



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**OCTOBER 17, 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 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 October 17, 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**

<b>CONSENT AGENDA</b>
-----------------------

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 August 15, 2012

<b>REGULAR AGENDA</b>
-----------------------

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.
--

None.

<b>INFORMATION / PRESENTATION ITEMS</b>
---

Action not required, provided for information purposes only.
--

I1. SMART PHONE APP

I2. REGIONAL FARE CARD

I3. ORANGE LINE

I4. BR 1 SHUTTLE BUS

<b>MONTHLY REPORTS</b>
------------------------

Action not required, provided for information purposes only.
--

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 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 AUGUST 15, 2012**

---

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, August 15, 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 – TELECONFERENCE**

Robyn Chiarelli, Florida Department of Transportation  
Bobbie Crichton, (Chair) Miami-Dade Transit  
Lili Finke, Palm Tran  
Victor Garcia, SFRTA/Tri-Rail

**COMMITTEE MEMBERS NOT PRESENT –**

Phyllis Berry, Broward County Transit  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

**ALSO PRESENT – TELECONFERENCE**

Paula Girard, Palm Tran  
Sabrina Glenn, South Florida Commuter Services  
Robyn Hankerson, Bitner Goodman  
Jennifer Ryan, South Florida Commuter Services

**CALL TO ORDER**

The Chair called the meeting to order at 2:05 p.m.

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

**Ms. Crichton 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.**

**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:** Smart Phone App

- Ms. Chiarelli stated that she would like Smart Phone App to be a standing item on the Committee’s agenda.
- She reiterated what she stated at a prior meeting, that licensing would have to be purchased from the firm that owns the GPS technology patent. The question arises as to whether the State of Florida or the specific transit agency would own the app.
- Ms. Chiarelli stated that MDT’s use of this technology will be looked into to determine how they contracted to use this patent, how it was set up and how much was paid for its use and whether other agencies could piggyback on this application. Ms. Chiarelli stated that the name of the company is Arrival Star.
- Ms. Finke stated that the vendor that Palm Tran is working with for GPS vehicle tracking, came up with a list of future options which can be added to the existing contract. There is availability of a real-time component which is compatible with the i-Phone. This is for future consideration with logistics and the technical aspect needing to be considered as well as approval from Chuck Cohen.
- Ms. Chiarelli asked Ms. Crichton if MDT surveyed its passengers to determine the kind of phones they use. Ms. Crichton stated that there was some outreach as it appeared that i-Phones were the phone of choice, so the i-Phone app was the first to be rolled out. The android version is almost ready to be released. Ms. Chiarelli asked Ms. Crichton if she can determine how many people are using the app. Ms. Crichton stated that she would supply that information. Mr. Garcia stated that the figure would show the number of people who downloaded the app.
- Mr. Garcia stated that SFRTA is in the final stages of getting the approvals for the Tri-Rail phone apps before they are made available. The i-Phone is at Apple for approval; the android version is being finalized. A formal announcement of the apps will be made at the September SFRTA Board Meeting. The only drawback to our apps is the lack of real-time information at this time. It will be incorporated in the future. Until such time, “rider alerts” as posted on the website, will be posted on the apps as well, to give passengers the same service information. Ms. Crichton asked if the app can be made available to Committee members before the public sees it, so the other transit agencies can familiarize themselves with its contents.

<b>CONSENT AGENDA</b>
-----------------------

<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 June 20, 2012.

**Ms. Chiarelli 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.**

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

<b>REGULAR AGENDA</b>
-----------------------

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.
--

None.

<b>INFORMATION / PRESENTATION ITEMS</b>
---

Action not required, provided for information purposes only.
--

**I1 – INFORMATION ITEM:**                      Regional Fare Card

- Ms. Chiarelli stated that she made a presentation to FDOT’s Executive Board approximately six weeks ago.
- The presentation consisted of details for statewide fare card inoperability. She stated that she teamed with personnel from FDOT’s central office. Team members included representatives from the Turnpike Authority and FDOT District V.
- The approach of the presentation stressed utilization of the architecture and infrastructure that will be set up by the Turnpike’s Customer Service Center and will be implemented in 2015.
- The objective is for people to have the ability to possibly use their SunPass brand for the various modes of available public transit or to integrate a yet-to be-decided-upon new product.
- The Executive Committee authorized proceeding with a feasibility study to determine if this approach is in the best interest of the State of Florida. The Turnpike will take the lead on this study. Ms. Chiarelli will be in contact with the Turnpike to determine FDOT’s role in this study and she expressed the importance of the four transit agencies’ involvement at meetings so that their concerns can be addressed.
- Ms. Chiarelli requested that “Regional Fare Card” remains a standing agenda item so that she will report to the Committee on a monthly basis.

<b>REPORTS</b>
----------------

Action not required, provided for information purposes only.
--

None.

**OTHER BUSINESS**

**AGENCY REPORTS**

**BITNER GOODMAN**

No additional comments

**BROWARD MPO**

Not in attendance

**BROWARD COUNTY TRANSIT**

Not in attendance

## FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Chiarelli and Ms. Finke both stated that Commuter Express is not attracting the ridership that was hoped for. Two new stop locations are being considered; one being near a police station and one on property that would have to be acquired. Ms. Chiarelli will report back on last minute updates and on the measures that are needed to advise the public that service has been eliminated. Ms. Chiarelli stated that if such an effort is mounted in the future, it needs to be done at such time that parking lots are made available before the routes are promoted.
- Sabrina Glenn or a designated alternate will take the place of Jennifer Ryan on this Committee as Ms. Chiarelli's alternate. To be decided.

## MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT's service adjustments took place in July and Route 27 is now called the 27<sup>th</sup> Avenue Orange Max. The route was realigned and it now goes to the new Metrorail Station at Miami Airport, which opened on July 28. The opening was very successful with good publicity and much promoting has taken place since.
- Other service adjustments took place. Route 150, the Miami Beach Airport Flyer, originally went to Earlington Heights and when the new MIA Metrorail Station opened, it was removed from Earlington Heights and to go to the new station. It picked up people from the Airport and took them directly to Miami Beach. Some surveys were done and it appears that the stop is needed at Earlington Heights, so it was reincorporated.

## PALM TRAN

- Ms. Finke stated that Palm Tran implemented a new campaign to promote on-line trip planning called "igo!" A new logo was created as well as several collaterals such as brochures and a new webpage. Palm Tran is promoting [www.google.com/transit](http://www.google.com/transit) for trip planning and [www.palmtran.org/infopoint](http://www.palmtran.org/infopoint) for real-time bus information.
- A new vendor took over the Palm Tran Connection contract. Ms. Girard placed a video link on Palm Tran's Facebook page which demonstrates the new service vehicle.
- Ms. Finke stated that she is putting together Palm Tran's entries for the FPTA awards.
- Ms. Girard stated that some changes will be taking place with Route 1 on September 10, which will increase service frequency serving the morning and afternoon peak hours.
- There is a Camino Real northbound and southbound route to/from the Intermodal Center.
- The annual guidebook is now in the proofreading stages. They will be ready around mid-October.

## SOUTH FLORIDA COMMUTER SERVICES

No comments made.

## SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the coordination with MDT for the Miami Heat Parade turned out to be a great event for Tri-Rail. The third highest ridership ever was attained on that day. MDT made the transition from Tri-Rail to Metrorail, very easy for passengers as they just had to avail themselves of drop boxes in which they would deposit \$2.00 for the transfer.
- A new banner was posted today on Tri-Rail's website for South Florida Kids Got Talent, a feature of Tri-Rail's Rail Fun Day. Kids audition in advance, from which ten will be chosen to take part in the show on Rail Fun Day. This tradition was started last year. The forms are available online. Ms. Hankerson stated that 1,500 families were involved in the Birthday

Club, so that contact list will be used to alert them of this event. A press release will be sent to the media as well.

- An employee contact who works for Telemundo in Miami, expressed his interest in setting up a committee which would be for the sole purpose of discussing transit and transit options with other employers, as well as with the transit agencies. Mr. Garcia asked this Committee to consider having this gentleman from Telemundo attend the RTA Marketing Committee Meetings, rather than his setting up a separate committee. Ms. Crichton stated that there is a place on the Agenda for Comments by the Public, so perhaps that could be his forum.

#### ADJOURNMENT

The next meeting will be an in-person meeting, taking place on September 19, 2012 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:50 pm.



SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
OCTOBER 17, 2012

INFORMATION 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.

Tri-Rail launched its new smart phone app in September, providing passengers with front-end web based service containing essential Tri-Rail information in a convenient, easy to use application.

EXHIBITS ATTACHED: N/A

Tracking No. 10171202

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
OCTOBER 17, 2012

INFORMATION ITEM REPORT

---

Discussion 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

Tracking No. 10171203

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
OCTOBER 17, 2012

INFORMATION ITEM REPORT

---

Information Item

Presentation

ORANGE LINE SERVICE

SUMMARY EXPLANATION AND BACKGROUND:

New ridership figures show the popularity of the new MIA Metrorail Station.

ReachLocal: national and international campaigns promoting new Orange Line service.

EXHIBITS ATTACHED: N/A

Tracking No. 10171204

AGENDA ITEM NO. I4

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
OCTOBER 17, 2012

INFORMATION ITEM REPORT

---

Information Item

Presentation

BR 1 SHUTTLE BUS

SUMMARY EXPLANATION AND BACKGROUND:

The SFRTA BR 1 Shuttle Bus operating out of the Boca Raton Station was re-routed to access Glades Executive Center North, as well as include a stop at Lynn University. The modification happened just in time for the presidential debate schedule at Lynn University on October 22.

EXHIBITS ATTACHED: N/A