



Marketing Committee Meeting

REGULAR MEETING AGENDA

FEBRUARY 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 February 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

D1. VOTING RIGHTS

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 January 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.
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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. TRANSIT DEVELOPMENT PLAN UPDATE

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 JANUARY 16, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 16, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Phyllis Berry, Broward County Transit (via phone-in)
Robyn Chiarelli, Florida Department of Transportation
Bobbie Crichton, (Chair) Miami-Dade Transit
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail
Paula Girard, Palm Tran
Robyn Hankerson, Bitner Goodman
Suzell Hopman, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:06 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Berry moved for approval of the Agenda. Ms. Chiarelli 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

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 17, 2012.

Ms. Chiarelli 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.

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

- Ms. Chiarelli stated that the express bus route app needs a license from Arrival Star, which has a patent on real time tracking. She is in contact with the person from SFRTA regarding the possibility of piggybacking on the same app that SFRTA uses. BCT is procuring a new CAD/AVL system, which may eliminate our need to purchase a license to use the Arrival Star technology.
- Ms. Chiarelli requested that South Florida Commuter Services be in contact with SFRTA’s Mike Kanefsky concerning lessons learned from developing Tri-Rail’s app. She further wishes to determine the feasibility of BCT partnering with Tri-Rail and/or MDT on the smart phone app for cost-savings.
- Efforts are underway to meet with Tri-Rail within the next few weeks. Ms. Chiarelli suggested that Ms. Berry determines if a BCT representative can be at that meeting.

I2 – INFORMATION ITEM: Regional Fare Card

- Ms. Chiarelli stated that this item is scheduled to be on the SEFTEC agenda for the January 28th meeting and that she will be working with Chuck Cohen and Tim Garling to prepare for the SEFTEC update, which will consist of a timeline that indicates milestones between now and the implementation.
- Ms. Finke stated that she understands that there is the possibility that Palm Tran could be part of the system by 2014; that it could take that long to get a pilot project up and running. Ms. Chiarelli stated that the pilot project would take place in 2013 on ten buses from a demonstration standpoint and would involve mobile ticketing and debit/credit cards and moving funds into 2014 and possibly 2015.

I3 – INFORMATION ITEM: Rider Alerts

- Ms. Berry stated that she would like the transit properties to consider ways to integrate system alerts into an information-sharing device between agencies as a way to get information to the public during “off” hours. Ms. Finke stated that Palm Tran’s IT administration staff is able to do this remotely. Ms. Girard has the ability to remotely make public announcements on Palm Tran’s Facebook page.
- Ms. Crichton stated that MDT has 2 staff PIOs who are able to enter updates remotely for its website as well as sending email to people on a sign-up list.
- Mr. Garcia stated that Bonnie Arnold, SFRTA/Tri-Rail’s PIO alerts her contact list as soon as she has information available. Train station postings are displayed as well as a scroll being activated on Tri-Rail’s website, with the information update. He further explained that Tri-Rail has a “VIP” list of people who have volunteered their email addresses so that they can be alerted of service changes. If it’s of an emergency nature during “off” hours, SFRTA’s IT staff posts an alert on Tri-Rail’s webpage. The phone app also contains service alerts.
- Ms. Berry stated that BCT’s newsletter has a “sign-up” notification for passengers who want to receive service updates.
- Ms. Finke stated she would send Palm Beach County’s social media policy to Ms. Berry.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

- Ms. Finke asked that if there are no items on the Agenda that need to be voted on whether members may call into the meeting. Mr. Garcia stated that since a quorum of primary Committee members is not present today, a vote would have to be taken at a time when they were. Four voting members would have to be present. The Committee agreed that this item should be placed on the Agenda at the next in-person meeting, which will be on March 20, 2013.

AGENCY REPORTS

BITNER GOODMAN

No further comment

BROWARD MPO

Not present

BROWARD COUNTY TRANSIT

- Ms. Berry stated 95 Express is going very well but more “park and ride” lots are needed. BCT is working with FDOT toward this end.
- BCT experienced record ridership in October 2012, the second highest in the agency’s history.
- BCT is currently undergoing its TDP that includes a public-involvement plan and an advisory committee that will include representatives from FDOT and SFCS.
- Ms. Berry stated that the Sun-Sentinel has written a series of articles concerning driving safety of bus operators in light of accident settlements which appeared on the Broward County Commission Agenda to include a bus operator who has had repeated infractions leveled against him. She stated that BCT is researching how Palm Tran and MDT have handled driver issues and their safety concerns.

FLORIDA DEPARTMENT OF TRANSPORTATION

- A campaign “ Alert Today, Alive Tomorrow” for pedestrian and bicycle safety as been launched.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that she will be attending the APTA Conference in Los Angeles on behalf of MDT.
- The current 5-year EASY Card will become a 20-year card.
- MDT is working with SFCS on a bus route campaign.
- MDT is working on the inter-agency map with June as the goal for completion.

PALM TRAN

- Ms. Finke stated that the South Florida Fair begins this weekend and goes on for 17 days.
- The “pink” bus for breast cancer awareness was unveiled last week and will be on display again on February 26th at the “Race for the Cure.”
- Ten new buses will arrive in October.
- Ms. Finke thanked SFCS for help with the ridership phone survey.
- Ms. Finke will be attending the APTA Conference in Los Angeles on behalf of Palm Tran.
- Ms. Girard stated that she is working with Sabrina Glenn to promote iGo to colleges and universities. It is in the workshop phase now.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that new cars are being added to the fleet, regularly replacing old rolling stock.
- The MIC Station opening will take place at the end of 2013.
- Tri-Rail ended 2012 with ridership of 4 million passengers.
- Ms. Hankerson stated that the “Rail Love Affair” will take place on Valentine’s Day and will be promoted on TV, radio and on social media with testimonials by leisure and business riders. Cupid will be riding the train that day.
- A new revamped weekend train schedule will begin in March

ADJOURNMENT

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

There being no further business, the meeting adjourned at 3:06 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
FEBRUARY 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
FEBRUARY 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
JANUARY 16, 2013

INFORMATION ITEM REPORT

Information Presentation

TRANSIT DEVELOPMENT PLAN UPDATE

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA Planning Department staff will brief the Committee on preliminary activities and support of the SFRTA's new Transit Development Plan (TDP) update, which covers Fiscal Years 2014-2023. SFRTA would like to engage Committee partners in the planned outreach for the TDP effort.

EXHIBITS ATTACHED: N/A