



Marketing Committee Meeting

REGULAR MEETING AGENDA

AUGUST 15, 2012

2:00 p.m.

South Florida Regional Transportation Authority

800 NW 33rd Street

Conference Room 101

Pompano Beach, Florida 33064

www.sfrta.fl.gov

RTA MARKETING MEETINGS ARE SCHEDULED MONTHLY ON THE THIRD 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)

Bobbie Crichton, Miami-Dade Transit (MDT)

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.

MARKETING COMMITTEE MEETING
of August 15, 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 33rd 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. SMART PHONE APP.

CONSENT AGENDA

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.

C1. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of June 20, 2012

REGULAR AGENDA

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.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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II. REGIONAL FARE CARD.

MONTHLY REPORTS

Action not required, provided for information purposes only.
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No items.

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 33rd 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 JUNE 20, 2012

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, June 20, 2012 in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices located at 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT –

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

ALSO PRESENT

Irene Ferradaz, Miami-Dade Transit
Victor Garcia, SFRTA/Tri-Rail
Paula Girard, Palm Tran
Robyn Hankerson, Bitner Goodman
Steve Rosenberg, SFRTA/Tri-Rail
Jennifer Ryan, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:07 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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.

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 – **DISCUSSION:** Dump the Pump

- Ms. Hankerson stated that a press release went out which resulted in good media coverage in which people were asked to pledge that they would ride public transportation on Dump the Pump Day. Two versions of an e-mail blast went out, the first of which announced the pledge campaign, followed up by a reminder to pledge. Ms. Ryan stated that at this time, 479 pledges have been logged.
- Some of the initial pledges were contacted to discuss their interest and ability to be articulate when being interviewed by the media. One person was chosen from each county and they are each riding a different transit system.
- Outreach to the cities and counties has taken place via government channels and social media.
- Ms. Girard stated that all Palm Tran employees received an e-mail about Dump the Pump information being posted via a link on Palm Tran’s Facebook page. There is also a JPEG on Palm Tran’s website homepage, plus a countdown to Dump the Pump from APTA. It began as a link to Palm Tran’s ad and when it became available, it linked to South Florida Commuter Service.
- Ms. Berry stated that on Earth Day, BCT began taking pledges. Twenty-five all day passes were issued to promote 595 Express. The North Broward Hospital District was given 10 all day passes in order to encourage usage.
- Ms. Chiarelli stated that Dump the Pump was promoted internally at FDOT. The level of inquiries this year was very high.
- Mr. Garcia stated that SFRTA/Tri-Rail promoted Dump the Pump via an e-mail blast to its contact list, its website banner is featuring a countdown to the actual day, Tri-Rail’s website is linked to the SFCS survey and a meet and greet is planned for tomorrow at Tri-Rail’s West Palm Beach Station at which Tri-Rail staff will be on hand to speak with members of the public.
- Ms. Ferradaz stated MDT is working with one of the commissioners who want to ride transit and be interviewed by the media. The mayor also expressed interest in participating.

CONSENT AGENDA

<p>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.</p>

C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of May 16, 2012.

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

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.

REGULAR AGENDA

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.

II – MOTION TO ELECT: Chair and Vice Chair for Fiscal Year 2012/2013

- Ms. Hernandez Del Calvo stated that the only requirement of SFRTA’s by-laws is that at a minimum, the SFRTA is the Vice Chair, when it isn’t the Chair, due to the administrative responsibilities handled by the SFRTA. She further stated that she prefers that the SFRTA does not take the role of Chair, but rather work as support for the present. In the past, when the SFRTA was Vice Chair, it would rotate to becoming the chair in the next fiscal year.
- Ms. Hernandez continued by stating that each of the SFRTA Governing Board Committees adhere to the practice of having an external agency representative be the chair at all times. Her preference would be to experience other properties take on a leadership role.
- New board members will be announced shortly and until such time, SFRTA’s legal counsel will not release the by-laws.

Ms. Berry nominated Ms. Hernandez as Chair, but withdrew her bid. Ms. Crichton seconded the motion to withdraw the nomination.

Ms. Chiarelli moved to nominate Ms. Crichton as Chair and Ms. Hernandez Del Calvo as Vice Chair. Ms. Berry seconded the motion.

The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared the motion carried unanimously.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

II – INFORMATION ITEM: Miami International Airport Metrorail Station Opening

- Ms. Crichton stated that all facets of this “Opening” event have been handled in-house by MDT’s Marketing Department.
- Ms. Ferradaz stated that this new station opening is one of the most important events to take place at MDT in a long time. A joint advertisement was done with the Port of Miami and Miami International Airport. New service will go directly from the new station to Miami Beach and a new bus line will take people directly to the cruise lines.
- Pop-up ads for MDT service will appear on Google through a company called Reach Local. A few of the top markets which have been shown to research Miami-Dade County the most, will have these pop-ups appear in major U. S. markets, Chicago, Dallas, New York, and Ft. Lauderdale. These ads are all teasers. “Coming Soon” ads have been used as well, as well as a Miami Herald black and white ad.
- The grand opening will take place on Saturday, July 28th, for which “save the day” notices have gone out. The Greater Miami Chamber of Commerce and Visitors Bureau and the Downtown Development Authority have arranged that after the ribbon-cutting ceremony takes place, the guests will take the first train from the new station to the Government Center Station, with a street party taking place at which food will be offered, along with giveaways

and system promotions. Some airlines will give away free trips and other items. The first couple arriving on an international flight will be the recipients of these sponsored gifts.

- Media is being contacted and the MDT Director has been schedule for radio and TV interviews on South Florida's prime stations as well as on Spanish stations. There will also be interviews with the MDT Director and the Director of Miami International Airport.
- The Corporate Discount Program, with companies of 4 employees or more are able to buy a one-month pass at a 10-15% discount. Much interest has been show. Colleges and Universities expressed interest as well. Another benefit is being able to park at any of MDT's 3 garages @\$4.00 per day, a rate much lower than that at MIA.
- Media promotion began on June 18th.
- An invitation to attend was extended to all RTA Marketing Committee members.
- Ms. Hernandez Del Calvo stated that SFRTA/Tri-Rail senior staff took a field trip to the MIC and were delighted at the state-of-the-art design and convenience, it affords the public.

REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

Comments contained under item D1, Dump the Pump.

BROWARD MPO

Not in attendance

BROWARD COUNTY TRANSIT

- Ms. Berry stated that the 595 Express service from the BankAtlantic Center to downtown Miami as well as the route to the Brickell area, was introduced. Service to Ft. Lauderdale began also, but needs much promotion. New 595 Express service will be introduced in October from Westgate Square in Weston. Public education needs to take place so that people purchase the correct pass for the correct service. Passengers have been buying MDT passes for Broward County service and vice-versa. Refunds are not possible but perhaps the agencies could adopt a system of sharing complimentary passes so that these passengers could be accommodated.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Chiarelli was interviewed by CBS 12 in Palm Beach County in regard to the new WeCar car-sharing program which involves a partnership between FDOT and the City of West Palm Beach. A brand new Prius, which is housed in downtown West Palm Beach, is available for free for the first ten hours of usage for individuals registered with SFCS. After the then hours are expended, the cost is \$8 per hour, which is also the cost for individuals not registered with SFCS. Mayor Muoio was interviewed and took the first test drive. At the present, there

is one car in Palm Beach County and three in Miami-Dade County. Registry is via FDOT's website. This service is being promoted by Enterprise as well.

- Ms. Chiarelli stated that SFCS was granted funds by FDOT to create a smart phone app for express bus services for the BCT buses as a pilot program and once it has proven successful, to extend it to all express services. The funds available now will only cover BCT's buses. It will include the app, e-mail and text messages.
- There is an ongoing lawsuit in which the entity that created real-time tracking technology, long ago, is suing transit agencies countrywide, due to patent infringement.
- Ms. Chiarelli stated that she understood that MDT had purchased the licensing rights for use through Miami-Dade County and will be in talks with MDT to determine how to extend the ability for usage with the other transit agencies.
- Ms. Hernandez Del Calvo stated that she has been in discussion with SFRTA's legal counsel and although Tri-Rail's app is currently being finalized, it will not have real-time capabilities due to the necessity of purchasing the licensing rights which is fiscally not possible at this time.
- Perhaps a regional smart phone app needs to be considered so that the costs could be defrayed among all of the agencies.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT is revamping Route 150, the Airport Flyer, now to be known as the Miami Beach Airport Flyer and will have a new bus wrap. She is working with the City of Miami Beach and the Downtown Association to promote this route.
- The 27th Avenue Max will be rebranded. Ms. Berry and Ms. Crichton discussed avoiding passenger confusion by keeping "Breeze" a BCT name, and "Max" an MDT name.

PALM TRAN

No further comments

SOUTH FLORIDA COMMUTER SERVICES

- Ms. Ryan stated that the Google Transit/Info Point Project which will be introduced soon, will be presented to their Service Board tomorrow.
- Google Transit has been an ongoing project involving SFCS's IT and Planning Departments. It is hoped to launch both at the same time via a press release.
- The summer edition of En Route newsletter is being worked on.
- Ms. Chiarelli stated that she has been working with the Transportation Planning Organization to extend the Commuter Express route that travels from Martin Country to downtown West Palm Beach, to expand its route northward to St. Lucie County to include a stop at Tradition, a multi-use shopping/living development, at I-95 and Gatlin Boulevard in Port St. Lucie. The ridership is presently poor, but successful ridership has been projected if the route originated in St. Lucie County. The TPO has been working with the private property owners of Tradition, to build a bus stop on their property. The City of Port St. Lucie has volunteered the fund for construction and is awaiting the legal agreement between the City and the property owner, so that construction of the bus stop could begin. Ms. Chiarelli has an upcoming meeting scheduled with Traditions marketing staff to preplan marketing efforts. She has alerted the St. Lucie TPO that if this effort is not accelerated, the Palm Tran service may be eliminated completely.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Tri-Rail's app is almost ready and will be studied in-house before being released to the public.
- The "Go for the Gold" campaign is still going strong with the prize being a 50" HD TV.
- Contact with MDT has been made regarding a hopeful championship outcome to the Miami Heat's season, which will result in a victory parade. The 2006 Miami Heat championship resulted in Tri-Rail beating its ridership record. Ms. Arnold has been in contact with MDT's Doug Bermudez to discuss logistics. Consideration needs to be given to the fact that transfers between the two systems are no longer free. Ms. Crichton stated that she will discuss this at MDT.
- Ms. Hernandez Del Calvo stated that the TIGER grant receipt for the WAVE project is a very exciting development for all involved. The WAVE will be a downtown Ft. Lauderdale trolley system.

ADJOURNMENT

There being no further business, the meeting adjourned at 3:20 pm.

Tracking No. 08151201

AGENDA ITEM NO. D1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
AUGUST 15, 2012

DISCUSSION ITEM REPORT

Discussion Item

Presentation

SMART PHONE APP

SUMMARY EXPLANATION AND BACKGROUND:

FDOT's South Florida Commuter Services program was awarded funds to develop a smart phone app for BCT's 95 Express routes. Group will discuss the limitations and potential opportunities there may be in developing a regional app.

EXHIBITS ATTACHED: N/A

Tracking No. 08151202

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
AUGUST 15, 2012

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE CARD

SUMMARY EXPLANATION AND BACKGROUND:

Ms. Chiarelli delivered a presentation to FDOT's Executive Board to propose a bold and innovative approach to statewide transit fare management and will update the group on the results of presentation.

EXHIBITS ATTACHED: N/A