaining sections are summarized below.

Section 2 documents the Transit Needs Assessment process. Reviewing the Collier 2010 Transit Development Plan (TDP) and 2035 LRTE serves as an initial step in identifying future transit needs in Collier County. Other reports reviewed include the Collier MPO's 2035 LRTE and the recently completed Collier Area Transit (CAT) Comprehensive Operational Analysis (COA). An analysis of traditional and discretionary rider markets was also conducted for this LRTE to identify areas with population characteristics conducive to transit use. The third measure used to develop the Transit Needs Plan was the input received from public involvement efforts conducted during the 2040 LRTE development process.

Section 3 describes the Transit Needs Development and Prioritization for Collier County. A list of Needs Plan alternatives is developed based on the transit needs assessment presented in Section 2. A multi-criteria evaluation process is developed in order to prioritize the Needs Plan alternatives. This process produces a prioritized list of service alternatives, which are used to develop the 20-year Transit Cost Affordable Plan.

Section 4 presents the Collier LRTE 20-year Transit Cost Affordable Plan. Based on the transit alternatives prioritization results presented in Section 3, a Cost Affordable Plan is finally developed. This plan evaluates the total operating and capital costs of the Needs Plan alternatives in Section 3 against available transit revenues. The final Cost Affordable Plan includes the top priority transit projects from the needs plan, which can be financially supported by the existing and expected revenue sources.

SECTION 2: TRANSIT NEEDS ASSESSMENT

This section summarizes the process and components used to conduct the transit needs assessment. The most recent Collier TDP was reviewed to obtain the salient findings about transit needs in future Collier County. Other reports reviewed include 2013 Collier Area Transit COA and Collier 2035 LRTE Minor Update. An evaluation of traditional and discretionary transit markets was performed to identify areas most conducive to transit in Collier County over next 25 years. Public input was also considered as part of the transit needs assessment process. Below is a brief description of these six components:

- **Collier County FY 2016-2025 TDP Major Update**—The 2016-2025 Collier TDP, adopted recently, serves as the strategic guide for public transportation in Collier County and represents CAT's vision for public transportation during this 10-year period. Results obtained from the TDP public workshop and survey efforts and other data and information compiled during this TDP process were used to identify and assess transit needs for Collier County over the next 25 years. Proposed transit needs in the early years of the LRTE are consistent with those identified in the FY 2016-2025 Collier TDP Major Update.
- **Collier County 2035 LRTE**—Similar to this update, the Collier County 2035 LRTP includes a list of proposed transit operating and capital improvements. These service improvements were reviewed and considered in developing the 2040 LRTE transit needs.
- **2013 Collier Area Transit COA**—The 2013 COA provides recommended future level of services for existing fixed-route services and potential new transit services. This information is considered in developing the 2040 LRTE needs.
- **Public Input**—Input from public workshops and stakeholder meetings held during the LRTP development process was considered when developing the 2040 transit needs. The public workshop held early in this process focused on soliciting general opinions and ideas from the public regarding what they envision for future public transportation in Collier County. The workshop held during the later stages focused on obtaining specific comments and feedbacks regarding the identified transit needs. This input assisted in prioritizing the service improvements identified in LRTE Needs Plan. Results from other public involvement activities from the Collier County 2016-2025 TDP process were also reviewed and considered.
- **Regional Model Ridership Projections**—Projected 2040 ridership for each proposed transit needs alternative was generated from the regional transportation modeling effort. These ridership projections were reviewed and used to prioritize the needs alternatives when developing the cost affordable transit plan.

- **Discretionary Transit Market Assessment**—The discretionary market refers to potential transit riders living in higher-density areas of the county that may choose to use transit as a commuting or transportation alternative. This assessment considers the importance of projected (2040) population and employment densities as a factor for potential transit use. The discretionary transit market is measure by the Density Threshold Assessment (DTA).
- **Traditional Transit Market Assessment**—This second assessment considers demographic factors that are traditionally tied to transit use, including elderly population, youth population, low-income households, and zero-vehicle households. The traditional transit market is measure by the Transit Orientation Index (TOI).

These components and input/direction from Collier MPO and CAT staff were used to guide the development of the 2040 LRTE for Collier County. Analysis of these components resulted in a list of proposed transit improvements for Collier County for the next 25 years. Each of these components is discussed in more detail in the remainder of this section.

Collier County FY 2016-2025 TDP Major Update

The FY 2016-2026 Collier County TDP Major Update used a comprehensive data collection and analysis process to assess future transit needs and identify potential transit improvements for the next 10 years. As the TDP is the primary document to guide short-term transit planning in Florida, these operating and capital improvements should be carefully considered when developing the 25-year LRTE. Below is a list of operating and capital improvements identified in the Collier County FY 2016-2025 TDP.

Operating Improvements

- **Continue operating the existing bus routes**—The existing fixed-routes should continue to operate in coordination with any service improvements and modifications that can be implemented resulting from the COA or other planning efforts.
- **Improve existing service**—A number of improvements to existing services are recommended to accommodate current demand, which include:
 - Increasing hours of service later in the evening
 - Adding Sunday service
 - Increasing frequency on most routes to 45 minutes or better, with the exception of Route 21 and Route 19. The Route 21 and 19 frequencies are recommended to be increased to 50 and 75 minutes, respectively to reduce the current headway by half over the 10-year period
- **Existing route realignments**—The following route realignments and extensions are recommended to better serve areas using existing resources that are in the proximity to

existing fixed-routes, to developing areas, or to areas with an identified need for transit service:

- Extend Routes 17 and 18 to Rattlesnake Hammock Road
 - Realign Route 19 to serve the Town of Ave Maria
- **Implement new circulator routes**—Three new circulator routes were identified through the public involvement process and discussions with CAT and MPO staff. The new circulator routes are designed to provide more frequent service and connectivity within a smaller defined area. Each route is planned to operate Monday through Saturday from 6:00 AM to 10:00 PM, with 30 minute frequencies and Sunday from 7 AM to 6:30 PM., with 30 minute frequencies. The three new circulator routes will serve the following areas:
 - Downtown Naples
 - Beach to Seagate via Goodlette-Frank
 - Seasonal Beach Access Route
- **Implement new fixed bus routes**—Seven new fixed bus routes were identified through the transit demand assessment, public involvement activities, and discussions with CAT and MPO staff. These new services are designed to capture both transit-dependent and choice transit rider markets and provide improved connectivity in Collier County.
 - CAT Operations Center to Creekside Transfer Station Route
 - Immokalee Road (Everglades to the Beach)
 - Immokalee-Vineyards (via Vanderbilt)
 - County Barn/Santa Barbara
 - Everglades Boulevard/Golden Gate
 - Mercato/5th Avenue
 - Vanderbilt Beach Road Extension
- **Implement new flex routes**—In the progression of implementing transit services, flex routes may be used to begin a service within a new area and evaluate the demand prior to operating a fixed-route. Flex routes also often serve as a viable transit service option within rural or lower density areas. Flex routes operate as door-to-door service during a portion of the service span and also connect with fixed-route services at specific time points. This service requires scheduling so passengers must make reservations in advance. Three new flex routes were identified during the TDP process, which include:
 - South Naples
 - North Naples

- Golden Gate Estates
- **Implement new express routes**—Express route service has fewer stops than traditional fixed-route service and may be used to connect areas that are greater distances apart. The extensive land area within Collier County, the public outreach process, and assessment of commuter flow patterns identified a need to provide more express bus service to key areas throughout the county. Within the TDP, four express bus service alternatives are recommended:
 - Government Center to Everglades City
 - Immokalee to Lehigh Acres
 - Collier County Government Center to the Southwest Florida International Airport (RSW) and Florida Gulf Coast University (FGCU) located in Lee County
 - Collier County Government Center to the park-and-ride lot located at the Collier-Lee county line

Capital/Infrastructure Alternatives

The following capital and infrastructure alternatives were identified in the FY 2016-2025 TDP.

- **Vehicle replacement**—Vehicle replacement is one of the most important components of transit infrastructure for CAT. A total of 20 fixed-route buses have been identified to maintain the existing service over the 10-year period; however, following an increase in service frequency or the implementation of any new alternatives, CAT should evaluate its vehicle replacement and acquisition plan. Expansion vehicles have been included to accommodate for new service as funding becomes available. Vehicles should be purchased equipped with technology employed by CAT, such as electronic fareboxes and vehicle locators. Additional paratransit and support vehicles will be needed over the 10-year period for both maintaining existing transit service and expanding service.
- **Expand and improve bus stop infrastructure**—Input received during the TDP public outreach process indicated a need for improvements to transit stop infrastructure and amenities. CAT should continue to improve infrastructure at bus stops, including benches, shelters, bicycle storage facilities, trash receptacles, and other infrastructure needed to improve the rider experience at bus stops and attract new riders.
- **Establish new park-and-rides**—Park-and-ride facilities provide collection points for travelers to transfer from auto to transit or between autos (from a single-occupant vehicle to a carpool or vanpool). When conveniently located and carefully planned and implemented, park-and-ride facilities integrated into the overall transportation network can encourage a shift from single-occupant vehicles to transit or other alternative modes. Park-and-ride

locations will connect with bus service. The following potential park-and-ride locations have been identified in the TDP. This list includes possible park-and-ride locations for consideration as not all of these will move beyond the planning phase during the 10-year TDP planning period. Therefore, these potential park-and-ride lot locations are also included in longer-term planning horizon within the Collier MPO 2040 LRTP. If new transit services are not added to areas where CAT does not currently operate, then there would be no need for new park-and-rides in those locations, as presented in this alternative.

- US 41 & Collier-Lee County Line
 - I-75 & Collier-Lee County Line
 - Collier Boulevard & Immokalee Rd
 - Golden Gate Boulevard & Wilson Boulevard
 - Ave Maria & Camp Keais Road
 - Immokalee Drive & Adams Avenue
 - US 41 & Collier Boulevard
 - Tamiami Trail & SR 29
 - Vanderbilt Beach
 - US 41 & Golden Gate Parkway
 - Logan Boulevard N. & Golden Gate Parkway
 - I-75 & Immokalee Road
- **Establish new and upgrade existing transfer points**—Transfer points are larger bus staging areas where multiple services come together at a point in the system. The transfer point should serve as a community focal point in the system and a transit destination/transfer station. Amenities that are essential to transfer points include:
 - Transit signage
 - Americans with Disabilities Act (ADA) access compatibility
 - Seating area
 - Lighted passenger shelter
 - Trash receptacle
 - Landscaping
 - Bicycle storage
 - Bus bay
 - Information and fare media kiosks

New transfer points recommended in the TDP should be established concurrent with identifying funding for new services over the 10-year period. Without the addition of new services in areas where CAT currently does not operate, there would be no need for additional transfer points. The following locations have been identified for the potential location and

construction of a new transfer point during the 10-year TDP planning horizon as new services are established.

- I-75 & Immokalee Road
- Golden Gate Parkway & Sunshine Boulevard
- Two additional locations to be identified when new services are implemented in the future

The following existing transfer points have been identified for upgrades:

- Creekside
 - US 41 & Golden Gate Parkway
- **Intelligent Transportation Systems (ITS)**—ITS improvements included in the capital alternatives are listed below.
 - CAT ITS Phase III—Live camera feed from buses to the CAT operations office and installation of Wi-Fi on board fixed-route buses.
 - CAT ITS Phase IV—Transit signal priority (TPS) equipment and implementation, electronic fareboxes on paratransit vehicles, additional installation of Wi-Fi on board fixed route buses.
 - Transit Communication System—ITS warranty for years 3, 4, and 5, Interactive Voice Response (IVR) implementation (next bus arrival information via touch tone phone), and additional LED signage.
 - **ADA Compliance Improvements**—Implementation of the phased ADA bus stop compliance improvements and priorities identified in the 2014 CAT ADA Bus Stop Assessment.

Collier County 2035 LRTE

The 2035 LRTE was developed to reflect the long-term transit needs up to 2035 in Collier County. Transit service improvements recommended in Collier County FY 2011-2020 TDP were included in the first 10 years of the 2035 LRTE. Two scenarios of transit alternatives were also developed to address the 2035 transit needs. Each of the two scenarios was described below:

Scenario 1

Scenario 1 is a significantly expanded bus network with increased frequencies and service span on existing routes beyond those proposed by 2020. Three new north/south routes would be considered when extending routes to new areas, including routes on CR 951, Santa Barbara Boulevard, and Goodlette-Frank Road. These new routes were proposed to provide better connectivity and access to major activity centers within the urban core.

Scenario 2

Scenario 2 mirrors Scenario 1 with the exception that a new Bus Rapid Transit (BRT) corridor would extend from Lee County into Collier County along the Seminole Gulf rail corridor.

The original two scenarios proposed in 2035 LRTE were further refined in the 2035 LRTE minor update prepared in 2012. In this minor update, the BRT corridor was removed from consideration, some of the routes proposed in 2035 LRTE major update were removed or modified, and several new fixed-route bus service needs were identified. The updated 2035 LRTE needs serve as a key component in developing the 2040 LRTE transit needs.

2013 Collier Area Transit COA

In February 2013, CAT completed a COA to evaluate the existing fixed-route bus services to identify needed service modifications and improvements. The COA study primarily focused on the short-term (five-year) planning horizon, but also included some operating considerations beyond the five-year period. Key findings from the 2013 COA include:

- Provide new flexible service to eastern Collier County, including Ave Maria, Everglades, and surrounding communities.
- Increase service frequency and span of service as the primary priority for CAT in the future. Recommended service frequency and span of service were provided for each fixed route in near- and long term, which will be used as a guide to develop operating characteristics for 2040 LRTE transit alternatives.
- Implement express routes and other additional transit services from north of Naples to south of Naples to meet the expected growth.

Operating considerations outlined above are considered in developing the 2040 LRTE transit needs.

Public Input

Public input is a critical component when assessing and developing the future transportation network for Collier County. Input collected from various public and stakeholder outreach activities is used as a guide to develop the 2040 LRTE transit needs. Below is a summary of and salient findings from the different public involvement activities.

Visioning Survey

As part of the FY 2016-2025 TDP Update, a visioning survey was conducted both online and on-board CAT fixed-route buses in August 2014. This survey was used to collect input on current transit services, demographics, potential future improvements, and to understand reasons that people do and do not currently use the CAT transit system. The survey included a series of questions designed specifically for employers to obtain perspective on the transportation needs of Collier County employees and employer willingness to support the future expansion of transit services. Results from this survey were summarized in the TDP. Key findings used to identify transit needs for the 2040 LRTE are outlined below.

- When asked which improvements respondents would like to see more of in the future, the most selected answers were later evening service (24%) increased weekend service (21%), and more expanded fixed-route service (18%). Some of the most common locations specified for expanded service include.
 - Collier Boulevard
 - Immokalee Road
 - Along US 41 to Everglades City and Port of the Islands
 - Corkscrew Island Neighborhood
 - Golden Gate Estates
 - The beach
 - Airport
 - 5th Avenue/downtown Naples
 - North Naples
 - Naples Manor
 - Pine Ridge Road
- Respondents were asked to indicate the corridors where they would prefer to see premium transit services with frequencies of 30 minutes or less. The most common corridors identified include:
 - Collier Boulevard
 - Immokalee Road



- US 41
- Golden Gate Parkway
- Golden Gate Boulevard
- Pine Ridge Road
- Airport Pulling Road
- Everglades City
- Golden Gate Estates
- Livingston Road
- I-75

Visioning Public Workshop

A visioning public workshop was held in September 2013 as part of the TDP development process. Attendees were asked to identify the needs and opportunities in Collier County related to public transportation. The highest priority need indicated by workshop participants was to improve the frequency of the existing routes. Other notable findings from this workshop include the need for:

- Additional routes from Immokalee to Naples and Marco Island
- Service to Vanderbilt Beach
- More north-south connections
- Service to Everglades Boulevard and Desoto Boulevard

2040 LRTP Public Workshops

Two public workshops were held during the process of developing the 2040 LRTP. The first workshop was held on November 20, 2014 at the Collier County Museum. This workshop was intended to education the public about the MPO's 2040 LRTP planning process and solicit ideas about public transportation. The public was invited to review display boards and attend a PowerPoint



presentation to learn more about the 2040 LRTP update. Following the presentation, members of the LRTP project team, including Collier MPO staff, CAT staff, and consultants were available at various display stations to answer questions and talk to attendees one-on-one. Comments received from workshop participants are summarized below:

- The last three rows of the bus seats should be removed and retrofitted with a mechanism designed to hold bikes.
- Improving transit service frequency should be a priority.

- New direct transit service connection is needed to help people from low-income areas, particularly Bayshore, Naples Manor, and Immokalee, get to employment and shopping areas,.
- There is a need to connect LeeTran and CAT services in along CR 82 in Immokalee.
- More emphasis is needed on alternative transportation options, including mass transit, pathways, and sidewalks.
- The LRTP projects should be multimodal and consider how transit can be incorporated.

The second LRTP public workshop was held on April 4, 2015 at St. John the Evangelist Church. The draft transit needs plan was presented and participants were asked to comment on the proposed transit alternatives. The most preferred service alternatives include:

- Improving service frequency on existing routes in core areas
- Expanding service hours on existing routes
- Expanding service to new areas
- Implementing Collier-Lee connector service

2040 LRTP Update Working Group Meeting

A Working Group Meeting was held on December 16, 2014 at the Collier MPO office for the purpose of gathering input from stakeholders, including representatives from Collier MPO, the Florida Department of Transportation (FDOT), and other project advisory group members. Participants were provided a copy of adopted 2035 highway and transit needs plans, along with maps and tables corresponding to each network. For transit, participants were asked to provide input on the following improvements:

- Frequency and span improvements to existing routes
- New local routes and potential locations
- New express service and potential locations for connections
- New regional connections and possible locations for connections
- Premium transit needs (e.g. BRT in mixed traffic)
- Capital needs (e.g. park-and-ride facilities, transfer points, major transfer centers, etc.)

Participants were also asked to provide other input on the improvements shown in the adopted 2035 Transit Needs Plan that should be considered in developing the 2040 transit needs. Participants identified various new transit routes/projects that should also be considered, including the following:

- County Barn Road from Davis Boulevard to Rattlesnake-Hammock Road
- Immokalee Road and Randall Boulevard from Collier Boulevard to Everglades Boulevard
- Everglades Boulevard from Immokalee Road to Golden Gate Boulevard
- Golden Gate Boulevard from Wilson Boulevard to Everglades Boulevard
- Santa Barbara Boulevard from Davis Boulevard to Rattlesnake-Hammock Road

- Goodlette-Frank Road from Pine Ridge Road to Immokalee Road

Regional Model Ridership Projection

Outputs from the regional transportation modeling effort conducted by FDOT to assist the regional long-range transportation planning process were used as guidance in developing the 2040 transit needs. Ridership data from this modeling exercise were considered as part of the evaluation process used to prioritize each service alternative proposed for the 2040 transit network. The top prioritized service alternatives are included in the 20-year Transit Cost Affordable Plan.

Discretionary Transit Market Assessment

The discretionary market refers to potential riders living in higher-density areas of the county that may choose to use transit as a commuting or transportation alternative. As part of this process, A DTA was conducted based on industry-standard relationships (as shown in Table 2-1) to identify the areas in Collier County that are anticipated to have residential and employment densities that likely will support transit in year 2040. Dwelling unit and employment data developed as part of the 2040 LRTP were used to conduct the DTA.

Three levels of density thresholds were developed to indicate the likelihood that an area will have densities to sustain some level of fixed-route transit operations:

- **Minimum** – reflects minimum dwelling unit or employment densities needed to consider basic fixed-route transit services (i.e., fixed-route bus service).
- **High** – reflects relatively higher dwelling unit or employment densities that may be able to support higher levels of transit investment (i.e., increased frequencies, express bus) than areas meeting only the minimum density threshold.
- **Very High** – reflects very high population or employment densities that may be able to support higher levels of transit investment (i.e., premium transit services, etc.) than areas only meeting the minimum or high density thresholds .

Table 2-1 presents the population and employment density thresholds for each of the noted categories.

**Table 2-1
Transit Service Density Thresholds**

Transit Investment	Population Density Threshold ¹	Employment Density Threshold ²
Minimum	4.5–5 dwelling units/acre	4 employees/acre
High	6–7 dwelling units/acre	5–6 employees/acre
Very High	≥8 dwelling units/acre	≥7 employees/acre

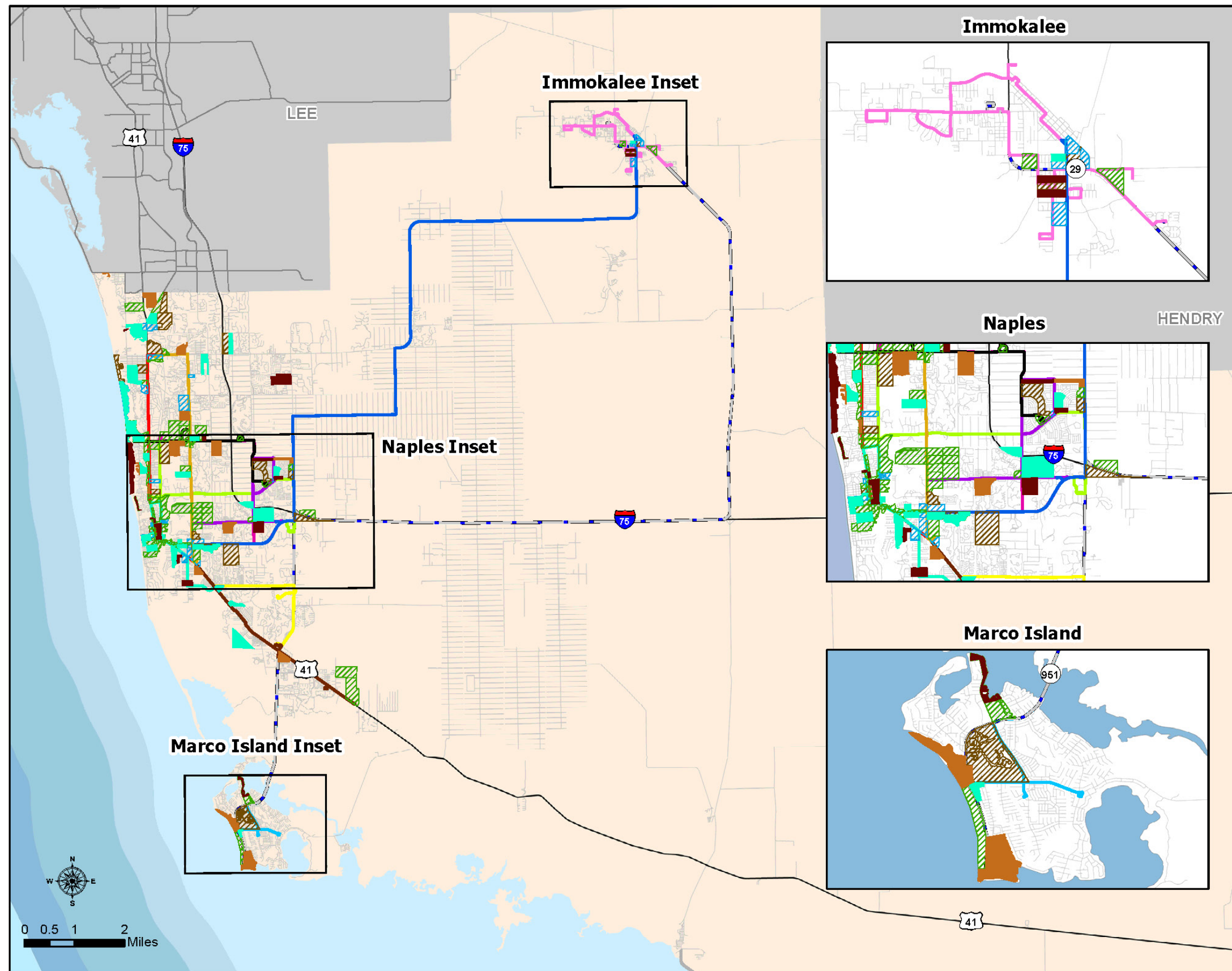
¹ TRB, National Research Council, TCRP Report 16, Volume 1 (1996), *Transit and Land Use Form*, November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

² Based on a review of research on the relationship between transit technology and employment densities.

Map 2-1 illustrates the results of the 2040 DTA compared to the existing CAT transit route network to illustrate transit service coverage in areas considered to be transit supportive, i.e., areas supporting at least a minimum investment of transit.

The 2040 DTA identifies new areas that can support increased transit investment not already receiving existing transit services. Areas with at least minimum population and/or employment densities not covered by the existing transit services primarily include:

- US 41 and Old US 41 corridors north of Immokalee Road
- Gulf Shore Drive and Vanderbilt Drive between Immokalee Road and Vanderbilt Beach Road
- Some areas along Livingston Road between Immokalee Road and Radio Road
- Areas in the City of Naples



**2040 Collier County
Long Range
Transportation Plan**

Legend

Dwelling Unit Density Threshold

- Minimum
- High
- Very High

Employment Density Threshold

- Minimum
- High
- Very High

Existing CAT Routes

- Route 11
- Route 12
- Route 13
- Route 14
- Route 15
- Route 16
- Route 17
- Route 18
- Route 19
- Route 20
- Route 21
- Route 22
- Route 23
- Route 24
- Route 25
- Route 26
- Route 121

**Map 2-1
2040 Density
Threshold Analysis**



Traditional Market Assessment

The traditional transit market refers to population segments that historically have had a higher propensity to use or be dependent on transit for their transportation needs. Traditional transit users include older adults, youth, and persons from households that are low-income and/or have no vehicles.

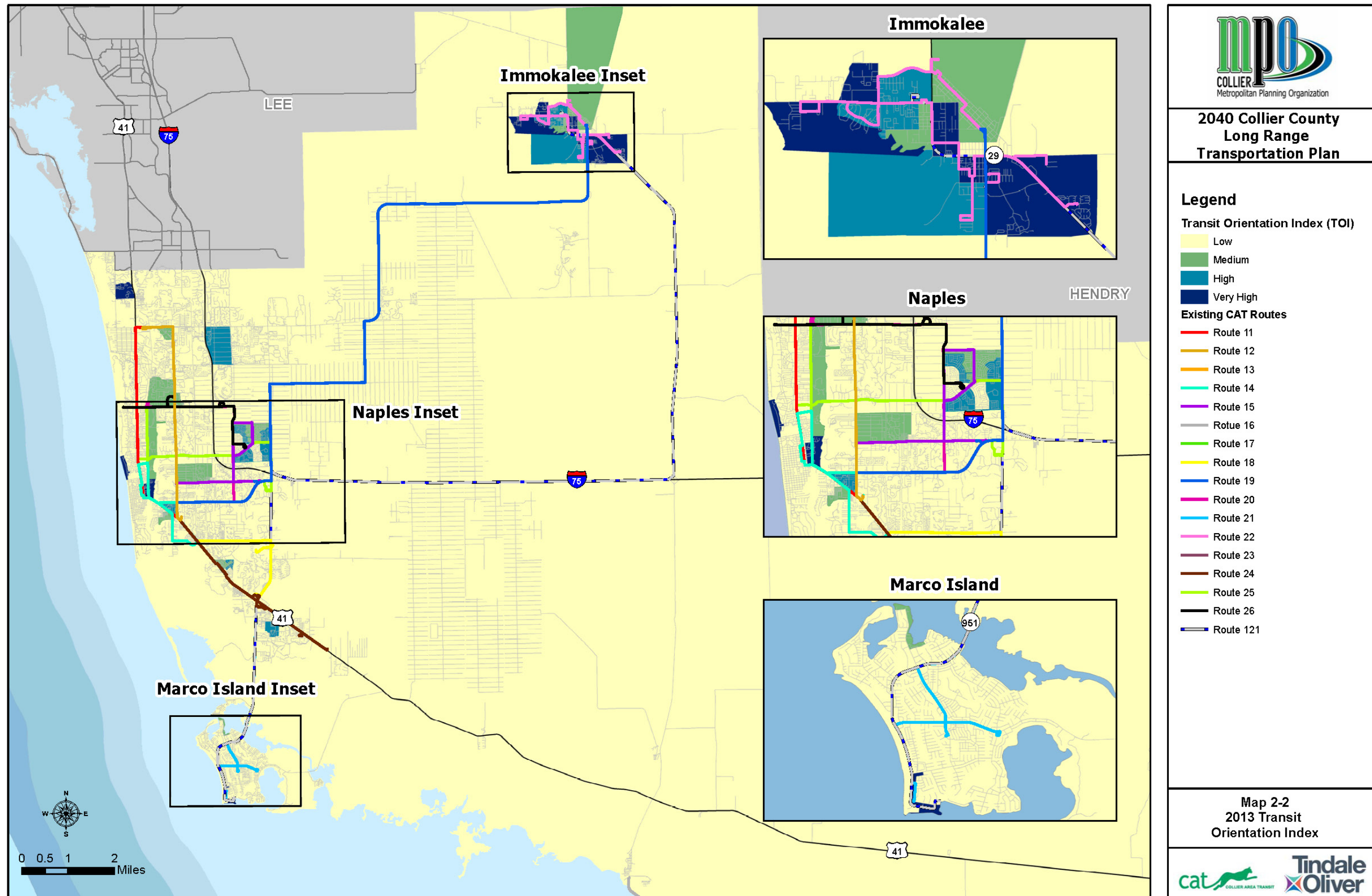
A TOI assists in identifying areas where a traditional transit market exists. To create the TOI for this analysis, 2009-2013 demographic data estimates from the American Community Survey (ACS) were compiled at the census block group level (the most detailed level of data available from ACS). The data were then categorized according to each block group's relative ability to support transit based on the prevalence of specific demographic characteristics. Four population and demographic characteristics traditionally associated with the propensity to use transit were used to develop the TOI and include:

- Proportion of the population age 60+ years (older adults)
- Proportion of the population under 15 years (youth)
- Proportion of the population living in households below the poverty level (\$25,000 for a four-person household)
- Proportion of households without access to vehicles (zero-vehicle households)

Using data for these characteristics and developing a composite ranking for each census tract, each area was ranked as "Very High," "High," "Medium," "Low," in their respective levels of transit orientation. The areas that ranked "Very High" reflect a high proportion of transit-dependent populations and those ranked "Low" indicate a much lower proportion of transit-dependent populations.

Map 2-2 illustrates the results of the TOI, reflecting areas of the county with varying traditional market potential, compared to the existing transit network. The TOI analysis shows that block groups in Collier County primarily have low transit orientation. Most of the areas with medium, high, or very high transit orientation are currently being served by transit. Some high or very high transit orientation areas not covered by existing transit services include a small area west of the intersection of US 41 and Old US 41 and an area bordered by Immokalee Road, I-75, Vanderbilt Beach Road, and Logan Boulevard.

It should be noted that the TOI is based on data from the most recent ACS five-year demographic data estimate since 2040 demographic data for all the needed variables is not readily available. Therefore, the 2013 TOI results should be reviewed and considered in developing the 2040 transit needs, but not preclude other areas that may have high or very high transit orientation in the future.



SECTION 3: TRANSIT NEEDS DEVELOPMENT AND PRIORITIZATION

This section identifies the longer-term transit service needs identified between 2021 and 2040 in Collier County. The transit service improvements include expansion of the transit network and the necessary capital improvements needed to support the expansion. These service improvements, or alternatives, represent the transit needs for the next 20 years and were developed without consideration of funding constraints.

The identified transit service improvements were further prioritized using a multi-criteria evaluation process. The prioritization process results in a list of projects in descending order in terms of their relative importance to the community. The prioritized list of service improvements will be used to develop the 20-year Cost Affordable Plan discussed in the next section.

2040 Transit Needs Plan

As previously discussed, five major components were used to guide the development of the 2040 LRTE transit needs. These include:

- Summary of service improvement alternatives and needs identified in the Collier County FY 2016-2025 TDP Major Update, Collier County 2035 LRTE, and 2013 Collier Area Transit COA.
- Public input received during the development of Collier County 2016-2025 TDP Major Update and this 2040 LRTE.
- Future transit supportive areas as measured by the DTA.
- Existing transit orientation areas as measured by the TOI.
- Review of ridership projections from the regional transportation modeling effort.

Service Needs

Based on the four major components presented above, the 2040 LRTP transit needs plan alternatives were developed. The service improvements are presented in terms of improvements to existing service and new service expansions.

Improvements to Existing Service

- Improve weekday and Saturday service frequencies to 20 minutes on Routes 11, 12, 13, 14, 15, 16, 17, 18, 21, 22, 23, and 27.
- Improve weekday and Saturday service frequencies to 30 minutes on Routes 19, 24, 25, 26, and 121.
- Expand service span to 17 hours, from 5:00 AM to 10:00 PM.
- Add Sunday service to Routes 16, 18, and 23.
- Extend Routes 17 and 18 to serve Rattlesnake-Hammock Road Extension.
- Split Route 20 into Routes 28 and 29.
- Realign Route 19 to Oil Well Road from existing Immokalee Road.

New Service Expansions

- **New Express Service**

- **Collier County Government Center to Everglades City**—This express route provides peak-hour service from Collier County Government Center to Everglades City along US 41. A need has been expressed to provide transit service to the residents of Everglades City for access to jobs and services and to visitors for access to Everglades City.
- **Immokalee to Lehigh Acres**—This regional express service connects Immokalee in Collier County to Lehigh Acres in Lee County via SR 82 during peak-hour periods on weekdays. This route would offer another option for accessing Lee County without having to travel from Immokalee to Naples. This service along SR 82 was identified repeatedly as a need to connect residents of Immokalee with major attractors in the Lehigh Acres area, including Wal-Mart through the TDP and LRTP public outreach processes.
- **Collier County Government Center to the Southwest Florida International Airport (RSW) and Florida Gulf Coast University in Lee County**—New express route from Collier County to Lee County terminating at the airport with a stop at FGCU. Regional connections with airport access as well as transportation for students have been identified as needs during this planning process. This route would operate during peak-hour periods on weekdays.
- **Collier-Lee County Connector**—This route provides a peak-hour regional connection between the two counties, serving the proposed park-and-ride lot at the Collier-Lee county line) and Collier County Government Center along Tamiami Trail on weekdays. This express route may potentially connect with the North Naples flex route, providing a more direct connection between north and south Naples.
- **CAT Operations Center to Marco Island**—This express service connects the CAT Operations Center to Marco Island along Collier Boulevard seven days per week.

- **New Local Service**

- **CAT Operations Center to Creekside Transfer Point (via Livingston)**—This local bus service connects the CAT Operations Center to the existing transfer point located at Creekside via Livingston Road.
- **Immokalee Road (Everglades Boulevard to Beach)**—This service provides an east-west connection between Gulf Shore Drive and Everglades Boulevard along Immokalee Road. Three proposed future park-and-ride facilities, one existing transfer point, and one future transfer point are located along this route. This route will provide connectivity between eastern areas of the county and the beaches. The need for additional services near Oil Well Road, Ave Maria, and Orange Tree were frequently mentioned during the public outreach process. There is also future development planned in these areas and this route would provide a more direct connection with the Creekside Transfer Station and access to the regional LinC route that connects Collier and Lee counties.
- **CAT Operations Center to Park-and-Ride (via CR 951)**—This route operates along Collier Boulevard between the CAT Operations Center and a future park-and-ride facility located at the intersection of Immokalee Road and Collier Boulevard.
- **Immokalee-Vineyards (via Vanderbilt)**—This route runs between a future park-and-ride facility located at the intersection of Gulf Shore Drive and Bluebill Avenue and Vineyards Elementary School along Vanderbilt Drive and Vanderbilt Beach Road. The route providing access from Vineyards Park-and-Ride to the beach access point on Immokalee Road.
- **County Barn/Santa Barbara**—This route connects the Collier County Government Center and CAT Operations Center along Radio Road and Davis Boulevard, with a loop on County Barn Road and Santa Barbara Boulevard. This route will provide transit service in south Collier County and connect to a number of the existing fixed-routes.
- **Everglades Boulevard/Golden Gate Boulevard**—This route operates along Golden Gate Boulevard and Everglades Boulevard between Immokalee Road and the future transfer point located at the intersection of Golden Gate Parkway and Sunshine Boulevard. It provides connectivity from the Orangetree/Oil Well Road area through Golden Gate Estates. This new route has been identified through the public outreach process to serve areas needing transit service.
- **Mercato/5th Avenue**—This new route connects Naples to major retail centers and attractors along Tamiami Trail. Transportation options that provide access to goods

and services were identified as a key need during the TDP and LRTP public outreach processes. Public input has indicated residents/visitors desire to have access to these attractors in coordination with a program that offers discounts to CAT passengers that shop at participating retail stores.

- **Vanderbilt Beach Road Extension**—This is a new route extending from Everglades Boulevard to a potential park-and-ride lot that may be located on Immokalee Road. If implemented, this route could connect with the Golden Gate Flex Route offering greater connectivity to residents living on the east side of the county.
- **New Circulator Service**
 - **Beach Trolley**—This route provides trolley service along Mooring Line Drive and Gulf Shore Boulevard between Tamiami Trail and Downtown Naples.
 - **Downtown Naples Loop**—This route circulates in downtown Naples to connect employment, shopping, and recreational places with 30-minute service frequency. The loop route would also provide access to other attractions near downtown, including the beach and pier.
 - **Beach to Seagate via Goodlette-Frank Road**—This route provides a looping service along Seagate Drive, Goodlette-Frank Road, Immokalee Road, and Tamiami Trail. This route provides additional access to the beach from two points: Gulfshore Boulevard and Immokalee Road and Seagate Drive. The need for beach access was mentioned during both the TDP and LRTE development processes. This service will also help with already congested parking in these areas.
 - **Medical Center to Vineyards Park-and-Ride**—This circulator service connects Physicians Regional Medical Center to a future park-and-ride facility located at the intersection of Immokalee Road and Collier Boulevard via service along Vineyards Boulevard, Vanderbilt Beach Road, and Collier Boulevard.
 - **Ave Maria**—This route circulates within the Ave Maria community and provides connecting opportunities to future modified Route 19.



- **Creekside/Bonita Beach Road**—This route starts from Creekside transfer point and loops back via US 41, Bonita Beach Road SE, and Old 41 Road.
- **Beach Access Route (Seasonal)**—This route provides service connecting Golisano Children’s Museum of Naples to Gulf Shore Drive along Immokalee Road on a seasonal basis. The route provides enhanced beach access during the traditional tourist season from December to April. The route will operate seven days a week, from 9:00AM to 3:00PM, using a “park-and-ride” concept. The route will deliver tourists from potential overflow parking areas to beach park destinations, including North Collier Regional Park, Cochohatchee River Park, Connor Park, Vanderbilt Beach, and Bluebill Beach Access/Delnor Wiggins State Park. “Park-and-boat” opportunities at specific locations where water shuttle services are available will be coordinated in the planning of this route.
- **New Flex Services**
 - **South Naples Flex Route**—The boundaries for this flex route area are Rattlesnake Hammock Road to the north, US 41 to the west, and Collier Boulevard to the east. There are several developments of regional impact (DRI)s in this area and therefore several roadways are projected operate at Level of Service (LOS) F by 2025. Enhanced transit service could help alleviate road congestion and the public outreach process has also indicated a need for transit service in this area.
 - **North Naples Flex Route**—The boundaries for this flex route area are Immokalee Road to the south, Interstate 75 to the east, the Lee County line to the north, and extending to the beach to the west. There are also a number of DRIs in this area and existing Transportation Disadvantaged (TD) trips may be reduced with the introduction of this flex route option. Public comment has also indicated a need for additional transit services in North Naples.
 - **Golden Gate Estates Flex Route**—The boundaries for this flex route area have been conceptually shown to be just east of Collier Boulevard, Vanderbilt Beach Road to the north, Desoto Boulevard North to the east, and Interstate 75 to the south. If funding to implement this service becomes available, the flex route boundaries may expanded near or within Golden Gate City to address demonstrated need and best operational use. The Golden Gate Estates Flex route would provide new service to an area currently without fixed-route transit and connect with the other fixed-routes. The Golden Gate Estates and Golden Gate City areas have both been identified as transit needs throughout the TDP and LRTP outreach processes.

- **Everglades City Flex Route**—This flex route operates within the Everglades City area. It provides connection to the Government Center via future Everglades City express service.
- **Immokalee/Oil Well Road Flex Route**—This flex route provides service to the residents living in the area bordered by Immokalee Road, Oil Well Road, and Oil Well Grade Road. It improves their accessibility to other fixed-route services provided by CAT.

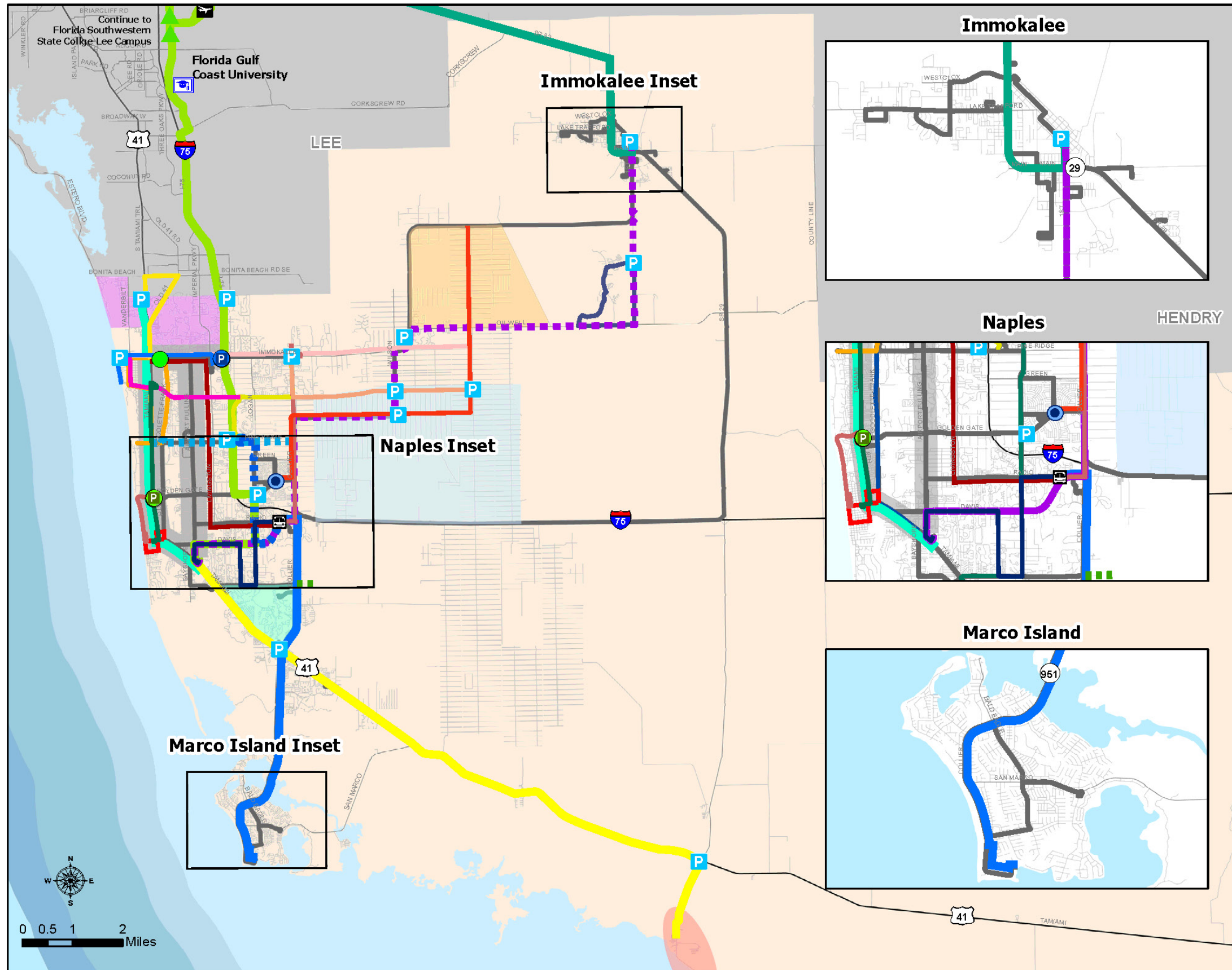
Tables 3-1 and 3-2 summarize the transit service improvements presented above and notes the key operating characteristics for each, including service start and end times, service hours, and service frequency for the existing transit system and the 2040 LRTE planning horizon. Map 3-1 illustrates the transit service alternatives included in the 2040 LRTE Needs Plan.

Table 3-1
Collier County 2040 LRTE Needs Plan – Weekday & Saturday Service Improvements

Route #	Route Name	2014				LRTP (2040)			
		Weekday & Saturday				Weekday & Saturday			
		Start	End	Service Hours	Frequency	Start	End	Service Hours	Frequency
Existing Route									
11	Red Route-US 41/Creekside	6:00 AM	8:50 PM	14:50	90	5:00 AM	11:00 PM	18:00	20
12	Gold Route-Airport/Creekside	6:00 AM	7:20 PM	13:20	90	5:00 AM	11:00 PM	18:00	20
13	Orange Route-NCH/Coastland Mall	6:00 AM	7:50 PM	13:50	60	5:00 AM	11:00 PM	18:00	20
14	Teal Route-Bayshore/Coastland Mall	6:30 AM	6:20 PM	11:50	60	5:00 AM	11:00 PM	18:00	20
15	Purple Route-Golden Gate City	5:35 AM	8:28 PM	14:53	90	5:00 AM	11:00 PM	18:00	20
16	Gray Route-Golden Gate City	4:35 AM	5:58 PM	13:23	90	4:35 AM	11:00 PM	18:25	20
17	Green Route-Rattlesnake/Edison College (Rattlesnake-Hammock Ext.)	6:00 AM	7:09 PM	13:09	90	5:00 AM	11:00 PM	18:00	20
18	Yellow Route-US 41 East/Naples Manor (Rattlesnake-Hammock Ext.)	6:30 AM	6:20 PM	11:50	90	5:00 AM	11:00 PM	18:00	20
19	Blue Route/GG Estates/Immokalee (Realigned via Ave Maria)	3:45 AM	8:23 PM	11:05	150	3:45 AM	11:00 PM	19:15	30
20	Pine Ridge (Replaced by Routes 28 and 29 in 2030)	6:00 AM	5:45 PM	5:30	Vary				
21	Marco Island Circulator	8:15 AM	4:50 PM	6:30	100	5:00 AM	11:00 PM	18:00	20
121	Express Immokalee/Marco	5:30 AM	7:00 PM	4:20	N/A	5:30 AM	7:00 PM	4:20	30
22	Immokalee Circulator	5:50 AM	7:55 PM	14:05	90	5:00 AM	11:00 PM	18:00	20
23	Immokalee Circulator	6:20 AM	8:25 PM	14:05	90	5:00 AM	11:00 PM	18:00	20
24	US 41 East/Charlee Estates	7:00 AM	6:45 PM	11:45	90	5:00 AM	11:00 PM	18:00	30
25	Golden Gate Parkway/Goodlette-Frank Road	6:00 AM	5:55 PM	11:55	90	5:00 AM	11:00 PM	18:00	30
26	Pine Ridge/Clam Pass (No full day service)	9:00 AM	4:20 PM	7:20	90	9:00 AM	11:00 PM	14:00	30
27	CR 951/Immokalee Rd	6:00 AM	7:50 PM	13:50	90	6:00 AM	11:00 PM	17:00	20
28	Pine Ridge Road (Replaces existing Route 20)					5:00 AM	11:00 PM	18:00	20
29	Logan Blvd (Replaces existing Route 20)					5:00 AM	11:00 PM	18:00	20
Proposed New Services									
New Circulator Services									
301	Downtown Naples Loop					5:00 AM	11:00 PM	18:00	15
302	Beach to Seagate via Goodlette-Frank					5:00 AM	11:00 PM	18:00	30
303	Med Center to Vineyards Park-and-Ride					5:00 AM	11:00 PM	18:00	30
304	Ave Maria Circulator					5:00 AM	11:00 PM	18:00	30
305	Creekside/Bonita Beach Road					5:00 AM	11:00 PM	18:00	30
306	Beach Trolley					5:00 AM	11:00 PM	18:00	20
New Fixed-Route Services									
30	CAT Ops Center to Creekside (via Livingston)					5:00 AM	11:00 PM	18:00	30
31	Everglades Boulevard to Beach on Immokalee Road					5:00 AM	11:00 PM	18:00	30
32	CAT Ops to Park-and-Ride via Collier Boulevard					5:00 AM	11:00 PM	18:00	30
33	Immokalee Road to Vineyards (via Vanderbilt)					5:00 AM	11:00 PM	18:00	30
34	County Barn/Santa Barbara					5:00 AM	11:00 PM	18:00	30
35	Everglades Blvd/Golden Gate					5:00 AM	11:00 PM	18:00	30
36	Mercato/5th Ave (Thursday-Saturday Only)					5:00 AM	11:00 PM	18:00	20
37	Vanderbilt Beach Road Extension					5:00 AM	11:00 PM	18:00	30
New Flex Services									
201	Everglades City Flex					7:00 AM	7:00 PM	12:00	30
202	South Naples Flex					7:00 AM	7:00 PM	12:00	30
203	Immokalee/Oil Well Road Flex					7:00 AM	7:00 PM	12:00	90
204	North Naples Flex					7:00 AM	7:00 PM	12:00	60
205	Golden Gate Flex					7:00 AM	7:00 PM	12:00	120
New Express Service									
122	Government Center to Everglades City on US 41					AM Peak	PM Peak	8:00	60
123	Immokalee to Lehigh Acres					AM Peak	PM Peak	6:00	60
124	Government Center to Florida Southwestern State College-Lee Campus (FSW)					AM Peak	PM Peak	6:00	60
125	Collier-Lee County Connector					AM Peak	PM Peak	8:00	30
126	CAT Operations Center to Marco Island					AM Peak	PM Peak	8:00	30

Table 3-2
Collier County 2040 LRTE Needs Plan - Sunday Service Improvements

Route #	Route Name	2014				LRTP (2040)			
		Sunday				Sunday			
		Start	End	Service Hours	Frequency	Start	End	Service Hours	Frequency
Existing Route									
11	Red Route-US 41/Creekside	7:30 AM	5:50 PM	10:20	90	7:30 AM	7:20 PM	11:50	45
12	Gold Route-Airport/Creekside	7:30 AM	5:50 PM	10:20	90	7:30 AM	7:20 PM	11:50	45
13	Orange Route-NCH/Coastland Mall	7:00 AM	5:50 PM	10:50	60	7:00 AM	6:50 PM	11:50	30
14	Teal Route-Bayshore/Coastland Mall								
15	Purple Route-Golden Gate City	6:58 AM	5:28 PM	10:30	90	6:58 AM	6:58 PM	12:00	45
16	Gray Route-Golden Gate City					7:28 AM	5:58 PM	10:30	45
17	Green Route-Rattlesnake/Edison College (Rattlesnake-Hammock Ext.)	7:30 AM	5:45 PM	10:15	90	7:30 AM	7:09 PM	11:39	45
18	Yellow Route-US 41 East/Naples Manor (Rattlesnake-Hammock Ext.)					6:30 AM	6:20 PM	11:50	45
19	Blue Route/Golden Gate Estates/Immokalee (Realigned via Ave Maria)	7:00 AM	12:50 PM	5:50	N/A	7:00 AM	7:25 PM	12:25	75
20	Pine Ridge (Replaced by Routes 28 and 29 in 2030)	7:30 AM	5:45 PM	4:45	N/A				
21	Marco Island Circulator	8:15 AM	4:50 PM	6:30	100	8:15 AM	4:50 PM	6:30	50
121	Express Immokalee/Marco	5:30 AM	7:00 PM	4:20	N/A	5:30 AM	7:00 PM	4:20	30
22	Immokalee Circulator	7:00 AM	6:55 PM	11:55	90	5:50 AM	7:55 PM	14:05	45
23	Immokalee Circulator					6:20 AM	8:25 PM	14:05	45
24	US 41 East/Charlee Estates	8:30 AM	5:15 PM	8:45	90	7:00 AM	6:45 PM	11:45	45
25	Golden Gate Pkwy/Goodlette-Frank Road	12:00 PM	4:25 PM	3:00	180	7:30 AM	5:55 PM	10:25	45
26	Pine Ridge/Clam Pass (No full day service)	9:00 AM	4:20 PM	4:00	90	9:00 AM	5:50 PM	8:50	45
27	CR 951/Immokalee Rd	7:30 AM	6:22 PM	10:52	90	7:30 AM	6:22 PM	10:52	45
28	Pine Ridge Road (Replaces existing Route 20)					6:00 AM	5:45 PM	11:45	30
29	Logan Blvd (Replaces existing Route 20)					6:00 AM	5:45 PM	11:45	30
Proposed New Services									
New Circulator Services									
301	Downtown Naples Loop					7:00 AM	6:30 PM	11:30	15
302	Beach to Seagate via Goodlette-Frank Road					7:00 AM	6:30 PM	11:30	30
303	Medical Center to Vineyards Park-and-Ride					7:00 AM	6:30 PM	11:30	30
304	Ave Maria Circulator					7:00 AM	6:30 PM	11:30	30
305	Creekside/Bonita Beach Road					7:00 AM	6:30 PM	11:30	30
306	Beach Trolley					7:00 AM	6:30 PM	11:30	30
New Fixed-Route Services									
30	CAT Operations Center to Creekside (via Livingston)					6:00 AM	6:30 PM	12:30	60
31	Everglades Boulevard to Beach on Immokalee Road					6:00 AM	6:30 PM	12:30	60
32	CAT Operations Center to Park-and-Ride via Collier Boulevard					6:00 AM	6:30 PM	12:30	45
33	Immokalee Road to Vineyards (via Vanderbilt)					6:00 AM	6:30 PM	12:30	60
34	County Barn/Santa Barbara					6:00 AM	6:30 PM	12:30	90
35	Everglades Blvd/Golden Gate					6:00 AM	6:30 PM	12:30	90
36	Mercato/5th Ave (Thursday-Saturday Only)								
37	Vanderbilt Beach Road Extension					5:00 AM	6:30 PM	13:30	90
New Flex Services									
201	Everglades City Flex								
202	South Naples Flex								
203	Immokalee/Oil Well Road Flex								
204	North Naples Flex								
205	Golden Gate Flex								
New Express Service									
122	Government Center to Everglades City on US 41								
123	Immokalee to Lehigh Acres								
124	Government Center to Florida Southwestern State College-Lee Campus (FSW)								
125	Collier-Lee County Connector								
126	CAT Operations Center to Marco Island					AM	PM	8:00	60



2040 Collier County Long Range Transportation Plan

Fixed-Route Service Needs	Circulator Needs
CAT Ops to Creekside (via Livingston)	Beach Trolley
Everglades Boulevard to Beach on Immokalee Road	Downtown Naples Loop
CAT Ops to Park - and - Ri... via Collier Blvd	Beach to Seagate via Goodlett-Frank
Immokalee Road to Vineyards (via Vanderbilt)	Med Center to Vineyards Park-and-Ride
County Barn/Santa Barbara	Ave Maria Circulator
Everglades/Gol... Gate	Creekside/Bonita Beach Rd
Mercato/5th	Seasonal Beach Access Route
Vanderbilt Beach Rd Extension	
Rattlesnake-Ha... Extension to Routes 17/18	
Route 19 Realignment Ave Maria	
Route 28-Pine Ridge Road	
Route 29-Logan Blvd	
Express Service Needs	Transit Preferential Treatment Corridors*
Gov Center to Everglades City on US 41	
Immokalee to Lehigh Acres	
Collier Gov Center to SWF Airport/FSWC	
Collier-Lee County Connector	
CAT Op Center to Marco Island	

Map 3-1
2040 Collier LRTE Needs Plan Alternatives

Capital Needs

Capital needs include those capital components necessary to implement the transit service improvements presented in Tables 3-1 and 3-2. Below is a summary of the major capital components included in the 2040 LRTE Needs Plan.

Park-and-Rides

Park-and-ride facilities provide collection points for travelers to transfer from auto to transit or between autos (from a single-occupant vehicle to a carpool or vanpool). When conveniently located and carefully planned and implemented, park-and-ride facilities integrated into the overall transportation network can encourage a shift from single-occupant vehicles to transit or other alternative modes. A total of 12 park-and-ride facilities have been identified in the 2040 LRTE Needs Plan.



Transfer Points

Transfer points are larger bus staging areas used at locations where multiple services come together at a single point in the transit system. The transfer point should serve as a community focal point in the system and a transit destination/transfer station. Amenities that are typically provided at bus transfer points include:

- Transit signage
- ADA access compatibility
- Seating area
- Lighted passenger shelter
- Trash receptacle
- Landscaping
- Bicycle storage
- Bus bay
- Information and fare media kiosks

The existing transfer points at Creekside and at US 41 and Golden Gate Parkway have been identified for upgrades to add one or more of these components. Two potential new locations have been identified in the 2040 LRTE f as new or expanded transit services are established, which include:

- I-75 & Immokalee Road
- Golden Gate Parkway & Sunshine Boulevard

Expand and Improve Bus Stop Infrastructure

Input received from the public outreach activities indicates a need to improve bus stop infrastructure and amenities. Collier County and CAT should continue to improve benches, shelters, bicycle storage facilities, trash receptacles, and other infrastructure that enhances the rider experience at bus stops or potentially attracts new riders.

Intelligent Transportation Systems (ITS)

ITS improvements included in the capital alternatives are listed below.

- **CAT ITS Phase III**—Live camera feed from the buses to the CAT operations office and installation of Wi-Fi on board fixed-route buses.
- **CAT ITS Phase IV**—TSP equipment and implementation, electronic fareboxes on paratransit vehicles, additional installation of Wi-Fi on board fixed route buses.
- **Transit Communication System**—ITS warranty for years 3, 4, and 5, IVR implementation (next bus information via touch tone phone), and additional LED signage.

ADA Compliance Improvements

The 2040 LRTE also includes implementation of the phased ADA bus stop compliance improvements and priorities as identified in the 2014 CAT ADA Bus Stop Assessment.

Project Prioritization

A prioritization of the service alternatives was conducted to evaluate the relative importance of each for developing the 2040 LRTE Cost Feasible Plan.

Alternatives Evaluation Methodology

A methodology was developed to evaluate and prioritize the transit alternatives identified for the 2040 LRTE Needs Plan presented in Tables 3-1 and 3-2. To prioritize and program these service improvements, it is important to weigh the benefits of each service improvement against the others. Through this alternatives evaluation, the Collier County MPO can better prioritize projects and allocate funding using an objective service implementation process. A multi-criteria evaluation process organized into the following three categories was developed for this alternatives prioritization:

- Public Outreach
- Transit Markets
- Productivity and Efficiency

Table 3-3 lists the three evaluation categories, the corresponding criteria for each category, and the associated measure of effectiveness and relative weighting assigned to each criterion.

Table 3-3
Alternatives Evaluation Measures

Category	Criteria	Measure of Effectiveness	Relative Weighting	Overall Category Weight
Public Outreach	Public Input	Level of interest in specific alternatives (Very High, High, Moderate, Low)	25%	25%
Transit Markets	Traditional Market	Percent of corridor in “High” or “Very High” TOI ¹	15%	35%
	Discretionary Market	Percent of corridor in areas that meet the “minimum” DTA tier for employment or dwelling unit density ²	15%	
	Urban/Regional Market	Connectivity to urban markets adjacent counties	5%	
Productivity & Efficiency	Productivity	Trips per hour (2040 LRTP transit ridership modeling results and calculated revenue hours)	20%	40%
	Cost Efficiency	Cost per trip (including new trips)	20%	
Total			100%	100%

Notes:

1. The traditional transit market refers to population segments that historically have had a higher propensity to use transit and are dependent on public transit for their transportation needs. Traditional transit users include older adults, youths, and households that are low-income and/or have no vehicles.
2. The discretionary market refers to potential riders living in higher-density areas of the county that may choose to use transit as a commuting or transportation alternative. A DTA was conducted based on industry-standard relationships to identify the areas of Pasco County that experience transit-supportive residential and employee density levels.

Public Outreach

As described previously, public outreach activities performed during the development of the FY 2016-2025 TDP and the 2040 LRTP resulted in numerous opinions and suggestions on transit service improvements from both transit users and non-users. The public outreach process also included discussions with political leaders and planning advisory committees to gauge their views on transit services. Based on an in-depth review of input from this public outreach effort, interest on a particular improvement was categorized as “Low,” “Moderate,” “High,” or “Very High” in the alternatives evaluation process.

Transit Markets

For the evaluation of alternatives, three transit markets were identified, including the traditional market (based on the TOI analysis), the discretionary market (based on the DTA), and the regional market.

- **Traditional Market**—This refers to existing population segments that historically have a higher propensity to use transit and/or be dependent on public transit for their transportation needs. For the alternatives evaluation, the proportion of each corridor operating within a “High” or “Very High” TOI area was calculated.
- **Discretionary Market**—This refers to potential riders living in higher-density areas of the county that may choose to use transit as a commuting or transportation alternative. The proportion of each corridor meeting at least the “Minimum” dwelling unit or employment density threshold in the 2040 DTA was calculated and used for the alternatives evaluation.
- **Urban/Regional Market**—Each potential route was assessed for potential local urban or regional connectivity. Routes connecting major urban markets within Collier County or serving key areas outside of the county were considered. Intra-county routes connecting major local urban markets or inter-county routes providing regional connections to adjacent counties scored higher.

Productivity and Efficiency

Productivity is generally measured in terms of ridership. Service efficiency is used by transit agencies to gauge how well existing resources are being used. Each measure is critical to the success of the agency, and services performing well in terms of productivity and efficiency should receive a higher priority. Forecast ridership, revenue hours, and operating cost figures for each service alternative are used to evaluate this measure.

- **Ridership Productivity**—This is measured in terms of daily passenger trips per revenue hour of service. To provide for an equal comparison between alternatives, passenger trips were generated by the 2040 LRTP ridership modeling results and revenue hours were calculated based on operating characteristics for each service alternative.
- **Cost Efficiency**—This is evaluated for each alternative using a standard transit industry efficiency measure, operating cost per passenger trip. Operating costs are calculated using operating cost per trip based on the latest CAT performance data and 2040 LRTP transit ridership modeling results.

Each criterion described above is assigned a weighting factor so the relative importance of each criterion among the larger group is reflected. For each criterion, a scoring methodology was also developed to facilitate the comparison among each service alternative. Below is a summary of the scoring methodology used in the evaluation process, including measures, scoring thresholds, and score values.

Alternatives Scoring Methodology

As previously noted, each criterion is assigned a weight. Weighting the criteria affords the opportunity to measure the relative importance of each criterion among the larger group. For each transit alternative, a score was determined either through the computation of the selected measure of effectiveness or through the educated judgment of the analyst. Potential scores were assigned depending on the relative comparison of a given transit alternative with other transit alternatives as it relates to a given criterion. A higher score is consistent with a higher ranking for a given alternative for the criterion being evaluated.

The thresholds for computation-based criteria (traditional market, discretionary market, trips per hour, operating cost per trip) were determined using the average of the entire data set and one standard deviation above or below the average. Table 3-4 shows the thresholds and scoring for each criterion used in the alternatives evaluation.

Table 3-4
Alternatives Scoring Methodology

Criteria	Range	Score
Public Input – Interest in Improvement	Low	1
	Moderate	3
	High	5
	Very High	7
Traditional Market Potential (% Serving Traditional Market)	Less than (Average – 1 STDEV)	1
	Between (Average – 1 STDEV) to Average	3
	More than Average to (Average + 1 STDEV)	5
	More than (Average + 1 STDEV)	7
Discretionary Market Potential (% Serving Discretionary Market)	Less than (Average – 1 STDEV)	1
	Between (Average – 1 STDEV) to Average	3
	More than Average to (Average + 1 STDEV)	5
	More than (Average + 1 STDEV)	7
Urban/Regional Market Connectivity	No	0
	Yes	7
Trips per Hour	Less than (Average – 1 STDEV)	1
	Between (Average – 1 STDEV) to Average	3
	More than Average to (Average + 1 STDEV)	5
	More than (Average + 1 STDEV)	7
Operating Cost per Trip	More than (Average + 1 STDEV)	1
	More than Average to (Average + 1 STDEV)	3
	Between (Average – 1 STDEV) to Average	5
	Less than (Average – 1 STDEV)	7

Project Prioritization Results

A composite score for each service alternative was calculated based on the score received for each criterion and the weight assigned for the corresponding criterion. The detailed results of the evaluation process are presented in Appendix A.

Table 3-5 shows the rankings of each service alternatives based on the composite scores received. This ranking was used to assist in the development of the implementation schedules for the 2040 LRTE Cost Affordable Plan. It should be noted that the actual implementation schedule of each service alternative will be determined by a number of factors, including the prioritization results documented in Table 3-5, funding availability, FDOT and Collier MPO preference, etc. Because of these other factors, the actual implementation schedule may not strictly align with the prioritization results presented in Table 3-5.

Table 3-5
Needs Alternatives Prioritization Results

Rank	Proposed Improvement	Score
1	Improve Frequency on Existing Routes to 20-30 Minutes	6.65
2	Extend Service Span to 10:00 PM on Existing Routes	6.15
3	Add Sunday Service on Selected Routes (16, 18, and 23)	5.35
4	Collier-Lee County Connector	5.30
5	Government Center to SWF International Airport/FGCU/Southwestern State College	4.80
6	Beach to Seagate via Goodlette-Frank Road	4.75
7	Route 19 Realignment via Ave Maria	4.55
8	Replace Route 20 with Routes 28 (Pine Ridge Road) and 29 (Logan Boulevard)	4.45
9	Add Rattlesnake-Hammock Extension to Routes 17 and 18	4.35
10	Mercato/5th Ave (Thursday-Saturday Only)	4.25
11	Creekside/Bonita Beach Road	4.10
12	South Naples Flex Route	3.95
13	County Barn/Santa Barbara	3.85
14	Med Center to Vineyards Park-and-Ride	3.75
15	Beach Trolley	3.65
16	Ave Maria Circulator	3.45
17	Immokalee to Lehigh Acres	3.20
18	Downtown Naples Loop	3.15
19	Immokalee Road to Vineyards (via Vanderbilt)	2.75
20	Government Center to Everglades City on US 41 Express	2.30
21	Everglades Boulevard to Beach on Immokalee Road	2.25
21	Everglades Boulevard/Golden Gate Boulevard	2.25
21	North Naples Flex Route	2.25
21	Golden Gate Flex Route	2.25
25	CAT Operations Center to Park-and-Ride via Collier Boulevard	2.15
26	Everglades City Flex Route	1.95
27	CAT Operations Center to Marco Island	1.75
27	CAT Operations Center to Creekside (via Livingston)	1.75
29	Vanderbilt Beach Road Extension	1.45
29	Immokalee/Oil Well Road Flex Route	1.45

SECTION 4: COLLIER TRANSIT 2040 COST AFFORDABLE PLAN

This section presents the 2040 LRTE Cost Affordable Plan. The Cost Affordable Plan is based on improvements identified in the 2040 Transit Needs Plan, input from Collier MPO and CAT staff, public involvement activities, and revenue projections.

The prioritization process documented in Section 3 assisted in developing the implementation schedule for improvements able to be funded in the 2040 Cost Affordable Plan. Projected operating and capital revenues were compared against the projected operating and capital costs to develop the 2040 LRTE Cost Affordable Plan.

Cost Affordable 2040 Transit Service Alternatives

Based on the funding availability and prioritized results presented in Table 3-5, a summary of service improvement alternatives included in the 2040 LRTE Cost Affordable Plan is provided below:

Existing Service Improvements

Within the 2040 Cost Affordable Plan, a series of improvements to existing service are scheduled to be implemented in 2039. These service improvements include:

- Improving weekday/Saturday service frequency to 30 minutes on Routes 13 and 14.
- Improving weekday/Saturday service frequency to 45 minutes on Routes 11, 12, 15, 16, 17, 18, 22, 23, 24, 25, 26, 27, and to 50 minutes on Route 21.
- Improving weekday/Saturday service frequency to 75 minutes on Route 19.
- Improving weekday/Saturday service span to 10:00 PM for all existing routes.
- Splitting Route 20 into Routes 28 and 29 with a service frequency of 45 minutes.
- Adding Sunday service to Routes 16, 18, and 23.



New Service Expansion

The following proposed transit service alternatives are funded in the 2040 LRTE Cost Affordable Plan.

- New Fixed-Route Services:
 - Mercato/5th Avenue (Thursday-Saturday Only)

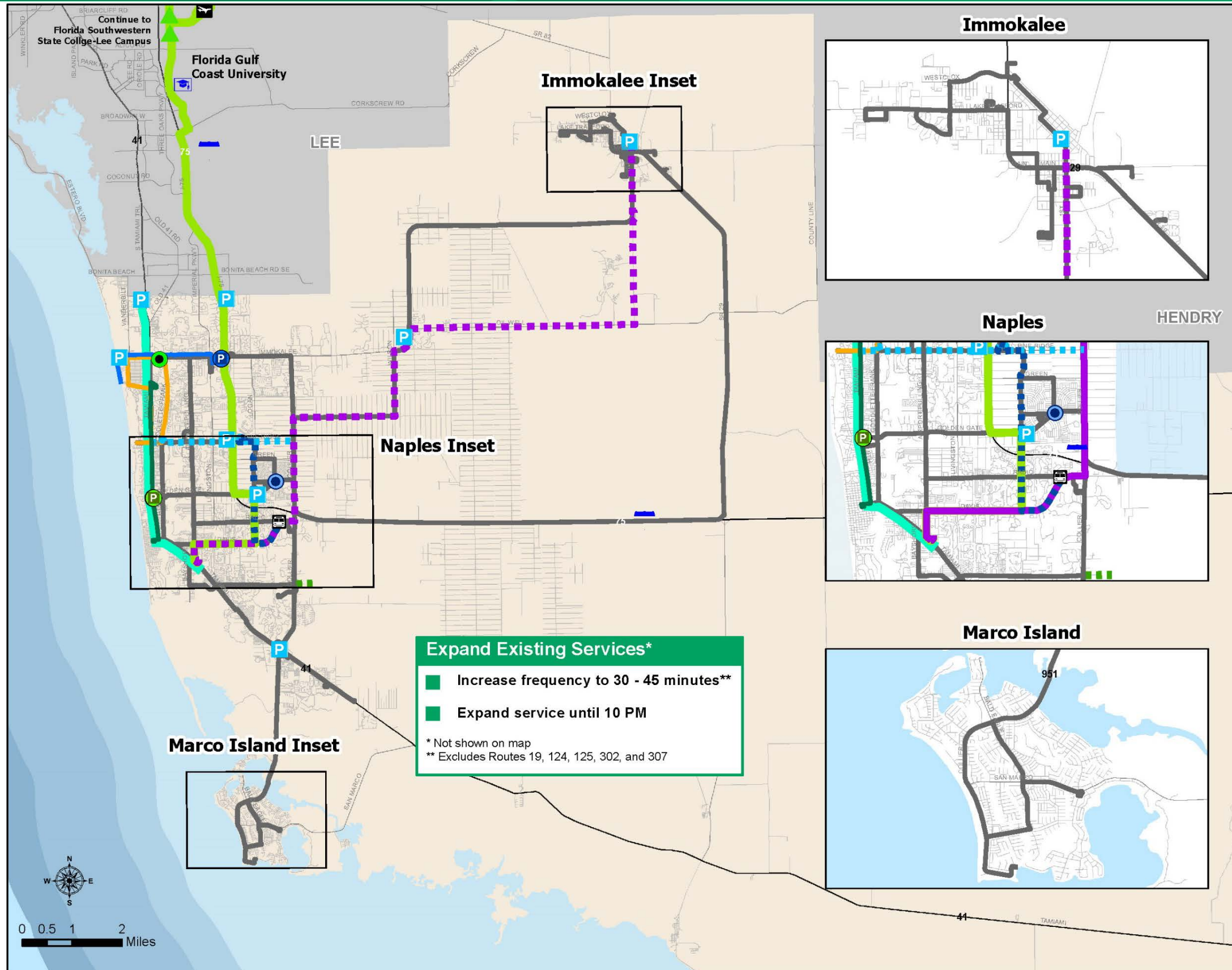
- New Circulator Services
 - Beach to Seagate via Goodlette-Frank Road
 - Seasonal Beach Access Route

- New Express Services
 - Collier County Government Center to Florida Southwestern State College-Lee Campus
 - Collier-Lee County Connector

The transit service improvement alternatives and associated operating characteristics included in the 2040 LRTE Cost Affordable Plan are summarized in Table 4-1 and illustrated in Map 4-1.

Table 4-1
Collier County 2040 Transit Cost Affordable Plan

Route #	Route Name	2040 Weekday and Saturday				2040 Sunday				
		Start	End	Service Hours	Frequency	Start	End	Service Hours	Frequency	
Existing Route Improvements										
11	Red Route-US 41/Creekside	6:00 AM	10:00 PM	16:00	45	7:30 AM	5:50 PM	10:20	90	
12	Gold Route-Airport/Creekside	6:00 AM	10:00 PM	16:00	45	7:30 AM	5:50 PM	10:20	90	
13	Orange Route-NCH/Coastland Mall	6:00 AM	10:00 PM	16:00	30	7:00 AM	5:50 PM	10:50	60	
14	Teal Route-Bayshore/Coastland Mall	6:30 AM	10:00 PM	15:30	30					
15	Purple Route-Golden Gate City	5:35 AM	10:00 PM	16:25	45	6:58 AM	5:28 PM	10:30	90	
16	Gray Route-Golden Gate City	4:35 AM	10:00 PM	17:25	45	7:28 AM	5:58 PM	10:30	90	
17	Green Route-Rattlesnake/Edison College (Rattlesnake-Hammock Road Ext.)	6:00 AM	10:00 PM	16:00	45	7:30 AM	5:45 PM	10:15	90	
18	Yellow Route-US 41 East/Naples Manor (Rattlesnake-Hammock Road Ext.)	6:30 AM	10:00 PM	15:30	45	6:30 AM	6:20 PM	11:50	90	
19	Blue Route/GG Estates/Immokalee (Realigned via Ave Maria)	3:45 AM	10:00 PM	18:15	75	7:00 AM	7:25 PM	12:25	150	
20	Pine Ridge Road (Replaced by Routes 28 and 29 in 2030)									
21	Marco Island Circulator	8:15 AM	10:00 PM	13:45	50	8:15 AM	4:50 PM	6:30	100	
121	Express Immokalee/Marco	5:30 AM	7:00 PM	4:20	N/A	5:30 AM	7:00 PM	4:20	N/A	
22	Immokalee Circulator	5:50 AM	10:00 PM	16:10	45	5:50 AM	7:55 PM	14:05	90	
23	Immokalee Circulator	6:20 AM	10:00 PM	15:40	45	6:20 AM	8:25 PM	14:05	90	
24	US 41 East/Charlee Estates	7:00 AM	10:00 PM	15:00	45	8:30 AM	5:15 PM	8:45	90	
25	Golden Gate Pkwy/Goodlette Road	6:00 AM	10:00 PM	16:00	45	12:00 PM	4:25 PM	4:25	90	
26	Pine Ridge Road/Clam Pass (No full day service)	9:00 AM	10:00 PM	13:00	45	9:00 AM	4:20 PM	7:20	90	
27	CR 951/Immokalee Rd	6:00 AM	10:00 PM	16:00	45	7:30 AM	6:22 PM	10:52	90	
28	Pine Ridge Road (Replaces existing Route 20)	6:00 AM	10:00 PM	16:00	45	6:00 AM	10:00 PM	16:00	60	
29	Logan Blvd (Replaces existing Route 20)	6:00 AM	10:00 PM	16:00	45	6:00 AM	10:00 PM	16:00	60	
Proposed New Services										
New Circulator Services										
302	Beach to Seagate via Goodlette-Frank	6:00 AM	10:00 PM	16:00	60	6:00 AM	10:00 PM	16:00	60	
307	Seasonal Beach Access Route	9:00 AM	3:00 PM	6:00	60	9:00 AM	3:00 PM	6:00	60	
New Fixed-Route Services										
36	Mercato/5th Ave (Thursday-Saturday Only)	6:00 AM	10:00 PM	16:00	40					
New Express Service										
124	Gov Center to Florida Southwestern State College-Lee Campus (FSW)	AM	PM Peak	6:00	60					
125	Collier-Lee County Connector	AM	PM Peak	8:00	60					



2040 Collier County Long Range Transportation Plan

Fixed-Route Service Needs

- Mercato/5th Ave
- Rattlesnake-Hammock Extension to Routes 17/18
- Route 19 Realignment via Ave Maria
- Route 28-Pine Ridge Road
- Route 29-Logan Blvd

Circulator Needs

- Beach to Seagate via Goodlett-Frank
- Seasonal Beach Access Route

Express Service Needs

- Collier Gov Center to SWF Airport/FSWC
- Collier-Lee County Connector

- Existing Transfer Center
- Existing Transfer Point/Future Park-N-Ride
- Future Transfer Point/Park-N-Ride
- Existing Transfer Point
- Future Transfer Point
- Future Park-N-Ride
- Existing CAT Routes

Map 4-1 2040 Transit Cost Affordable Plan



Cost Affordable Capital Improvements

Capital improvements are required to support the transit service expansion included in the Cost Affordable Plan. These improvements are summarized below:

Vehicles

A significant number of new buses are needed to replace the existing service vehicle fleet and to support transit service expansion. Based on other recent Florida TDPs, fixed-route bus vehicles and paratransit bus vehicles are subject to replacement every 12 years and 7 years, respectively. A vehicle replacement plan was prepared according to the mentioned life expectancy and below is a summary of the total number of new transit vehicles that need to be purchased to support the 2040 LRTE Cost Affordable Plan.

- 65 fixed-route bus vehicles
- 58 paratransit bus vehicles
- 8 support Vehicles

Shared-Use Park-and-Ride Facilities

Collier County should explore the shared-use park-and-ride opportunities to accommodate the transit expansion needs. Due to funding limitations for construction of new park-and-ride lots, the locations identified in the 2040 LRTE Cost Affordable Plan are assumed to be shared-use park-and-ride lots. Shared-use lots would require shared-use agreements with property owners to use existing and available unused parking spaces. No cost is assumed for shared lots other than the staff time to negotiate shared-use agreements with property owners land owners. As per FDOT's 2012 State Park-and-Ride Guide, the annual cost to maintain a parking space at a shared-use lot is approximately \$12 per parking space.

Transfer Points

Two existing transfer points, located at Creekside and the intersection of US 41 and Golden Gate Parkway will be upgraded in 2020 and 2039, respectively. Two proposed new transfer points, located at the intersection of Golden Gate Parkway and Sunshine Boulevard and the intersection of I-75 and Immokalee Road will be constructed in 2030 and 2039, respectively.

Other Capital Infrastructure

Other transit infrastructure improvements include stop amenities (e.g., stop signs, benches, and shelters), ITS improvements (APC, AVL, and etc.), ADA compliance improvements, seasonal beach access route infrastructure, and miscellaneous capital components. These improvements have been scheduled to be implemented throughout the 2040 LRTE time frame.

2040 Cost Affordable LRTE Financial Plan

This section presents the capital and operating cost assumptions and the costs and revenues associated with the 2040 LRTE Cost Affordable Plan. The summary shows the service, capital, and other improvements that can be programmed and funded from 2021 to 2040 using existing revenues.

Cost Assumptions

A number of assumptions were made to forecast transit costs for the time period from 2021 through 2040. These operating cost assumptions are based on a variety of factors, including service performance data from CAT, financial information from the most recent adopted CAT TDP major update, as well as discussions with CAT, FDOT, and Collier MPO staff. These assumptions are summarized as follows:

- The operating cost per revenue hour for future operating enhancements is assumed at \$90.60 (in 2015\$). The rate was derived by escalating 2013 operating cost per revenue hour data from FY 2013 National Transit Database (NTD) report to 2015 figures.
- Annual operating cost inflation rate (2.3%) is based on the average of the annual Consumer Price Index (CPI) average from 2005 to 2014. Annual capital cost inflation rate (3.0%) is based on review of recently adopted Florida TDPs.
- Annual operating cost for existing service improvements and new fixed-route service is based on total revenue hours multiplied by the operating cost per revenue hour.
- Based on information from CAT staff, fixed-route bus vehicles and paratransit bus vehicle were assumed to be \$429,000 and \$130,000 in 2015 dollars, respectively.
- Costs of existing transfer point upgrade, new transfer point construction, and annual allocation of bus stop infrastructure improvement were assumed based on the review of recently adopted Florida TDPs, and were approved by CAT staff.

Operating and Capital Costs Summary

Table 4-2 presents the total operating and capital costs for the 2040 LRTE Cost Affordable Plan by project between 2021 and 2040.

Table 4-2
Summary of Collier 2040 Transit Cost Affordable Plan Operating and Capital Costs

Project Description	Implementation Year	Capital Costs (YOE*)			Operating Cost (YOE*)	Total Cost (YOE*)
		Replacement Vehicles for Existing Services	Vehicle Purchases for New Services	Infrastructure		
Continue existing fixed-route service	Ongoing	\$23,618,735	\$0	\$0	\$177,312,459	\$200,931,194
Continue existing demand response service (ADA)	Ongoing	\$9,916,974	\$0	\$0	\$100,880,036	\$110,797,010
Support vehicles	Ongoing	\$382,499	\$0	\$0	\$0	\$382,499
Service frequency and hours expansion on existing routes	2039	\$0	\$16,933,372	\$0	\$35,677,992	\$52,611,364
Add Sunday service to Routes 16, 18, and 23	2039	\$0	\$0	\$0	\$1,171,068	\$1,171,068
Beach to Seagate via Goodlette-Frank	2039	\$0	\$846,669	\$0	\$1,708,676	\$2,555,345
Seasonal Beach Access	2016	\$0	\$1,483,720	\$0	\$2,287,228	\$3,770,948
Seasonal Beach Access - service hours improvement	2040	\$0	\$0	\$0	\$40,769	\$40,769
Mercato/5th Ave (Thursday-Saturday Only)	2038	\$0	\$1,644,017	\$0	\$2,126,143	\$3,770,160
Government Center to FSW	2039	\$0	\$2,466,025	\$0	\$1,695,043	\$4,161,068
Collier-Lee County Connector	2035	\$0	\$1,504,508	\$0	\$4,371,080	\$5,875,588
Paratransit (ADA) service for new local routes	2021-2040	\$0	\$2,128,564	\$0	\$361,402	\$2,489,966
Spare vehicles for improved and new fixed-route service	2021-2040	\$0	\$4,975,662	\$0	\$0	\$4,975,662
Staff Position - Mobility Management	2021-2040				\$1,795,286	\$1,795,286
Major TDP Update	2021-2040				\$826,149	\$826,149
Evaluate Fare Policy	2021-2040				\$165,230	\$165,230
Bus Stop Inventory Assessment Update, COA, Etc.	2021-2040				\$852,451	\$852,451
Miscellaneous Planning and Technical Studies	2021-2040				\$561,027	\$561,027
Amenities Program (Stop Signs, Benches, Shelters, Trash Receptacles)	2021-2040	\$0	\$0	\$1,122,962		\$1,122,962
ITS Improvements	2021-2040	\$0	\$0	\$608,489		\$608,489
ADA Compliance Improvements	2021-2040	\$0	\$0	\$802,116		\$802,116
Miscellaneous Capital	2021-2040	\$0	\$0	\$481,269		\$481,269
Transfer Point-Existing (2)	2021-2040	\$0	\$0	\$278,784		\$278,784
Transfer Point-Future(2)	2021-2040	\$0	\$0	\$1,481,692		\$1,481,692
Total		\$33,918,207	\$31,982,537	\$4,775,313	\$331,832,039	\$402,508,096

* YOE = Year Of Expenditure

Notes:

1. Transit improvements are funded by a mixture of local, state, and federal revenue sources. Fare revenues are only used to cover operating expenses.
2. Local sources for operating include local general revenues as matching funds for Federal Section 5307, 5311, and FDOT Block Grants.
3. State sources for operating include FDOT Block Grant, Urban Corridor, and Service Development Grants while no state funds are assumed for transit capital projects.
4. Federal Section 5307 is assumed for funding both operating and capital improvements, Federal Section 5339 is assumed for capital improvements.

Revenue Assumptions

Revenues for fixed-route services are based on information from Collier MPO and CAT staff, the FY 2016-2025 TDP Financial Plan, and assumptions for different revenue sources, including the following:

- Operating and capital funding from federal, state, and local sources was based on the FY 2016-2025 TDP Financial Plan/projections and information/discussions with Collier MPO staff.
- FDOT service development grant funding was assumed to be available in the year of 2039 to partially cover the costs of existing service frequency, service span, and Sunday service improvements. FDOT service development grant program requires a 50 percent local match.
- FDOT transit corridor grants also was assumed to be available in 2035 and 2038 to cover the initial operating cost of Collier-Lee County Connector and Collier County Government Center to Florida Southwestern State College-Lee Campus (FSW) express service, respectively. The program provides 100 percent funding for eligible projects that helps reduce or alleviate congestion on major corridors or other mobility issues within the corridor.
- Tourist development grant was assumed to cover the operating cost of seasonal beach access route, beginning in 2016.
- Farebox revenues for the proposed fixed-route service improvement and new services were calculated using historical validated farebox recovery ratio obtained from NTD, multiplied with the incremental operating cost for each improvement alternatives. The average farebox recovery ratio was 20.4 percent from 2009 to 2013.
- The 2040 LRTE Cost Affordable Plan also assumes additional local funding to be available towards the end of the plan, starting in 2038. These funds are assumed to primarily fund the capital needs, including vehicles, needed for the expansion of the existing services.

Based on the revenue assumptions presented above, revenue projections were prepared to fund the Cost Affordable Plan through 2040.

2040 Transit Cost Affordable Financial Plan

A financial plan was developed for the Collier 2040 Transit Cost Affordable Plan. This financial plan reflects transit revenues that are expected to be available from 2021–2040 from federal, state, and local sources, and the total transit operating and capital costs for all the service improvements identified in the 2040 Cost Affordable Plan.

As shown in Table 4-3, between 2021 and 2040 total operating and capital costs equal \$402.5 million while total operating and capital revenues equal \$402.6 million.

Table 4-3
Collier 2040 Transit Cost Affordable Plan Costs and Revenues, 2021-2040
(In Year of Expenditure-YOE)

Operating	2021-2025	2026-2030	2031-2040	Total
Costs	\$59,601,788	\$66,782,269	\$205,447,982	\$331,832,039
Revenues	\$59,702,418	\$67,196,151	\$205,034,100	\$331,932,669
Local	\$28,779,744	\$32,151,676	\$92,178,682	\$153,110,103
State	\$11,070,267	\$12,833,474	\$48,765,177	\$72,668,918
Federal	\$10,378,202	\$11,595,979	\$29,026,944	\$51,001,125
Fares	\$9,474,204	\$10,615,022	\$35,063,296	\$55,152,522

Fleet Purchase/Infrastructure	2021-2025	2026-2030	2031-2040	Total
Costs	\$10,410,391	\$10,071,578	\$50,194,087	\$70,676,057
Revenues	\$12,122,574	\$14,053,385	\$44,500,099	\$70,676,057
Local	\$5,005,167	\$5,802,360	\$23,846,212	\$34,653,739
State	\$0	\$0	\$0	\$0
Federal	\$7,117,407	\$8,251,025	\$20,653,887	\$36,022,318

Total Costs & Revenues	2020-2025	2026-2030	2031-2040	Total
Costs	\$70,012,179	\$76,853,847	\$255,642,069	\$402,508,096
Revenues	\$71,824,991	\$81,249,536	\$249,534,199	\$402,608,726
Local	\$33,784,911	\$37,954,036	\$116,024,894	\$187,763,842
State	\$11,070,267	\$12,833,474	\$48,765,177	\$72,668,918
Federal	\$17,495,608	\$19,847,004	\$49,680,831	\$87,023,443
Fares	\$9,474,204	\$10,615,022	\$35,063,296	\$55,152,522
Balance	\$1,812,812	\$4,395,689	-\$6,107,870	\$100,630

**APPENDIX A
NEEDS ALTERNATIVES EVALUATION SUMMARY**

Evaluation Criteria		Improve Frequency on Existing Routes to 20-30 Min.	Extend Service Span by 6 to 7 Hours on Existing Routes	Add Sunday Service on Selected Routes (16, 18, and 23)	Replace Route 20 with Routes 28 (Pine Ridge Road) and 29 (Logan Road)	Add Rattlesnake-Hammock Extension to Routes 17 and 18	Downtown Naples Loop	Beach to Seagate via Goodlett-Frank	Med Center to Vineyards Park-and-Ride	Ave Maria Circulator	Creekside/Bonita Beach Road	CAT Ops Center to Creekside (via Livingston)	Everglades Boulevard to Beach on Immokalee Road	CAT Ops to Park-and-Ride via Collier Blvd	Immokalee Road to Vineyards (via Vanderbilt)	County Barn/Santa Barbara	Everglades Blvd/Golden Gate
Public Involvement	Interest	Very High	High	Moderate	High	High	High	High	Moderate	Moderate	Low	High	High	Moderate	High	High	High
	Score	7	5	3	5	5	5	7	3	3	3	3	5	3	5	5	5
	weight	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Traditional Market	% in Trad. Market	4.02%	4.02%	1.06%	0.07%	0.00%	0.05%	0.00%	0.08%	0.00%	0.05%	0.00%	0.09%	0.09%	0.07%	0.04%	0.10%
	Score	7	7	7	3	1	1	1	3	1	1	1	3	3	1	1	3
	weight	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Choice Market	% in Choice Market	6.12%	6.12%	0.67%	0.49%	0.00%	0.15%	0.40%	0.05%	0.00%	0.28%	0.39%	0.18%	0.15%	0.15%	0.33%	0.07%
	Score	7	7	5	5	1	1	3	1	1	3	3	1	1	1	3	1
	weight	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Urban/Regional Market	Yes/No?	No	No	No	No	No	No	No	No	No	Yes	No	Yes	No	No	No	No
	Score	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0
	weight	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Trips per Hour	Trip/Hr	18.74	24.49	21.19	7.87	14.61	7.19	10.94	10.94	10.94	10.94	1.54	1.47	3.48	4.28	7.89	0.58
	Score	7	7	7	5	7	3	5	5	5	5	1	1	1	3	5	1
	weight	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Operating Cost per Trip	Cost /Trip	\$8.75	\$6.69	\$7.74	\$20.83	\$11.22	\$22.79	\$14.98	\$14.98	\$14.98	\$14.98	\$106.36	\$111.37	\$47.10	\$38.33	\$20.78	\$281.08
	Score	7	7	7	5	7	5	7	7	7	7	1	1	3	3	5	1
	weight	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Total Score		6.65	6.15	5.35	4.45	4.35	3.15	4.75	3.75	3.45	4.10	1.75	2.25	2.15	2.75	3.85	2.25

Evaluation Criteria		Mercato/5th Ave (Thursday-Saturday Only)	Vanderbilt Beach Road Extension	Everglades City Flex	South Naples Flex	Immokalee/Oil Well Road Flex	North Naples Flex	Golden Gate Flex	Gov Center to Everglades City on US 41 Express	Immokalee to Lehigh Acres	Gov Center to SWF International Airport/FGCU/Southwest	Collier-Lee County Connector	CAT Op Center to Marco Island	Route 19 Realignment via Ave Maria	Beach Trolley
Public Involvement	Interest	Very High	Moderate	Moderate	High	Moderate	High	High	High	Moderate	High	Very High	Moderate	Very High	High
	Score	7	3	5	5	3	5	5	5	3	5	7	3	7	7
	weight	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Traditional Market	% in Trad. Market	0.06%	0.00%	0.00%	0.01%	0.00%	0.07%	0.09%	0.06%	0.27%	0.21%	0.16%	0.03%	0.36%	0.03%
	Score	1	1	1	1	1	3	3	1	5	5	3	1	5	1
	weight	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Choice Market	% in Choice Market	0.42%	0.04%	0.00%	0.02%	0.00%	0.11%	0.07%	0.20%	0.05%	0.38%	0.79%	0.28%	0.37%	0.17%
	Score	5	1	1	1	1	1	1	1	1	3	5	3	3	1
	weight	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Urban/Regional Market	Yes/No?	No	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No
	Score	0	0	0	0	0	0	0	7	7	7	7	0	0	0
	weight	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Trips per Hour	Trip/Hr	6.38	0.30	0.42	10.17	0.08	2.67	2.63	1.88	5.00	8.33	8.88	1.22	6.67	7.19
	Score	3	1	1	5	1	1	1	1	3	5	5	1	3	3
	weight	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Operating Cost per Trip	Cost /Trip	\$25.72	\$553.38	\$393.52	\$16.13	\$1,967.58	\$61.49	\$62.46	\$87.45	\$32.79	\$19.68	\$18.47	\$134.54	\$24.58	\$22.79
	Score	5	1	1	7	1	1	1	1	3	5	5	1	5	5
	weight	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Total Score		4.25	1.45	1.95	3.95	1.45	2.25	2.25	2.30	3.20	4.80	5.30	1.75	4.55	3.65