



Marketing Committee Meeting

REGULAR MEETING AGENDA

MARCH 20, 2013

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 March 20, 2013

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

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 February 20, 2013

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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I1. SMART PHONE APP

I2. REGIONAL FARE CARD

I3. ALERT TODAY ALIVE TOMORROW CAMPAIGN

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 FEBRUARY 20, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, February 20, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit

COMMITTEE MEMBERS NOT PRESENT

Phyllis Berry, Broward County Transit

Robyn Chiarelli, Florida Department of Transportation

Lili Finke, Palm Tran

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Irene Ferradaz, Miami-Dade Transit

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)

Paula Girard, Palm Tran (alternate voting member)

Robyn Hankerson, Bitner Goodman

Suzell Hopman, South Florida Commuter Services (alternate voting member for FDOT)

Doris Williams, Broward County Transit (alternate voting member)

Natalie Yesbeck Pustizzi, SFRTA/Tri-Rail

CALL TO ORDER

The Chair called the meeting to order at 2:02 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Mr. Garcia moved for approval of the Agenda. Ms. Girard seconded.

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. VOTING RIGHTS

- It was unanimously agreed upon to continue to schedule on an alternating monthly basis, one in-person meeting and one dial-in (conference call) meeting, with the exception of the June meeting every year, which is required to be an in-person meeting since officers are elected for the upcoming fiscal year which begins in July of every year. All voting can be conducted by phone with the exception of the June meetings, which must be in-person.
- Members are no longer obligated to be at in-person meetings and may dial in.

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 October 17, 2012.

Ms. Crichton moved for approval of Item C1. The motion was seconded by Ms. Girard.

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.

None.

INFORMATION / PRESENTATION ITEMS
Action not required, provided for information purposes only.

I1– INFORMATION ITEM: Smart Phone App
No updates

I2 – INFORMATION ITEM: Regional Fare Card
No updates

I3 – INFORMATION ITEM: Transit Development Plan Update

- Mr. Garcia introduced Natalie Yesbeck Pustizzi from SFRTA’s Planning Department, who stated that the Transit Development Plan has just been introduced. This is a requirement of FDOT, in order to receive Block Grants. A major update must be done every five years.

- The update encompasses a ten-year timeframe for which annual progress reports must be supplied to FDOT. Considered improvements, financial plans and assessment of all the goals and objectives from the previous plans, are all reportable to FDOT. SFRTA’s Public Involvement Plan needs to be submitted to FDOT by the end of this week. Even though it’s not finalized yet, Ms. Yesbeck Pustizzi explained that her efforts are toward garnering input from those organizations/agencies in this region. This is not a Tri-Rail document; it is an RTA document. The efforts will be made to try to reach people who are non-riders with the help of partnering agencies, since it is more difficult to get input from them.
- Last week an onboard survey was conducted resulting in excellent passenger feedback.
- Tindale Oliver and Associates are the consultants working with the SFRTA to brand this project via a website and a survey. It is hoped that it will “go live” at the end of February. Ms. Williams stated that Tindale Oliver is also working on BCT’s TDP
- A stakeholder database is being developed to be all-inclusive, as well as outreach via partner agencies.
- Platform interviews will take place in March to determine what the public would like to see incorporated in the plans.
- The consultants will be developing information boards to be displayed during presentations to the public.
- BCT is also doing its major update this year so they are involved in public participation meetings, so SFRTA and BCT will piggyback off one-another as well as attending meetings of all of the country MPOs and their sub-committees to present SFRTA’s plan and involvement.
- Articles will be placed in SFRTA’s newsletter.
- The goal is to have this approved by SFRTA’s Board by the summer with it being due to FDOT by September 1, 2013.
- Ms. Yesbeck Pustizzi stated that the general public will be asked to visit SFRTA’s TDP website to provide feedback.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

- Ms. Williams, on behalf of Ms. Berry from BCT, stated that Ms. Berry wanted Ms. Crichton to be aware that she is working on the MDT’s “map” project and will provide information to Ms. Crichton from BCT.

AGENCY REPORTS

BITNER GOODMAN

No further comment

BROWARD MPO

Not present

BROWARD COUNTY TRANSIT

- Ms. Berry stated that initial lead-ins to the TDP have taken place and a website address has been developed for comments. Surveys are being created.
- A local Rodeo will take place on Sunday at BCT's Copans Road facility at 8:00 a.m. Everyone is invited.

FLORIDA DEPARTMENT OF TRANSPORTATION

No comments from Ms. Hopman on behalf of Ms. Chiarelli

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT is almost finished with its Metromover station upgrade. Escalators were refurbished and canopies over the escalators were being upgraded. They let a lot of light in and they create architectural interest. A ribbon-cutting ceremony may take place after the project is completed, probably in March.
- ID Renewals for Golden Passport will begin in March and is a huge project for Customer Service staff. This year, seniors' renewals are being staggered so they can come in earlier than April. Radio ads have been done in three languages.
- New cards for the CDP program have made it to the public with great enthusiasm.

PALM TRAN

- Ms. Girard stated that Palm Tran just finished participating in the South Florida Fair as well as at the Senior Fair. Both events were held at the South Florida Fair Grounds
- Palm Tran has an ongoing trade with the Palm Beach Post, placing two ads in February on Park and Ride and two in March for iGo for online trip planning. SFCS and Palm Tran are working together to market iGo to college students.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that www.tri-rail.com was updated two weeks ago. It has a brand new look and navigation. The content has stayed the same.
- A new schedule is coming up on March 2nd whereas the weekend schedule will have one-hour headways and one train running later into the evening. All collaterals are being updated to reflect these changes; shuttle bus routes included.
- Ms. Hankerson stated that the "Rail Love Affair" campaign features rider love stories about how they love riding Tri-Rail. It was introduced via radio, TV, print and online advertising. A radio promotion took place onboard the trains on Valentine's Day with promotions and a person dressed up as cupid. People can enter online to win a diamond ring from the Galleria Mall until the end of March. A new t-shirt is on sale for \$6 at Tri-Rail's online store, with the message "I ❤️ Tri-Rail."
- Ms. Hankerson further stated that Senior Idol's auditions will take place on March 19th and the show will be May 11th. The big change is that the show will be held at Seminole Casino Coconut Creek instead of the Parker Playhouse, where it has been held since its inception.
- Ms. Hankerson stated that Street Team staff has been promoting Rail Love Affair at the Renaissance Festival. They will also be present at the Humane Society Dog Walk and Calle Ocho. The Rail Love Affair will have translated rack cards at Calle Ocho.

ADJOURNMENT

The next meeting will be an in-person meeting, taking place on March 20, 2013 at SFRTA's headquarters.

There being no further business, Ms. Crichton moved to adjourn the meeting. Mr. Garcia seconded the motion and the meeting adjourned at 2:36 pm.

Tracking No. 03201301

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 20, 2013

INFORMATION ITEM REPORT

Information 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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 20, 2013

INFORMATION ITEM REPORT

Information 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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 20, 2013

INFORMATION ITEM REPORT

Information Presentation

“ALERT TODAY ALIVE TOMORROW” CAMPAIGN

SUMMARY EXPLANATION AND BACKGROUND:

FDOT successfully coordinated with the City of Fort Lauderdale on the “Alert Today, Alive Tomorrow” campaign focused on curbing pedestrian and bicycle crashes and fatalities. The effort was made possible with the participation of partnering organizations that provided members of the public with safety education materials. An update will be provided to the group on the lessons learned and other results of the event.

EXHIBITS ATTACHED: N/A