



Marketing Committee Meeting

REGULAR MEETING AGENDA

DECEMBER 18, 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

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Bobbie Crichton, Miami-Dade Transit (MDT)

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

Doris Williams, Broward County Transit (BCT) Interim Representative

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 December 18, 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 October 16, 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.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP

MONTHLY REPORTS

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 Marketing 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 Marketing 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 NOVEMBER 14, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, November 14, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit
Robyn Chiarelli, Florida Department of Transportation

COMMITTEE MEMBERS NOT PRESENT

Lili Finke, Palm Tran
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Doris Williams, (alternate voting member) Broward County Transit

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Suzell Hopman, South Florida Commuter Services
Steve Rosenberg, SFRTA/Tri-Rail
Natalie Silverstein, Broward County Transit

CALL TO ORDER

The Chair called the meeting to order at 2:03 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Chiarelli moved for approval of the Agenda. The motion was seconded by Mr. Garcia.

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

None.

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 16, 2013

Due to the lack of a quorum, Ms. Crichton placed the approval of the Minutes on hold until such time as a quorum is present. Mr. Garcia seconded the motion.

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: REGIONAL FARE INTEROPERABILITY

- Ms. Chiarelli stated that a Regional Fare Interlocal Agreement is in the works.
- A test phase for EASY Card is estimated to take place in the third quarter of 2014 with a ticketing portion expected to occur toward the end of 2014, beginning of 2015.

I2 – INFORMATION ITEM SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Crichton stated that she has not received input/comments from BCT, Palm Tran nor Tri-Rail as of yet. She asked that these agency representatives review and email back their comments on the system map.
- Ms. Silverstein stated she would like to see destinations featured more strongly on the map.

REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

- Ms. Finke, who was not present, but through Ms. Crichton suggested that Committee Members have the ability to dial in to all future meetings and only appear in person when a presentation or the annual officer election of officers is to take place. Since the by-laws do

not mention an attendance requirement, the Committee was agreeable to being more flexible about adopting this measure.

AGENCY REPORTS

BITNER GOODMAN

No representation at this meeting.

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Silverstein stated that BCT's longest route, #18 will be splitting in two on January 18, Boca Raton to Lauderhill and Lauderhill to Golden Glades.
- The "Breeze" will have all-day service.
- 95-Express will no longer be out of Miramar. By January 3rd, it will move to another park and ride location. C.B. Smith Park is a possibility.
- BCT was awarded "Outstanding Transit System of the Year" by the FPTA.
- In order to enhance BCT's customer complaint system, a Hastis Comments Module was added to the software.

FLORIDA DEPARTMENT OF TRANSPORTATION

No comments from alternate member

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT won an FPTA award for XXXXXXXXXXXXXXXX
- MDT is gearing up for next week's lineup which will entail some service adjustments.
- The Miami Book Fair International will take place on November 17 - 24.

PALM TRAN

No representation at this meeting.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the Dolphins changed this weekend's game starting time from 1:00 p.m. to 4:05 p.m. Two extra trains were added to the schedule because regular service would not cover the late game-ending time.
- Tri-Rail's airport campaign is close to being finalized.
- At the next meeting, Mr. Garcia will give an update on the Commuter Challenge which is ending tomorrow.

ADJOURNMENT

The next meeting will take place on December 18, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:22 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
DECEMBER 18, 2013

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on Ms. Chiarelli's coordination of task force to continue the pursuit of a statewide transit fare management that is compatible with all agencies.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
DECEMBER 18, 2013

INFORMATION ITEM REPORT

Information Item Presentation

SOUTH FLORIDA REGIONAL TRANSIT MAP

SUMMARY EXPLANATION AND BACKGROUND:

Review changes and discuss further input from each agency on the regional map being produced by MDT Marketing.

EXHIBITS ATTACHED: N/A