



**Collier Area Transit
Transit Development Plan**

Public Participation Plan

Final Revised

March 17, 2020

Prepared by



Table of Contents

1.0 Introduction.....	1
1.1 Project Background	1
1.2 Project Kick-off Meeting.....	2
2.0 Public Engagement Activities	2
2.1 Public Workshops.....	3
2.2 On-Board Passenger Survey	4
2.3 Online Survey	4
2.4 Stakeholder Interviews	5
2.5 Discussion Group Workshops	5
2.6 Draft and Final TDP Presentations	5
2.7 Ongoing Social Media	6
2.8 Measures of Effectiveness.....	6
3.0 Schedule of Activities	9
4.0 Public Engagement Documentation	9

1.0 Introduction

A simple, yet key ingredient, of any good public outreach effort is the effectiveness of listening and how that information is incorporated into the study process. The most effective plans include activities and methods oriented specifically to the project study area and an understanding of the local and regional character. Collier Metropolitan Planning Organization (MPO), Collier Area Transit (CAT), and the Consultant Team recognize the importance of public engagement and have developed strategies to engage the public, stakeholders and agencies involved in the development of the Transit Development Plan (TDP). The Public Participation Plan (PPP) for this project includes proven outreach efforts that go beyond “the minimum requirements”. Our team has identified a menu of opportunities to provide the public information, listen to their concerns and suggestions, and find ways to incorporate solutions into the TDP.

Rule 14-73.001 requires that the TDP preparation include the following activities:

- A PIP approved by the Florida Department of Transportation (FDOT) or the local MPO’s PPP, approved by both the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA).
- Description of the process used, and the public involvement activities undertaken.
- Solicitation of comments from FDOT, the MPO, and the regional Workforce Development Board on the mission, goals, objectives, alternatives, and 10-year implementation program.
- Notification of all public meetings at which the TDP is presented to or discussed with FDOT, the MPO, and the regional Workforce Development Board.

To ensure that CAT meets these requirements, the PPP will facilitate a public involvement process for the TDP effort that will encompass a range of activities that provide ample opportunity for participation by the required, and other interested, entities.

In addition, CAT, as a public transit agency and recipient of Federal and state Funding, is required to adhere to Federal non-discrimination regulations, including those outlined in Title VI of the Federal Civil Rights Act of 1964. CAT has developed a Title VI Program that outlines the policies, procedures, services, and steps that will guide the public involvement activities outlined in this PPP to ensure inclusive and representative participation, including persons with disabilities, limited English proficiency (LEP), and/or other factors that may limit their participation. By reference, this PPP integrates the policies and procedures into the programs, activities, and services of this TDP.

1.1 Project Background

The MPO and CAT, selected the Tindale Oliver Team (Team) to update the TDP to establish a refreshed framework for the future growth of transit in the community, as provided by the County’s transit system, CAT, and ensure safe, convenient, and accessible public transportation for all residents, workers, and visitors in Collier County. An integral part of the TDP is the PPP, which acts as a guide for educating, gaining input from and disseminating information to the public and stakeholders.

1.2 Project Kick-off Meeting

The TDP project begins with a Kick-off Meeting with staff to review and coordinate on the scope, schedule, deliverables, data request, public outreach strategy, and project management to assure staff and the consultant team share the same expectations. This will help ensure the success of the project once it has begun. The kick-off meeting was held December 19th from 2:00-3:30.

A recommendation was made to form a TDP Working Group, comprised of a group of 6-10 technical and policy experts from the MPO, County, FDOT, and Workforce Development to serve as a sounding and advisory board for review of findings, recommendations, and priorities related to the resulting TDP program and priorities. The TDP Working Group will meet on three occasions during the TDP effort. Once after existing conditions and services review has been conducted, once to review the initial TDP improvements recommendations, and once to review the final TDP.

The first TDP Working Group meeting is scheduled to be conducted as a virtual meeting due to health advisory considerations related to Covid-19, the subsequent meetings will be conducted in person and/or as virtual meetings, depending on conditions at the time of the subsequent meetings.

In addition, the core project team will hold bi-weekly calls to review current efforts and coordinate on upcoming decisions and activities.

Based on the Team's prior proposed approach and the MPO's RFP, the PPP recommends the following public engagement activities be completed as part of the TDP process:

- Public Workshops (2)
- On-Board Passenger Survey (1)
- Online Survey (2)
- Stakeholder Interviews (10)
- Discussion Group Workshops (2)
- Draft and Final Presentations (6)
- Ongoing Social Media

2.0 Public Engagement Activities

The following content is a TDP-specific PPP that presents the public engagement activities that will be used to collect stakeholder and public input, and to educate and inform the community about the study and, ultimately, its results. Following are summaries of the activities that are envisioned to be included, some of which (as noted) will be completed by CAT/MPO staff, others to be provided by the Team. Public participation activities have been designed to encourage participation throughout the entire TDP process. Our Team has identified methods of communication that best serve the needs of Collier County, but are flexible enough to make changes, if necessary, to ensure maximum feedback. Our goal is to reach and hear from as many people and organizations as possible to ensure that their voices are heard.

2.1 Public Workshops

Two public workshops will be held at key milestones in the study process, first early in the process, to educate attendees about the TDP effort and collect input on gaps and unmet needs. The second public workshop will focus on obtaining feedback on the proposed improvements.



With input from the Team and CAT/MPO staff we will plan and schedule each meeting to maximize opportunities for citizen participation by selecting venues in areas that have bus access and we will piggyback these workshops with other community events to ensure a good turnout. We will hold the meetings at times to best accommodate a variety of work and personal schedules. There will be a comment period open for one week before and one week after each public meeting (7 days) where the public can submit comments, questions, and concerns via email, phone call, social media, and written letters without being required to attend the public workshops. FDOT, Southwest Florida Regional Workforce Development Board and the Metropolitan Planning Organization will be notified at least fourteen (14) days in advance of each public workshop.

After completion of the early assessment of existing conditions and services, the Team will schedule and conduct a public workshop to introduce the TDP purpose, schedule, and to inform the public about existing services and socioeconomic conditions and to solicit ideas from the public concerning transit and mobility needs within the Collier County community. The first public workshop is targeted to be conducted in March or April, coincident with the Discussion Group Workshops. In response to health concerns associated with Covid-19, the first public workshop will be targeted for April or May and be conducted in person and/or via virtual meeting, depending on circumstances at the time.

A second public workshop will be held following completion of the draft TDP. The intent of this meeting is to present the public with our initial findings and recommendations for 5-year and 10-year service and capital improvements for transit and mobility services within the greater Collier County community. This meeting will be designed to facilitate engagement and dialog to hear the attitudes, concerns, and desires of the community regarding the draft TDP. The public will have an opportunity to review the draft TDP prior to the workshop (online and at designated locations) seven days prior to and following the workshop. The second public workshop is targeted to be conducted in June or July, coincident with the draft TDP presentations to the BCC, MPO, and other groups listed in Section 2.7. Depending on circumstances at the time, this second meeting will be conducted in person and/or as a virtual meeting.

Logistics/Format

Depending on the information to be presented, the meetings could be an informal event using a “station” format, where participants come and go at their leisure (if an in person meeting is conducted). Staff would be available for questions. If a more formal event is appropriate, or we are required to conduct a virtual meeting, we would develop a PowerPoint presentation with live explanation followed by a Question & Answer period. We will discuss the best possible format with CAT/MPO staff and the Working Group when the time is appropriate.

2.2 On-Board Passenger Survey

A passenger survey will be conducted of CAT fixed-route bus patrons on-board CAT vehicles to obtain information related to the demographics, attitudes, preferences, and habits of current riders for market research purposes (i.e., the survey will not be specifically geared for model input or validation).

To allow for enough valid survey responses that will support statistical rigor of the results (95% CL, $\pm 10\%$ MOE), yet accommodate the desired budget goal, it is proposed that the survey effort will cover 50 percent of CAT’s scheduled fixed-route bus trips. The on-board survey methodology and implementation will be coordinated closely with CAT staff to ensure that study objectives are met, and data collection efforts are efficiently integrated with CAT operations. The survey instrument will be developed in conjunction with CAT/MPO staff. Prior to beginning the on-board survey process, our staff will meet with CAT operations staff to ensure a clear understanding of the methodology, process, and timeframe. We also will provide survey notices for CAT to distribute to its bus operators and on board its buses to notify patrons of the upcoming event. The on-board survey, a 25-question survey, was conducted January 15-16 weekday, January 18-19 weekend, with training on the 14th. A target of 1,000 completed surveys was established for the on-board survey and 1,090 surveys were completed.

2.3 Online Survey

Our Team will conduct a regional online survey of the general public in Lee and Collier Counties to help better understand their needs and concerns and, especially, persons who do not currently use the CAT services. Development of the online survey will be coordinated closely with CAT/MPO staff and LeeTran staff to ensure that survey objectives are met. We have had a lot of success using Survey Monkey on similar projects, so we would likely use this same tool for the TDP. Because considerable thought will be put into the questions, the online survey will elicit responses useful to CAT/MPO staff and CAT services.

The online survey will be posted on the County website and distributed via any current email/social media outlets and mailing lists available to Collier and Lee Counties, including opportunities to use relevant social media platforms. We will work with CAT/MPO staff and Lee Tran staff to identify social media platforms and email lists.

Our suggestion is to post and push out the online survey at two critical times. The first was posted on websites and accompanied by emails to persons on target mailing lists collected from CAT, the

MPO, and the County. This survey occurs early in the study with a fact sheet about CAT services and a focus on mobility needs, gaps, services. The second posting will include a fact sheet about the proposed improvements to the CAT network and a request for comments and suggestions. The first online survey was released in February and runs through March and the second is scheduled to be live April through May, but may be delayed until May and run through June, depending on circumstances related to Covid-19. We are targeting 500 completed online surveys.

2.4 Stakeholder Interviews

Our Team, working with CAT/MPO staff, will identify stakeholders and conduct up to ten stakeholder interviews. The starting point will be to obtain a list of potential stakeholders, mostly elected officials, from CAT/MPO staff. The purpose for the stakeholder interviews is to capture the best understanding of local conditions, knowledge, perceptions and attitudes of the community towards mobility needs and transit services. In person stakeholder interviews will be scheduled during planned trips to Collier County or by phone depending on convenience for each stakeholder. The interviews are targeted to be completed between April and May 2020.

2.5 Discussion Group Workshops

CAT/MPO staff and the consultants will conduct two invitation-based discussion group workshops using a set of questions prepared by our Team to educate and elicit dialog with participants about mobility needs and services.

The purpose of the workshops is to obtain additional input into the TDP process by selected groups. Participants will work in smaller groups (10–12 persons) to permit more in-depth and candid discussion about issues and needs. The workshops will be held at accessible venues coinciding with CAT’s existing service area, including Lee County.



The focus will be on mobility needs and interests of the business community, tourists and tourism, health care access, community services, social services, Department of Labor, seniors, and students. Participants will be identified by CAT/MPO staff. CAT/MPO staff will be responsible for securing the sites selected and inviting the participants. The consultant team will lead discussion and CAT/MPO staff will participate in the workshops. The consultant team will summarize the workshops and information gathered. The Discussion Group Workshops are scheduled for March 31st. Due to health concerns associated with Covid-19, the workshops are being conducted as virtual meetings.

2.6 Draft and Final TDP Presentations

After completion of the draft TDP, our Team will schedule and conduct six (6) presentations at the direction of CAT/MPO staff. Presentations of the Draft TDP will be targeted for June. Presentations of the Final TDP will be targeted for August. For this purpose, we will develop a user-friendly,

graphical presentation to support the communication and adoption of the TDP. The presentation file will be available for use by CAT/MPO staff beyond the adoption of the TDP. The audiences for the presentations include:

- Collier County Board of Commissioners
- MPO Board
- MPO Citizens Advisory Committee
- MPO Technical Advisory Committee
- Public Transit Advisory Committee

Other audiences that will be briefed directly or through the TDP Working Group, are FDOT and the Workforce Development Office.

Methods of Public Notice

To advertise/notice the meetings, it is suggested that staff prepare and distribute a press release to local media, post the announcement on the County and MPO websites, Twitter and Facebook pages, develop a notice to stakeholders, post notices on buses and at all government buildings and major organizations/institutions in the area. Utilizing the memberships of the business community, civic and community associations, and neighborhood associations would serve as an effective way to announce the meetings. Using the email and postal mail distribution lists of the County and MPO would be an effective way to reach a wide audience. To keep in line with TDP best practices, at least 14 days' notice will be given for public outreach events and 30 days for draft public TDP review and comments. A strategy for outreach will be developed in collaboration with staff and the Working Group. FDOT, the MPO, Southwest Florida Regional Workforce Development Board will be notified at least fourteen days in advance of the Draft and Final TDP Presentations. Additionally, the Southwest Regional Workforce Board shall be provided the draft TDP document for review and comment prior to going to the Board of County Commissioners for adoption.

2.7 Ongoing Social Media

In conjunction with the method of notices described above, leveraging the use of social media is cost-effective and can reach a large segment of population who are younger, trendy, and more prone to becoming involved in an issue that affects their community. Both social media and the County and MPO websites should be used appropriately to raise awareness about the project and to provide opportunities for the public to comment and used as a means to provide information and notice the public meetings and community workshops. Our Team will help prepare project information to be posted and uploaded throughout the study process.

2.8 Measures of Effectiveness

We will work with CAT/MPO staff to develop Measures of Effectiveness (MOE) for the public engagement activities included in this PPP. Quantitative targets will be set for each MOE, and the results of the outreach efforts will be documented in the TDP.

A set of proposed MOEs are presented in **Table 1** for consideration by CAT/MPO staff. The table include a range of targeted strategies and related MOEs designed to improve public awareness,

engagement, and feedback. Results of each public involvement activity will be documented in the TDP and compared with the MOEs established in **Table 1**.

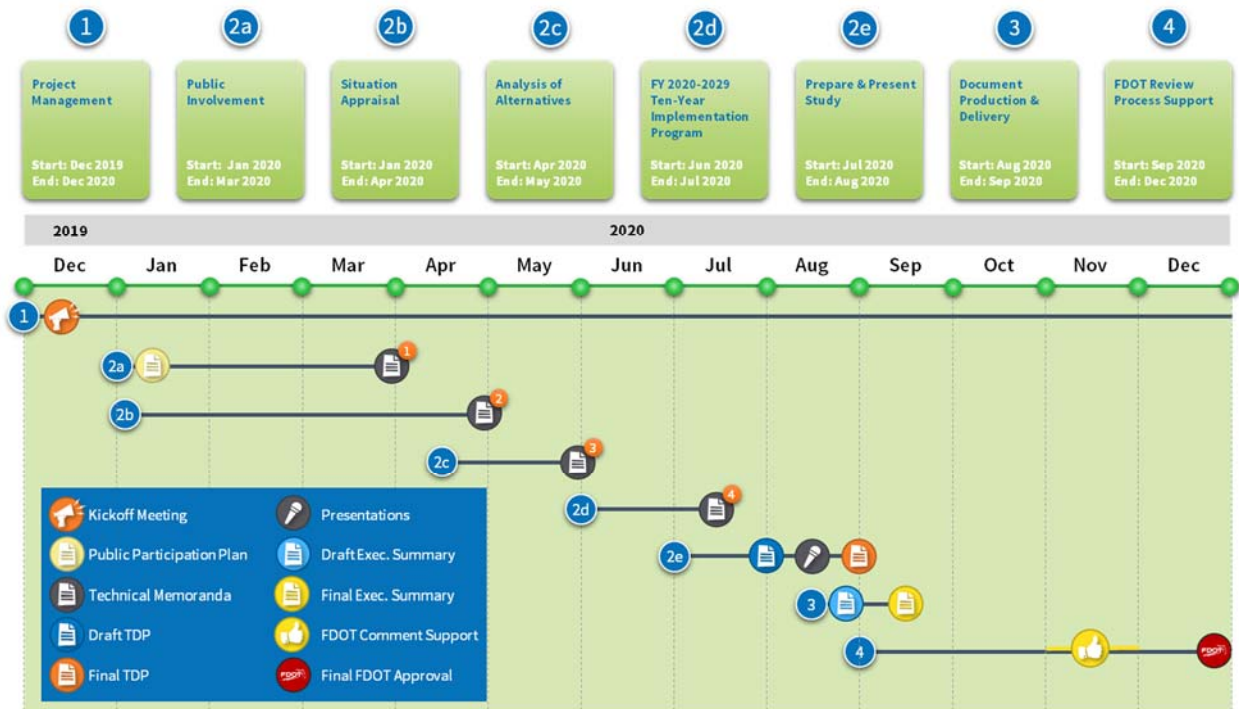
This evaluation process will encourage adaptability and flexibility in the TDP engagement activities. If the MOE targets are not met for certain activities, then a change should be enacted to improve other TDP outreach efforts.

Table 1: TDP Public Involvement Measures of Effectiveness and Targets

Outreach Strategy	Measure of Effectiveness	Target
Stakeholder database	Number of persons in database who identify themselves as members of the general public	500
Public outreach efforts	Number of attendees or interactions with interested persons at each event/meeting	25 per event
Public outreach input	Number of returned comment cards, or questionnaires from outreach events	200
Websites and other communications	Number of phone calls, emails, and visitors to County offices or websites regarding TDP update process	200
Accessibility of public meeting locations	Percentage of all public meeting locations served by at least one transit route	100%
Accessibility to meeting locations by Environmental Justice (EJ) communities	Percentage of outreach events held in EJ communities.	50%
Accessibility of LEP persons	Percentage of all TDP information distributed in Spanish/Creole versions	25%
On-board bus rider survey	Number of completed surveys	1000
Online surveys (2)	Number of completed surveys	500
Accessibility to meeting locations by persons with disabilities	Percentage of meeting locations accessible by persons with physical disabilities as outlined by ADA	100%
Accommodation of participant work schedules	Number of outreach events conducted in evenings or on weekends	5

3.0 Schedule of Activities

The public engagement activities will be coordinated to fit with the overall project schedule, as shown in the table below.



4.0 Public Engagement Documentation

The documentation of public engagement activities creates a summary of outreach activities and commitments made as a result of the outreach activities. Access to the documentation allows the public to see that their input was evaluated and considered. We will include a summary of the public engagement activities in the Final TDP



Florida Department of Transportation

RON DESANTIS
GOVERNOR

801 N. Broadway Avenue
Bartow, FL 33830

KEVIN J. THIBAUT, P.E.
SECRETARY

March 19, 2020

Collier Metropolitan Planning Organization
Ms. Anne McLaughlin, Executive Director
2885 South Horseshoe Drive
Naples, FL 34104

RE: 2020 Transit Development Plan / Public Participation Plan

Dear Ms. McLaughlin:

This letter pertains to the Department's review of Collier Metropolitan Planning Organization 2020 Public Participation Plan (PPP) of the Transit Development Plan (TDP) for Collier Area Transit. District One Department staff received the PPP on Thursday, January 30, 2020.

The Department completed its review of the document based on Rule Chapter 14-73.001(3)(a), F.A.C. pertinent to the requirements for the TDP on Wednesday, March 18, 2020. The Department finds Collier Metropolitan Planning Organization 2020 PPP for the TDP to be in compliance with the Chapter 14-73, F.A.C. Please provide a copy of this compliance letter as an attachment within the final TDP Major Update.

The Department appreciates the efforts of the Collier Metropolitan Planning Organization staff to develop the 2020 PPP for the Transit Development Plan in compliance with Chapter 14-73, F.A.C.

If you have any questions, please contact Dale Hanson via email at Dale.Hanson@dot.state.fl.us or at (863) 519-2321.

Sincerely,

A handwritten signature in blue ink that reads "Dale Hanson". The signature is fluid and cursive, with a large initial "D" and "H".

Dale Hanson

Transit Projects Coordinator

Cc: Brandy Otero, Collier MPO
Josephine Medina, Collier MPO
Randall Farwell, Tindale Oliver
Michelle Arnold, Collier Area Transit
Omar Deleon, Collier Area Transit
Michelle S. Peronto, FDOT