



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**MARCH 21, 2012**

**2:00 p.m.**

**South Florida Regional Transportation Authority**

**800 NW 33<sup>rd</sup> Street**

**Conference Room 101**

**Pompano Beach, Florida 33064**

*[www.sfrta.fl.gov](http://www.sfrta.fl.gov)*

RTA MARKETING MEETINGS ARE SCHEDULED MONTHLY ON THE FIRST WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL STEVE ROSENBERG AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

#### **Members**

Lili Agee-Finke, Palm Tran

Phyllis Berry, Broward County Transit (BCT)

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

Nestor Morales, Miami-Dade Transit (MDT)

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**Directions to SFRTA: I-95 to Copans Road. Go west on Copans to North Andrews Avenue Ext. and turn right. Go straight to Center Port Circle, which is NW 33rd Street, and turn right. SFRTA's offices are in the building to the right. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is South of the station. Parking is available across the street from SFRTA's offices, at the Pompano Beach Station.**

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**MARKETING COMMITTEE MEETING**  
**OF MARCH 21, 2012**

The meeting will convene at 2:00 p.m., and will be held in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**CALL TO ORDER**

**AGENDA APPROVAL** – Additions, Deletions, Revisions

**MATTERS BY THE PUBLIC** – Persons wishing to address the Committee are requested to complete an “Appearance Card” and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

**DISCUSSION**

**D1.** Alternate voting members

<b>CONSENT AGENDA</b>
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Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member, however, that item may be removed from the Consent Agenda and considered separately.
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**C1. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of February 1, 2012

<b>REGULAR AGENDA</b>
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Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.
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None

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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**I1. INFORMATION: QR Codes**

**I2. INFORMATION: Dump the Pump**

**I3. INFORMATION: Gas Price Increase Preparation**

<b>MONTHLY REPORTS</b>
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Action not required, provided for information purposes only.
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None

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

ADJOURNMENT

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, must at least 48 hours prior to the meeting, provide a written request directed to the Planning Department at 800 NW 33<sup>rd</sup> Street, Suite 100, Pompano Beach, Florida, or telephone (954) 942-RAIL (7245) for assistance; if hearing impaired, telephone (800) 273-7545 (TTY) for assistance.

Any person who decides to appeal any decision made by the South Florida Regional Transportation Planning Technical Advisory Committee with respect to any matter considered at this meeting or hearing, will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Persons wishing to address the Committee are requested to complete an "Appearance Card" and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

MINUTES  
SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING OF FEBRUARY 1, 2012

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The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, February 1, 2012 in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices located at 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Phyllis Berry, Broward County Transit  
Robyn Chiarelli, Florida Department of Transportation  
Lili Finke, (Chair) Palm Tran  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

COMMITTEE MEMBERS NOT PRESENT

Nestor Morales, Miami-Dade Transit

ALSO PRESENT

Bobbie Crichton, Miami-Dade Transit  
Victor Garcia, SFRTA/Tri-Rail  
Paula Girard, Palm Tran  
Michael Goodman, Bitner Goodman  
Israel Luna, South Florida Commuter Services  
Christopher Ryan, Broward MPO  
Jennifer Ryan, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:17 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

**Ms. Berry moved for approval of the Agenda. The motion was seconded by Ms. Finke.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared the Agenda approved.**

**The Chair moved the discussions to the next item on the Agenda.**

Ms. Hernandez Del Calvo stated that due to the SFRTA handling the administrative aspects of the Meetings, she would like the Agenda items to conform to the standard of SFRTA Agendas.

MATTERS BY THE PUBLIC – Persons wishing to address the Committee are requested to complete an “Appearance Card” and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

None.

**DISCUSSION ITEMS**

D1. Assignment of alternate voting member.

Upon reviewing prior meeting Minutes, Ms. Hernandez Del Calvo determined that the Committee made the decision that alternate members did not have voting power, so therefore the restriction was made by this Committee and not the SFRTA Board. She further stated that once there is a quorum, a motion be entertained which will allow alternates to have voting power. Ms. Hernandez Del Calvo asked for record purposes, that the executive director of each of the participating agencies, send a letter reaffirming who the primary member is and who the alternate will be. There is no restriction in the by-laws that these meetings must be held in-person, therefore phone meetings are allowed. Under Ms. Chiarelli's chair, it was decided that every other meeting would take place via teleconference. A quorum consists of half of the members, plus one (1), so that this Committee's requirement would be four (4) members in order to have the power to vote. SFRTA's by-laws allows for phoned-in members to have the same rights as members who are physically present. The only time it would be different and would require a physical presence, would be if the Committee were assigned a specific project by the Governing Board.

**Ms. Hernandez Del Calvo made a motion for the executive director of each agency to reaffirm in writing within thirty (30) days, the primary Committee Member and to select a Permanent Alternate Committee Member who will have voting power. The motion was seconded by the Chair. All Committee Members were in favor.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

**Ms. Finke made a motion for monthly meetings of this Committee to take place the third Wednesday of every month, whether in person or via telephone. The motion was seconded by Ms. Berry. All Committee Members were in favor.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

<b>CONSENT AGENDA</b>
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Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member however, that item may be removed from the Consent Agenda and considered separately.
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C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of November 2, 2011

**Ms. Berry moved for approval of Item C1. The motion was seconded by Ms. Finke.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

MOTION TO APPROVE: Minutes of Marketing Committee Meeting of January 4, 2012

**Ms. Hernandez Del Calvo moved for approval of Item C1. The motion was seconded by Ms. Berry.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

**The Chair moved the discussions to the next item on the Agenda.**

<b>REGULAR AGENDA</b>
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Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.
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R1 – MOTION TO ELECT: Marketing Committee Chair for the remainder of the Fiscal Year 2011 – 12.

**Ms. Berry made a motion that for the remainder of the FY2011/2012, the present chair will remain the same (Ms. Finke) and depending on the result of this motion, a vote would take place for vice chair. The motion was seconded by Ms. Chiarelli. All Committee Members were in favor.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

**Ms. Berry made a motion that Ms. Hernandez Del Calvo be nominated for vice chair of this Committee. The motion was seconded by Ms. Chiarelli. All Committee Members were in favor.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

**The Chair moved the discussions to the next item on the Agenda.**

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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I1 -INFORMATION ITEM: EASY Ticket update for group and complimentary ticket use.

Mr. Garcia stated that Tri-Rail's old complementary tickets, which needed validation prior to boarding the train, are presently being phased out and will no longer exist. Tri-Rail did not produce the EASY Ticket available in the TVM's as MDT does. The decision was made that since EASY Tickets work well, they would be used for complimentary ticket purposes, group travel and future travel. The tickets have the ability to be loaded with funds. The one caveat that comes with this ticket is that it has a 90-day expiration period from the date it is issued. The expiration date will be hand-stamped on the ticket. It is expected that this will allow for a Transfer-To-Bus ticket, which

became effective today. There is a three-hour window for transferring from Tri-Rail to a bus and will become automatically invalid after that time length. The bus driver should collect the Transfer-to-Bus ticket to ensure that it is not used again as it is promoted as a good for a one-time ride only.

**The Chair moved the discussions to the next item on the Agenda.**

I2 -INFORMATION ITEM: Agencies' participation for "Dump the Pump" 2012.

Dump the Pump will take place on June 21 and the question was put out as to which agencies will partake. Mr. Goodman suggested that even if an agency cannot partake with a product of monetary value, like complimentary rides, it is important that they still be involved in order to promote a unified transportation message and asked if the agencies could decide in thirty days, their level of participation. All members present agreed. Ms. Ryan stated that DOT prefers to call it "Try Transit Day," so perhaps that name should be adopted, as "Dump the Pump" is an APTA initiative. She further stated that the three month notice to DOT of participation will be enough time to get approval.

**The Chair moved the discussions to the next item on the Agenda.**

I3 -INFORMATION ITEM: SFRTA's regional job fair.

Mr. Goodman stated that SFRTA is launching a regional job fair on February 16. When the new Opa-locka Tri-Rail Station opened several years ago, a very successful job fair was held to commemorate this newly-designed station and a job fair always remained a viable option for the future. In light of the current economy, it was decided that a regional job fair would be held at the International Game Fish Association (IGFA) at Tri-Rail's Ft. Lauderdale Airport Station, in order to combine a job fair with transportation options to get people to and from these host companies should they gain employment. Tri-Rail's Employer Discount Program (EDP) database will be used as a contact source for participants. A transportation desk will be set up so that representatives of each of the transit properties can answer attendees' mass transit questions. A partnership was formed between SFRTA and Workforce One in Broward County. Workforce locations in Miami-Dade and Palm Beach counties declined to participate. A free shuttle will take people to and from the station to IGFA.

**The Chair moved the discussions to the next item on the Agenda.**

I4 -INFORMATION ITEM: Tour by Congressman John Mica.

This tour with Congressman John Mica occurred yesterday, with Bonnie Arnold in attendance. A MIC tour was included, a bus ride in the 95 Express lane was taken, as well as a ride on the DMU from the Hollywood Station which afforded a view of the MIC construction, as it was approached. MDT had a large staff showing onsite.

**The Chair moved the discussions to the next item on the Agenda.**

I5 -INFORMATION ITEM: APTA Marketing Workshop.

In the past, a transit pass with all the agencies logos printed on it, allowed for seamless transportation on the systems during national transportation conferences hosted in South Florida. Due to fiscal restraints, Palm Tran would not be giving free passes but will be present at the transportation table. BCT and MDT will follow suit.

**The Chair moved the discussions to the next item on the Agenda.**

<b>REPORTS</b>
Action not required, provided for information purposes only.

None

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

- Senior Idol will again take place in late spring 2012.
- A partnership with Pollo Tropical for an Olympics-themed promotion “Go for the Gold” will take place in late spring 2012.

BROWARD MPO

- The Broward MPO is hosting a Title VI/ Environmental Justice one day workshop on March 20.

BROWARD COUNTY TRANSIT

- A focus group was formed to discuss the 595 Express. New buses have arrived which feature a high-backed seat and electrical outlets for passengers to use.
- Hopes are for the new Northeast Transit Center to open in Pompano Beach in spring 2012.
- Stenciled art on sidewalks promoting transit, will be undertaken via partnerships with Coral Springs, Ft. Lauderdale, and various universities. This artwork lasts about thirty days and has been financed by an energy grant from the Department of Energy.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Two focus groups of about fifteen (15) people each were formed for the 595 Express. These groups originate in western Broward County. One works in downtown Miami and the other in downtown Ft. Lauderdale. Two routes will go to each of the downtown areas. Commuter wants and needs are the focus of these groups. A debriefing will take place to discuss the results with the focus groups. The beginning date for these bus routes is contingent on whether the park-and-ride lots will be ready in time. Weston parking areas still need to be finalized.
- A meeting took place yesterday with PTAC concerning 95 Express with all of the agencies represented. Discussion took place about plans after Phase Two is completed, which can either expand service to more headways and possibly with new commuter routes to new markets.
- A stakeholders meeting will take place on Friday concerning Commuter Express’ two routes which originate from Halpatiokee Park in Martin County and go south to West Palm Beach.



Ridership is at a low level and need to be reconsidered. The park-and-ride facilities need more parking availability.

#### MIAMI-DADE TRANSIT

- The Miami Intermodal Center (MIC) is progressing nicely and Ms. Crichton offered tours to any Committee members interested in familiarizing themselves with the project. The construction will be completed in the spring of 2012 with revenue service beginning in the summer of 2012.
- MDT is currently researching ways to market various routes.
- MDT is looking forward to participation in Dump the Pump.

#### PALM TRAN

- Ridership is up to 41,000 on weekdays.
- Palm Tran received six articulated buses from New Flyer Industries. These buses will be used on Palm Tran's busiest routes which are currently over-crowded. Currently, bus operators and mechanics are being trained on the buses which will go into service the first week of April. Palm Tran plans to hold a media event at the end of March to introduce the buses.
- Palm Beach County Fair is over.

#### SOUTH FLORIDA COMMUTER SERVICES

- An animated morphing commercial spot is upcoming in March which will be featuring all transit modes.
- An 826/836 incentivized campaign will take place to encourage people to carpool, use public transit or van pool if they travel through this congested area.
- An Hispanic campaign will be launched in April via TV and radio with the possibility of incorporating Calle Ocho.
- Participation in Dump the Pump.
- A general marketing campaign will tie all campaigns together via 1-800-234-RIDE.

#### SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- The present focus is on the job fair.

#### ADJOURNMENT

The meeting was adjourned at 3:25pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETINC COMMITTEE MEETING  
MARCH 21, 2012

INFORMATION ITEM REPORT

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Information Item       Presentation

QR CODES

SUMMARY EXPLANATION AND BACKGROUND:

Transit properties all over the world are embracing new technologies to make transit systems more user-friendly. QR codes at bus stops are a perfect solution. What the QR Code does is to tell passengers exactly where the bus is for which they are waiting. The information can be accessed by smart phone-users, and the information is live and in real-time, which gives commuters the ability to determine how long their wait is and gives them the ability to make decisions about their commutes on the spot. Is there any movement in South Florida to implement this technology at bus stops?

EXHIBITS ATTACHED:    N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETINC COMMITTEE MEETING  
MARCH 21, 2012

INFORMATION ITEM REPORT

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Information Item       Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

Provide a status update on each agency's participation for this year's annual event, with hopes to carry a united and regional message to the public.

EXHIBITS ATTACHED:    N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETINC COMMITTEE MEETING  
MARCH 21, 2012

INFORMATION ITEM REPORT

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Information Item       Presentation

GAS PRICE INCREASE PREPARATION

SUMMARY EXPLANATION AND BACKGROUND:

The committee members held a teleconference to discuss the measures that are in place in the event that gas prices increase during the summer, as is being anticipated. The group discussed actions taken during the gas price hike of 2008, and procedures that would take place in a repeated occurrence.

EXHIBITS ATTACHED:    N/A