



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**JANUARY 16, 2013**

**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)

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**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.**

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**MARKETING COMMITTEE MEETING**  
**of January 16, 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 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>
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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.
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**C1. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of December 19, 2012

<b>REGULAR AGENDA</b>
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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.

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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I1. SMART PHONE APP

I2. REGIONAL FARE CARD

I3. RIDER ALERTS

<b>MONTHLY REPORTS</b>
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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 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 DECEMBER 19, 2012**

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The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, December 19, 2012 via teleconference.

**COMMITTEE MEMBERS PRESENT**

Phyllis Berry, Broward County Transit  
Robyn Chiarelli, Florida Department of Transportation

**COMMITTEE MEMBERS NOT PRESENT**

Bobbie Crichton, (Chair) Miami-Dade Transit  
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  
Paula Girard, Palm Tran  
Doris Williams, Broward County Transit

**CALL TO ORDER**

The Chair called the meeting to order at 2:10 p.m.

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

**The Agenda was unanimously approved.**

**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**

<b>CONSENT AGENDA</b>
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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.
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C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of October 17, 2012.

**Ms. Williams moved for approval of Item C1. The motion was seconded by Ms. Ferradaz.**

**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>
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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.

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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I1– INFORMATION ITEM: Smart Phone App

- Mr. Garcia stated that as of this week, three months after its launch, Tri-Rail’s phone app was downloaded 8,000 times.

I2 – INFORMATION ITEM: Regional Fare Card

- Ms. Chiarelli stated that Tim Garling of BCT received conceptual approval from the Southeast Florida Transportation Council to proceed with a demonstration project to interface with EASY Card and use smart phones as well as debit and credit cards for transit fare management.
- As the project will be somewhat different from the original MPO approval, Ms. Chiarelli has been in discussion with BCT and Palm Tran to ensure that their respective MPO Boards are aware of the direction of the project.
- She also stated that BCT located a potential vendor with the ability to work on the interoperability between MDT / Tri-Rail and BCT.
- Ms. Berry questioned that if MPO approval was given, what the timeframe would be. Ms. Chiarelli stated that it would have to go through the procurement process but at this time she is not sure who the procurer will be, FDOT, Palm Tran or BCT. Ms. Chiarelli is working on a timeline.

<b>REPORTS</b>
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Action not required, provided for information purposes only.
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None.

### OTHER BUSINESS

- Ms. Ferradaz stated that she is working on a map project and is hopeful for input and cooperation of the other agencies on devising a regional map which would encompass the transit systems of the three counties. She is aiming for a June 2013 completion at which time it will be submitted to FPTA.
- This map will be in print and online format.
- Ms. Berry questioned whether the map would be from the point of view of MDT and would therefore only feature the other agency's routes if said routes feed into MDT's system. Ms. Ferradaz stated that this aspect is under review and no decision has been arrived at yet.

### AGENCY REPORTS

#### BITNER GOODMAN

Not present

#### BROWARD MPO

Not present

### BROWARD COUNTY TRANSIT

- Ms. Berry stated that new service changes will take effect on January 6, with a new pick in effect on January 7.
- New service will begin from Hollywood Boulevard to downtown Miami with a 95 Express route beginning in Hollywood.
- The ridership on the 595 Express to downtown Ft. Lauderdale has not been very successful, so a 6-month pilot project to decrease fares from \$2.35 to \$1.75 has been mounted.
- October ridership has broken records with a 9.5% increase with ridership near 4 million.
- Ms. Berry asked that the next meeting includes an agenda item addressing communicating service delays to the partner agencies.
- Ms. Ferradaz stated that MDT has rider alerts set up for text or email. Ms. Williams questioned how to decide to whom to disseminate what information.

### FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Chiarelli stated that a new campaign will be launched in January called "Alert Today, Alive Tomorrow" with kickoffs in two locations, Ft. Lauderdale on January 12 and Boca Raton on January 20. The purpose of this campaign is to promote pedestrian and bicycle safety. A flyer is being finalized. Ms. Chiarelli asked that BCT and Tri-Rail forward their logos so that they can be incorporated as part of the collaterals. Some of the features that will be included at the events are a bike rodeo, BCyclist information, safety bike checks for free, the appearance of Tri-Rail's mascot, Conductor George Green, a demonstration fire truck and ambulance on site, food truck vendors. FDOT's Secretary Wolfe and Ft. Lauderdale Mayor Jack Seiler, will be present.

### MIAMI-DADE TRANSIT

#### PALM TRAN

- Ms. Girard stated that Palm Tran will participate in breast cancer awareness by unveiling a pink bus (breast cancer awareness signature color) in partnership with Lamar Advertising and the Susan G. Komen for the Cure Foundation on January 18 at 2:00 p.m. at the West Palm Beach Government Center. This same bus will be staged at the “Race for the Cure” on January 26 in West Palm Beach.
- Ms. Girard stated that some Palm Beach Post advertising is being used to encourage the buying of monthly passes.
- Park and Ride lots are being promoted.
- Meetings have taken place with South Florida Commuter Services to brand the Igo/Google Transit relationship.

#### SOUTH FLORIDA COMMUTER SERVICES

No comments

#### SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Tri-Rail has begun a new airport campaign called “Pack Your Bags.” Tri-Rail generally mounts an airport campaign when tourism is at the highest level of the year. The feature of this year’s campaign is that when an airline passenger prints his/her ticket, and advertisement about Tri-Rail will also print. This year’s sweepstake is a trip to Las Vegas and a stay at New York/New York Hotel. Last week, radio remotes took place at some key Tri-Rails stations.
- Next year’s focus will be the weekend schedule improvements from 2-hour headways to 1-hour headways, plus service later into the night beginning in March.

#### ADJOURNMENT

The next meeting will be an in-person meeting, taking place on January 16, 2013 at SFRTA’s headquarters.

There being no further business, the meeting adjourned at 2:55 pm.

Tracking No. 01161301

AGENDA ITEM NO. 11

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

INFORMATION ITEM REPORT

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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  
JANUARY 16, 2013

INFORMATION ITEM REPORT

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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

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Information       Presentation

RIDER ALERTS

SUMMARY EXPLANATION AND BACKGROUND:

Establish methods for each agency's appropriate personnel to receive "Rider Alerts" from each respective agency, during the event of a system interruption that may affect other systems.

EXHIBITS ATTACHED: N/A